

Sign By-law

Draft for public hearing

BY-LAW NO. _____

A By-law to repeal
Sign By-law No. 6510
and to enact a new Sign By-law

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

1. Council repeals Sign By-law No. 6510, and enacts the by-law attached as Schedule A to this By-law.
2. A decision by a court that any part of this by-law is illegal, void, or unenforceable severs that part from this by-law, and is not to affect the balance of this by-law.
3. This by-law is to come into force and take effect on January 1, 2018.

ENACTED by Council this _____ day of _____, 2017

Mayor

City Clerk

[Schedule A]

CITY OF VANCOUVER
BRITISH COLUMBIA



SIGN BY-LAW NO. _____

SIGN BY-LAW

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BY-LAW NO. _____

A By-law regarding Signs on private property

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

PART 1
INTERPRETATION

1.1 Name of By-law

The name of this by-law, for citation, is the “Sign By-law”.

1.2 Intent

The intent of this by-law is to:

- (a) support local commercial activity through appropriate identification of businesses and wayfinding;
- (b) ensure that the design, size and type of a *sign* respects the design of the building and character of the neighbourhood where the *sign* is located;
- (c) encourage preservation of *signs* with historic value;
- (d) encourage *signs* that incorporate exceptional design, are innovative and enhance the public realm;
- (e) encourage *signs* that incorporate high quality materials and minimize light pollution;
- (f) regulate *signs* to ensure and maintain public safety; and
- (g) prevent *sign* proliferation and visual clutter to ensure the effectiveness of *signs* and maintain sight lines from the *street* into *premises*.

1.3 Definitions

In this by-law:

animated copy means *copy* that creates the impression of movement through lighting effects.

approved combustible plastic means a polymer material which:

- (a) complies with the applicable *Building By-law* requirements when installed in or on a building; and
- (b) when tested in accordance with UL 94 standard, achieves a minimum of V-1 classification or better for rigid plastics or VTM-1 classification or better for

non-rigid plastics.

architectural feature means brackets, columns, pilasters, doors, window and door surrounds or architraves, projections, cornices, pediments and balustrades and their paints, finishes and colours, architectural hardware and similar exterior features of a building.

arterial street means a *street* that is described as an *arterial street* in the *City's 1997 Transportation Plan*.

awning means a light detachable structure that projects a minimum of 1.0 m from the building for at least 80% of the length of the *awning* when extended, provides weather protection, and consists of a covering of fabric, sheet metal or other flexible material on a fixed or retractable frame that is attached to and entirely supported by a building; except that if the *awning* projects from the building a distance that measures at least twice the width of the *awning*, it may be partially supported by posts.

awning sign means a *sign* that is painted on, attached to, or constructed on an *awning* covering.

banner sign means a *non-illuminated sign* that is made of nylon, vinyl, canvas, or similar lightweight flexible material and that is secured on no more than three sides by a rigid frame, rods or high-tension cables.

billboard sign means a *sign* that is self-supporting and attached to the ground, or attached to a building parallel to the building face, is more than 17 m² and contains *third party advertising*.

Building By-law means the *City's Building By-law*.

canopy means a rigid, roofed structure that projects a minimum of 1.0 m from a building for at least 80% of the length of the *canopy*, provides weather protection and is attached to and entirely supported by a building.

canopy sign means a *sign* that is painted on, attached to, or constructed on a *canopy*.

Chief Licence Inspector means the person appointed as such by City Council pursuant to the provisions of the Vancouver Charter and includes any person authorized to act on behalf of the *Chief Licence Inspector*.

City means the *City of Vancouver*.

City Building Inspector means the person appointed as such by City Council pursuant to the provisions of the Vancouver Charter and includes any person authorized to act on behalf of the *City Building Inspector*.

City Electrician means the person appointed as such by City Council pursuant to the provisions of the Vancouver Charter and includes any person authorized to act on behalf of the *City Electrician*.

City Engineer means the person appointed as such by City Council pursuant to the provisions of the Vancouver Charter and includes any person authorized to act on behalf of the *City Engineer*.

civic community facility means any property, complex, structure, building or portion thereof that is owned or leased by the *City*.

clearance means the vertical distance between the bottom of a *sign* and *grade*.

copy means the *logos*, letters, characters, symbols, numbers or graphics that make up the message on a *sign*, but does not include background colour or pattern.

copy area means the area, measured in square metres, that encompasses all of the *copy* on a *sign*.

corner site means a *site* located at the intersection of two or more *streets*.

cultural, institutional or recreational use means archives, community centres, driving ranges, fire halls, golf courses, hospitals, libraries, marinas, museums, neighbourhood houses, places of worship, schools, theatres and the Vancouver Art Gallery.

development permit means a permit issued pursuant to the *Zoning and Development By-law*.

Director of Planning means the person appointed as such by City Council pursuant to the provisions of the Vancouver Charter and includes any person authorized to act on behalf of the *Director of Planning*.

directional sign means a *free-standing sign* on a *site* that indicates the location of vehicular entrances and exits to the *site*.

election sign means a *non-illuminated sign* related to a municipal, provincial or federal election, by-election, referendum or plebiscite, that addresses an issue in the public interest, advertises a candidate seeking public office or advertises a political party.

Electrical By-law means the *City's Electrical By-law*.

electronic copy means *copy* that is generated, displayed or changed using electronic screens, touch screens, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays or any other electronic, computer generated or digital technology.

electronic message sign means a *sign* that displays *electronic copy* consisting only of text.

electronic sign means an *electronic message*, *electronic static image* or *electronic video sign*, but does not include a *projected image sign*.

electronic static image sign means a *sign* that displays *electronic copy* that remains static on the screen for a stipulated period of time.

electronic video sign means a *sign* that displays *electronic copy* consisting of video.

embellishments means decorative or ornamental elements on a *sign* that do not contain identification, *logos* or advertising.

fascia sign means a *sign* that is painted, inscribed, constructed on or attached to the exterior, including transparent glass and glazing, of a building, that is on a plane parallel to the building face, and projects no more than 0.40 m from the building face, and does not include a *billboard sign*.

first party advertising means *copy* that advertises, promotes, or directs attention to goods, services, or activities that are available on the *premises* where the *sign* is located.

floating sign means a non-*illuminated sign* mounted on or affixed to a barge, vessel or other structure that floats or is capable of floating on water.

free-standing sign means a *sign* that is self-supporting and attached to the ground, and does not include a *billboard sign*.

free-standing wayfinding sign means a *sign* that is self-supporting and attached to the ground, is located on a large campus or *site*, and displays *site* information or maps for the purpose of wayfinding.

frontage means the length of a *site*, building or *premises*, that abuts or faces a *street*, excluding a *lane*.

grade means:

- (a) for any *sign* located more than 0.75 m from a *street*, measured horizontally, the elevation of the finished ground surface directly below the *sign*, as determined by the *Director of Planning*; or
- (b) for any *sign* encroaching into a *street* or located within 0.75 m of a *street*, measured horizontally, the elevation of the finished ground surface or *street* directly below the *sign*, as determined by the *City Engineer*.

height means, in the context of a *sign*, the vertical distance from *grade* to the uppermost point of a *sign*.

heritage property means a *site*, building or *sign* that is not a *protected heritage site*, building or *sign* and that, in the opinion of the *Director of Planning* has sufficient *heritage value* to justify its conservation.

heritage value means aesthetic, historic, scientific, cultural, social or spiritual importance or significance for past, present and future generations.

historic sign means an existing *sign* or a replica of an original *sign* that, in the opinion of the *Director of Planning*, has *heritage value*.

hoarding means a temporary fence, wall or covered walkway that encloses all or part of a *sign*, building or *street*, for *site* protection during construction.

hoarding sign means a non-illuminated sign painted on or attached to a *hoarding*, that:

- (a) identifies consultants and contractors employed on the *site*, including but not limited to architects, engineers, landscape architects, developers, financiers or builders;
- (b) displays the name of the building under construction on the *site*; or
- (c) displays public service messages regarding municipal programs, services or initiatives that relate to the building under construction.

identification sign means a non-illuminated sign that displays only the name of a building, a business or a licensed home occupation.

illuminated sign means a sign that is lighted by means of artificial lighting located within, on or outside the sign.

indexing means rotating individual segments on a *billboard sign* that create two or more sign surfaces displaying two or more separate and consecutive messages within the same sign area.

lane means a street not more than 10.06 m in width that provides a secondary means of access to a site.

larger residential sites means sites in any CD-1 zoning district assigned to the Residential Sign District, and sites larger than 2000 m² in the RM and RT zoning districts.

logo means:

- (a) a symbol or other graphic design not including words, letters, or numbers; or
- (b) a registered trademark which may include words, letters, or numbers that identify a product, business, service or activity.

mansard roof means a roof with four sloping sides, each with a roof pitch divided into a shallow upper slope and a steeper lower slope.

mansard roof sign means a sign that is painted on, attached to, or constructed on a mansard roof.

manual changeable copy means copy that can be changed manually, but does not include copy on a billboard sign.

moving sign means a sign that includes visible moving parts or that rotates around an axis, but does not include indexing.

mural means a work of art or graphic depiction of any kind which is painted, inscribed, inlaid or otherwise placed on, affixed to, or is an element of the design of, an exterior wall, roof, fence, or hoarding, but does not include a sign.

occupant means the *owner* or tenant who occupies a *site* or *premises* where a *sign* is located.

owner includes the *owner* or tenant who occupies a *site* or *premises* where a *sign* is located, the person named as the permit holder on a *sign* permit, and the *owner*, manufacturer or installer of a *sign*.

parks mean all areas under the exclusive possession, exclusive jurisdiction and control or custody, care and management of the Vancouver Park Board as provided in section 488 of the *Vancouver Charter*.

premises means a *site* or building or a portion of thereof, that is occupied by a single *owner* or tenant.

projected image sign means a static image that is projected onto a building or surface for a specified period of time from a source external to the *sign* and is visible from a *street* or from another *site*.

projecting sign means a *sign* that is attached to and entirely supported by a building and projects more than 0.40 m from the building face.

protected heritage site means a *site*, building or *sign* that is:

- (a) designated as protected pursuant to section 593 of the *Vancouver Charter*;
- (b) listed in a schedule in an official development plan pursuant to section 596A (3) (b) of the *Vancouver Charter*;
- (c) located in a designated heritage conservation *area*; or
- (d) protected by a Heritage Revitalization Agreement pursuant to section 592 of the *Vancouver Charter*.

public bike share program means a program that provides the general public with an opportunity to rent bicycles through an automated system on a short-term basis for use within the city.

public bike share station means a bicycle sharing facility where bicycles are stored and from which the general public may rent and return bicycles and other objects or equipment as part of a *public bike share program*.

real estate sign means a *sign* that advertises the sale or lease of a property or an open house.

Registered Professional Engineer means a professional engineer registered in the Province of British Columbia with the Association of Professional Engineers and Geoscientists of British Columbia.

retractable screen sign means a screen that has *copy* painted on, attached to or projected onto it, and that can be retracted so it is not visible.

roadway means that portion of the *street* improved, designed or intended for vehicular use.

roof means the primary top enclosure of a building, including any *roof* extension or overhang beyond the building face, but excluding secondary roofs above the main *roof line*, on structures such as elevator shafts or mechanical penthouses.

roof line means the horizontal line where the building face meets the *roof* of the building, or the top of a parapet wall, or the top of a *mansard roof*.

routine maintenance means ordinary maintenance or repair and does not include removal or replacement of a *sign* or its structural supports, or a change in the design, materials or appearance of a *sign*.

sandwich board sign means a portable non-illuminated *sign* consisting of two flat panels attached or hinged at one end, which is self-supporting, and is not affixed to the ground, a building, a structure, or a vehicle.

sign means any visual medium used to:

- (a) attract attention or convey information of any kind by way of words, numbers, pictures, graphics, *logos* or emblems;
- (b) provide direction, information, identification or advertisement; or
- (c) promote a product, business, activity, service or idea;

including the supporting structure, *sign* face, lighting fixtures and all other components, but does not include light banding, a work of art or a *mural* approved by the *City*.

sign area means the total surface area, measured in square metres, within the outer edge of the frame or border of a *sign* and extending to any exposed supporting structural components including any *embellishment*, except that where the *sign* has no frame, border, or background, *sign area* means the total area within the shortest perimeter surrounding the *copy*.

sign in conjunction with a mural means a *sign* that forms an integral part of the design of a *mural* that has been approved through a *development permit*.

Sign Fee By-law means the *City's Sign Fee By-law*.

site means an area of land consisting of one or more adjoining lots or parcels.

special event means an event designated as such by City Council by by-law or by resolution.

storey means that portion of a building which is situated between the surface of any floor and the surface of the floor next above it and, if there is no floor above it, that portion between the surface of such floor and the ceiling surface above it. A *storey* shall not include a basement or cellar.

street means and includes public road, highway, bridge, viaduct, *lane*, and sidewalk, and any other way normally open to the use of the public, but does not include a private right-of-way on private property.

temporary sign means a non-*illuminated sign* that is not permanently attached to any structure or building and is erected for a specified period of time.

third party advertising means *copy* that advertises, promotes, or directs attention to products or services that are not sold, produced or provided on the *premises* on which the *sign* is located, but does not include:

- (a) the name of a sponsor on *signs* on a *civic community facility* leased to and operated by a non-profit organization; or
- (b) any acknowledgement that identifies the artist, *owner* or sponsor of a work of art or *mural* approved by the *City*, as a condition of a *development permit* or pursuant to a public art program or similar program or policy.

traffic control device includes any traffic signs, stop-signs, traffic lights or reflectors, traffic disks, markers, blocks, standards, indicators, *traffic-control signals*, or other devices or apparatus, whether automatic or manual, for the regulation, direction, and control of traffic on any *street*.

traffic control signal means a *traffic control device*, whether manually, electrically or mechanically operated, by which traffic is directed to stop and to proceed.

under-awning sign means a *sign* that is suspended from an *awning* and is located entirely under the *awning* and perpendicular to the building to which the *awning* is attached.

under-canopy sign means a *sign* that is suspended from a *canopy* and is located entirely under the *canopy* and perpendicular to the building to which the *canopy* is attached.

unnecessary hardship means hardship that results from unique physical circumstances that are peculiar to the *site* and does not include mere inconvenience, preference for a more lenient standard or a more profitable use, or self-induced hardship resulting from the actions of the *owner* or applicant.

vertical dimension means the length of a *sign* measured vertically from the bottom to the top or uppermost point of the *sign*.

window means an opening in the wall or *roof* of a building that is fitted with transparent glass in a frame, that admits light or air and allows people to see in or out, but does not include *windows* fitted with opaque, spandrel or translucent glass.

window sign means a *sign* that:

- (a) is etched, painted, attached to or displayed in or on a *window*;
- (b) is visible from outside the building;
- (c) in the case of an exterior *sign*, is within 0.10 m of a *window*;
- (d) in the case of an interior *sign*, is within 1.2 m of a *window*; and

(e) does not include a *window* display of products available on the *premises*.

Zoning and Development By-law means the *City's Zoning and Development By-law*.

1.4 Table of Contents

The table of contents for this by-law is for convenient reference only, and is not for use in interpreting or enforcing this by-law.

1.5 Schedules

Schedules attached to this by-law form part of this by-law.

1.6 Severability

A decision by a court that any part of this by-law is illegal, void, or unenforceable severs that part from this by-law, and is not to affect the balance of this by-law.

PART 2 APPLICATION OF BY-LAW

2.1 Scope of By-law

This by-law applies to all *signs* on lands within the *City*, including lands covered by water, except for *signs*:

- (a) on *streets*;
- (b) in *parks*;
- (c) inside a building or on a *site*, and not visible from the exterior of the building or from a *street*; or
- (d) erected under the authority of a statute, by-law or regulation.

2.2 Compliance with By-law

A *sign* must not be erected, placed, displayed, altered or moved unless it complies with the provisions of this by-law and all other applicable by-laws.

2.3 Prohibited Signs

Signs that are not specifically permitted by this by-law are prohibited.

2.4 Permit Requirement

A *sign* permit is required:

- (a) to erect any *sign* except those *signs* listed in Part 6 of this by-law; and
- (b) to replace or re-erect a *sign* that has been removed from its supports or a building for maintenance purposes.

**PART 3
AUTHORITIES
AND PERMITS**

3.1 Administration

The *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* and the *City Electrician* are authorized to administer the applicable provisions of this by-law.

3.2 Power of Entrance

The *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* or the *City Electrician* may enter any building or *premises* at any reasonable time for the purpose of administering or enforcing this by-law.

3.3 Permit Application Process

A person who wishes to obtain a permit to construct, erect, install or alter a *sign* must apply to the *Director of Planning* for a permit to do so and must submit a complete application for the proposed *sign* in the form prescribed by the *Director of Planning*, including, but not limited to:

- (a) proof that the *owner* or *occupant* of the *premises* identified in the application, and any contractor identified in the application, holds a *City* business licence;
- (b) drawings to the satisfaction of the *Director of Planning* and the *City Building Inspector* that identify the *site* and the proposed *sign* and indicate:
 - (i) construction materials and methods,
 - (ii) *sign* dimensions,
 - (iii) the location of any existing and proposed *signs*, and
 - (iv) the location of any encumbrances that may impact or restrict the placement of the *sign* on the *site*;
- (c) any further technical information required by the *Director of Planning* or the *City Building Inspector* pursuant to this by-law or any other applicable by-law; and
- (d) the requisite application fee for the proposed *sign* as set out in the *Sign Fee By-law*.

3.4 Permit Refusal

The *Director of Planning* may refuse to process an application or issue a permit if:

- (a) plans or supporting documents:
 - (i) are incomplete,

- (ii) do not comply with the provisions of this by-law, or
- (iii) contain false or incorrect information;
- (b) the proposed *sign* is not permitted by this by-law or by another enactment;
- (c) the applicant does not hold a current *City* business licence;
- (d) in the opinion of the *City Building Inspector*, the building on which the *sign* is to be located is not structurally capable of supporting the proposed *sign* or the information submitted regarding the building is not sufficient to enable the *City Building Inspector* to determine the structural capacity of the building; or
- (e) the proposed *sign* would, in the opinion of the *City Engineer*, obstruct or interfere with the visibility of a *traffic control device*.

3.5 Limits on Appeals

No appeal lies from the refusal of the *Director of Planning* to process an application or issue a permit under this by-law, except for an appeal pursuant to Part 15 of this by-law.

3.6 Lapsed Application

If an *owner* has failed to comply with the necessary requirements to complete an application within six months after the date of receipt of the application by the *Director of Planning*, the *Director of Planning* must:

- (a) advise the *owner* that the permit application is lapsed; and
- (b) refuse to process the application for the permit.

3.7 Expiry of Application

An application for a permit that has lapsed in accordance with section 3.6 of this by-law is expired and the *owner* who wishes to obtain a permit must re-apply and pay the necessary fees for a new application in accordance with the *Sign Fee By-law*.

3.8 Conditions on Permits

The *Director of Planning* may impose conditions on permits regarding:

- (a) safety matters;
- (b) hours and levels of illumination;
- (c) construction requirements;
- (d) timing of construction;
- (e) timing of and requirements for reviews and inspections;
- (f) limitations regarding the effective period of the permit;

- (g) responsibilities of the *owner*; and
- (h) compliance with this by-law or other enactments.

3.9 Lapsed Permit

If an *owner* has failed to complete the work authorized by a permit and to call for a final inspection within twelve months after the date of issuance of the permit, the *Director of Planning* must advise the *owner* that the permit is lapsed.

3.10 Expiry of Permit

A permit that has lapsed in accordance with section 3.9 of this by-law is expired and the *owner* who wishes to obtain a new permit must re-apply and pay the necessary fees for a new application in accordance with the *Sign Fee By-law*.

3.11 Permit Revocation

The *Director of Planning* may revoke a permit or order that a *sign* be removed if, in the opinion of the *Director of Planning*:

- (a) there is a contravention of a condition of the permit;
- (b) the permit was issued in error;
- (c) the permit was issued on the basis of false or incorrect information; or
- (d) the *sign* does not comply with the provisions of this by-law.

3.12 Notices and Orders

The *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* or the *City Electrician*, as the case may be, may issue in writing such notices or orders as may be necessary to notify an *owner* of a contravention of this by-law, in the manner set out in this by-law.

3.13 Scope of Orders

The *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* or the *City Electrician*, as the case may be, may order a person who contravenes any provision of this by-law:

- (a) to comply with the by-law within a specified time;
- (b) to discontinue or refrain from proceeding with any work in contravention of this by-law;
- (c) to allow the *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* or the *City Electrician*, as the case may be, to enter any building or *premises* at any reasonable time for the purpose of administering or enforcing this by-law;

- (d) to remove an unauthorized *sign*; or
- (e) to paint, repair, alter or remove any *sign* or portion thereof which becomes dilapidated or is abandoned, or which constitutes a hazard.

3.14 Service of Orders

A notice or order issued under this by-law is sufficiently served if:

- (a) the order or notice is delivered by hand, by ordinary prepaid mail or by registered mail, to the *owner's* address as shown in the records of the Assessment Authority of British Columbia; or
- (b) in the case of an *owner* that is a corporation, the order or notice is delivered by hand, by ordinary prepaid mail, or by registered mail, to the registered and records office of the corporation; or
- (c) in any case, the order or notice is delivered by electronic mail to the electronic mail address of the *owner* as shown in the permit application.

3.15 Deemed Receipt of Order

Notices and orders issued in accordance with this by-law are deemed to have been received:

- (a) seven days after mailing, if sent by ordinary prepaid mail, to the mailing address of the *owner*;
- (b) on the date of delivery as noted in the Canada Post tracking system, if sent by registered mail;
- (c) 24 hours after sending, if sent by electronic mail to the electronic mail address of the *owner* as shown in the permit application; and
- (d) immediately upon receipt, if handed to the *owner* or a representative of the *owner*, or delivered to the registered and records office for the *owner*.

3.16 Removal of Unsafe Sign

When any *sign* or part thereof is, in the opinion of the *City Building Inspector*, structurally unsafe, the *City Building Inspector* may issue a written order to the *owner*, certifying that the *sign* is structurally unsafe and requiring its correction within a specified time.

3.17 Corrective Measures

If an *owner* fails to comply with a written order issued by the *City Building Inspector*, the *City Building Inspector* may authorize demolition, removal or enclosure of the *sign* that is certified to be structurally unsafe, at the expense of the *owner* and may take such other measures as may be necessary to protect the public.

3.18 Immediate Measures

When immediate measures must be taken to avoid imminent danger or risk of accident as a result of a *sign* being structurally unsafe, the *City Building Inspector* may take such action as is appropriate, without prior notice and at the expense of the *owner*.

3.19 Reclaiming Sign

Any *owner* who wishes to reclaim a *sign* that has been removed by the *City Building Inspector* because it is structurally unsafe must:

- (a) submit a request in writing, within 14 days of the date of removal of the *sign*; and
- (b) pay for the cost of removal, transportation and storage of the *sign* in accordance with the *Sign Fee By-law*.

3.20 Recovery of City Costs

The cost of the removal, repair, transportation and storage of a *sign* that is structurally unsafe is a debt due and recoverable by the *City* from the *owner*:

- (a) in any Court of competent jurisdiction; or
- (b) by entry of such cost in the real property tax roll with respect to the parcel on which the *sign* is located and by collection in the same manner as taxes shown on the real property roll.

PART 4 RESPONSIBILITIES OF OWNER

4.1 Requirement for Permit

An *owner* must not erect, display, modify or repair a *sign* for which a *sign* permit is required by this by-law, without first obtaining the necessary permit, except for a change of *copy* or *routine maintenance* as provided in section 6.5 of this by-law.

4.2 Application for Permit

An *owner* must comply with all the necessary requirements to complete an application for a *sign* permit within six months of the date of receipt of the application by the *Director of Planning*.

4.3 Compliance with Permit Conditions

An *owner* must comply with all conditions of a *sign* permit.

4.4 Compliance with By-law and Other Enactments

An *owner* must comply with this by-law and with all other applicable enactments.

4.5 Permitting Entry

An *owner* must allow the *Director of Planning*, the *City Building Inspector*, the *Chief Licence Inspector* or the *City Electrician*, as the case may be, to enter any building or *premises* at any reasonable time for the purpose of administering and enforcing this by-law.

4.6 Completion of Work

An *owner* must complete the work authorized by the *sign* permit and call for a final inspection, within twelve months of the date of issuance of the permit.

4.7 Call for Inspection

Immediately upon completion of the installation of any *sign* for which a *sign* permit has been issued, an *owner* must notify the *City Building Inspector*, and, if applicable, the *City Electrician*, that the installation of the *sign* is complete, and must include the permit number in the notification.

4.8 Covering Work Before Inspection

An *owner* must not cover work prior to inspection.

4.9 Uncovering Work

An *owner* must uncover any work that has been covered prior to inspection, at the expense of the *owner*, if required to do so by the *City Building Inspector* or the *Director of Planning*.

4.10 Prior Approval for Revisions

An *owner* must not deviate from the approved plans and supporting documents forming part of the *sign* permit without having first paid the necessary fees in accordance with the *Sign Fee By-law* and obtained the necessary permit or permits.

4.11 Re-inspection

If the *City Building Inspector* discovers faulty or incomplete work or faulty materials during an inspection, the *owner* must carry out the necessary repairs, apply for a re-inspection and pay the necessary re-inspection fees in accordance with the *Sign Fee By-law*.

4.12 Maintenance of Signs

An *owner* must maintain all *signs* in good repair, in safe condition and free from defects.

4.13 Compliance with Orders

An *owner* must comply with an order or notice issued pursuant to this by-law.

PART 5
GENERAL SIGN REGULATIONS

5.1 General Prohibitions

Except as otherwise provided in this by-law, a *sign* must not:

- (a) obstruct or interfere with the visibility of a *traffic control device*;
- (b) obstruct or interfere with the natural lighting, air intake or ventilation of a building;
- (c) cover or obstruct an *architectural feature*;
- (d) be constructed or installed in a way that damages or may damage a tree;
- (e) emit sound or noise;
- (f) obstruct or interfere with the flow of pedestrian traffic; or
- (g) be in or project over a required landscaped setback *area* listed in Schedule C of the *Zoning and Development By-law*.

5.2 Signs in Landscaped Setback

Despite the provisions of section 5.1 of this by-law, the following *signs* may be in or project over a required landscaped setback area listed in Schedule C of the *Zoning and Development By-law*:

- (a) a *fascia* or *directional sign*; or
- (b) a *free-standing sign* that identifies the principal use or occupancy of the *site*, if:
 - (i) the *sign area* is no greater than 1.25 m²,
 - (ii) the *sign* is no more than 1.8 m in *height*,
 - (iii) the *sign* is within the rear two-thirds of the required landscaped setback, and
 - (iv) the landscaping at the base of the *sign* is to the satisfaction of the *Director of Planning*.

5.3 Sign Area Calculation

Sign area must be calculated as follows:

- (a) for a double-faced or multi-faced *sign*, the *sign area* is one half of the total surface area of all the *sign* faces combined;
- (b) for a *sign* composed of individual letters or figures, *sign area* is measured by applying the smallest square, rectangular or other simple geometric form to

enclose the surface area of the individual letters or figures that comprise the *sign face*, and the *sign area* is the total surface *area* of all the geometric forms combined; and

- (c) for a three-dimensional *sign* with no easily measurable face, *sign area* is measured by applying the smallest square, rectangular or other simple geometric form possible, to enclose each of the parts of the *sign face*, and the *sign area* is one half of the total surface area of all the geometric forms combined.

5.4 Signs Incorporating Multiple Sign Types

In the case of a *sign* that incorporates more than one *sign type*, the regulations for each particular *sign type* must be applied to the portion of the *sign* to which they pertain.

5.5 Structural Supports

A *sign* must be designed and placed on a building so that the structural supports, bracing and ties of the *sign* are concealed, where possible, by the body of the *sign*.

5.6 Signs and Building Lines

Subject to the provisions of this by-law, a *sign* may be located in or project over a building line prescribed by Schedule E of the *Zoning and Development By-law*.

5.7 Signs for Premises with No Frontage

In the case of a use that is located at the rear of a building or below *grade* and has no calculable *frontage*, a *sign* pertaining to that use may be on the *frontage* of the *premises* of another *occupant* in the same building or at a common entrance to the building.

5.8 Encroachment over a Street

A *sign* must:

- (a) be at least 0.60 m from the edge of the curb that is immediately adjacent to the *roadway* of a *street*; and
- (b) not encroach over a *lane*, except that a *fascia sign* may encroach over a *lane* to a maximum of 0.10 m.

5.9 Sign Clearances

A *sign* that:

- (a) encroaches on a portion of a *street* used only by pedestrians, must have a minimum *clearance* of 2.75 m, except that:
 - (i) if the *grade* below an *awning sign* slopes more than 0.10 m over the length of the *awning*, the minimum clearance is 2.6 m,

- (ii) if an *awning sign* is painted on a soft *awning fringe* or an *under-awning* or *under canopy sign* is painted on soft material, the minimum *clearance* is 2.3 m,
- (iii) there is no minimum *clearance* for any *fascia sign* that encroaches less than 0.10 m, and
- (iv) the minimum *clearance* of a *fascia sign* in the Granville Street Sign District that encroaches 0.10 m or more is 2.6 m; and
- (b) is a *projecting sign* or *free-standing sign* encroaching on a *street* used by vehicular traffic, must have a minimum *clearance* of 4.5 m; and
- (c) is a *projecting sign*, must have a maximum *clearance* of 6.0 m.

5.10 Illuminated Signs

A *sign* may be illuminated, unless otherwise prohibited by this by-law.

5.11 General Regulations for Illuminated Signs

An *illuminated sign* must:

- (a) not be illuminated from below;
- (b) if externally illuminated, be equipped with a shield directing light downward;
- (c) not increase the level of ambient light on an adjacent *street* or *site* by more than 3.0 lux;
- (d) if an *awning sign*, have any lighting source contained and concealed under the *awning*;
- (e) if within 30 m of a dwelling unit in the Residential Sign District facing the *copy area* of the *sign*, be turned off between the hours of 11 p.m. and 7 a.m., unless the *premises* are open for business; and
- (f) if at the second *storey* of a building or facing a *lane* and within 30 m of a dwelling unit facing the *copy area* of the *sign*, be turned off between 11 p.m. and 7 a.m., unless the *premises* are open for business, except in the shaded area shown on Schedule 5A.

5.12 Electronic Signs

A *sign* may not contain *electronic copy* unless specifically permitted by this by-law.

5.13 General Regulations for Electronic Signs

An *electronic sign* must:

- (a) not increase the level of ambient light on an adjacent *street* or *site* by more than 3.0 lux;

- (b) be equipped with an ambient light sensor that automatically adjusts the luminance of the *sign*;
- (c) have a luminance no greater than 300 nits between sunset and sunrise and 5000 nits between sunrise and sunset;
- (d) default to a black screen if the *sign* malfunctions;
- (e) be at least 30 m from a dwelling unit facing the *copy area* of the *sign*;
- (f) be at least 15 m from a *traffic control signal*;
- (g) if within 60 m of a dwelling unit facing the *copy area* of the *sign*, be turned off between the hours of 11 p.m. and 7 a.m. and when the *premises* are not open for business, except in the Granville Street Sign District; and
- (h) if an *electronic static image sign*:
 - (i) display an *electronic static image* that does not change for a minimum of 10 seconds, and
 - (ii) transition between images within 0.5 seconds.

5.14 Signs with Manual Changeable Copy

Subject to the provisions of this by-law, a *manual changeable copy sign* is permitted in all zoning districts except the HA-2(Gastown) and HA-3(Yaletown) zoning districts.

5.15 General Regulations for Manual Changeable Copy Signs

A *manual changeable copy sign* must:

- (a) have a *copy area* no greater than 75% of the *sign area*, to a maximum of 2.3 m², except that the *copy area* of *signs* for arenas, bingo halls, halls, places of worship, pools, rinks, service stations or gas bars, and theatres may be greater than 75% of the *sign area*, to a maximum of 2.3 m²; and
- (b) in the HA-1 and HA-1A District (Chinatown):
 - (i) be located on a theatre, and
 - (ii) be a *canopy* or *fascia sign*.

5.16 First Party Advertising

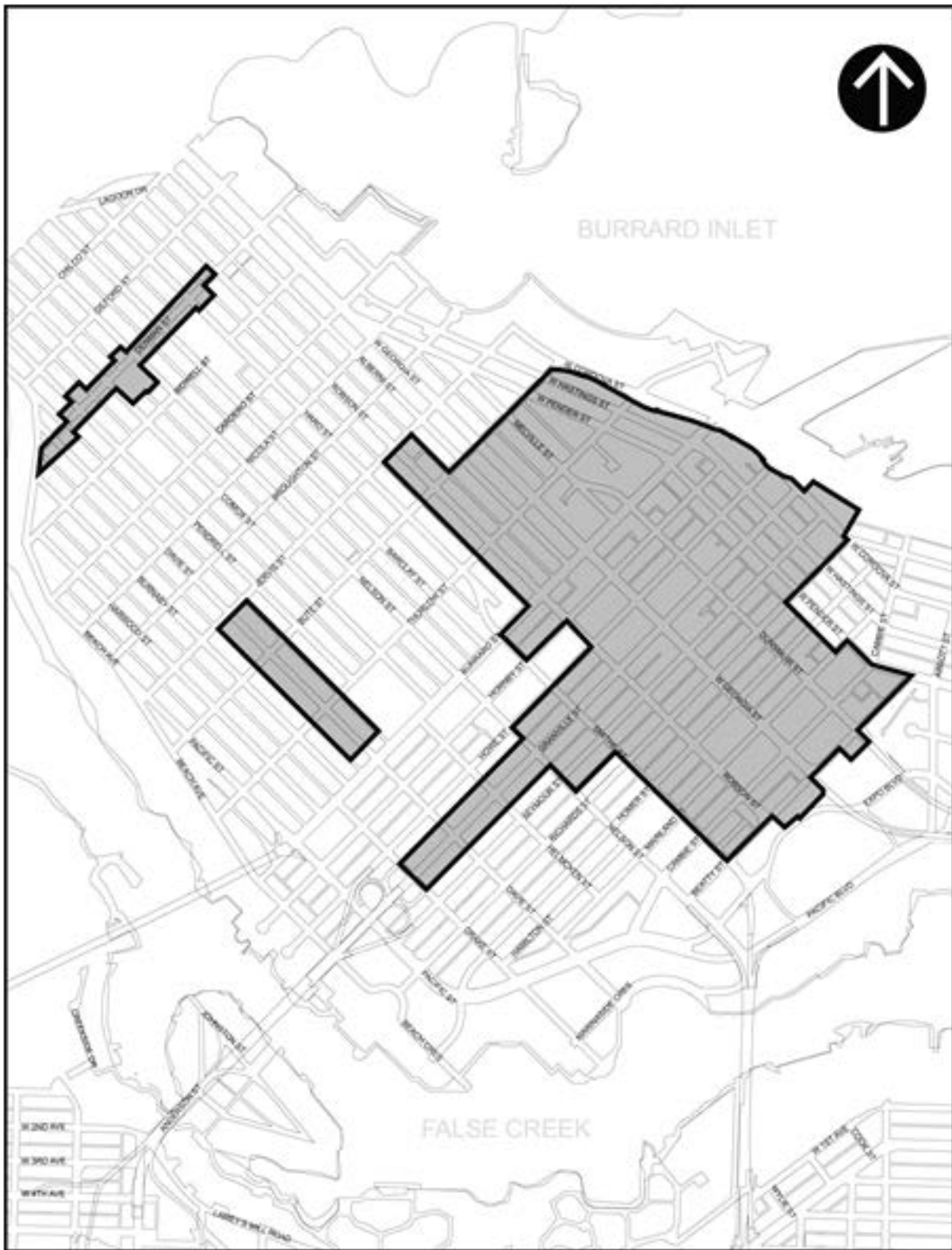
Except as otherwise provided in this by-law, *first party advertising* is only permitted on:

- (a) a *fascia sign* that does not include *electronic copy*, to a maximum of 30% of the *copy area*; and
- (b) a *window sign* that is exempt from permit under this by-law, to a maximum of 100% of the *copy area*.

5.17 Third Party Advertising

Except as otherwise provided in this by-law, *third party advertising* is only permitted on a *billboard sign*, to a maximum of 100% of the *copy area*.

SCHEDULE 5A
ILLUMINATED SIGN AREA MAP



PART 6 EXEMPTIONS

6.1 Signs Exempt From Sign Permit

Signs listed in this Part 6 do not require a *sign* permit, except as provided in section 6.2 of this by-law.

6.2 Signs on Protected Heritage Sites

A *sign* permit is required for any *sign* on a *protected heritage site*, other than an *election*, *hoarding*, *real estate* or *temporary sign*.

6.3 Compliance with Other Requirements

Signs that do not require a *sign* permit:

- (a) must comply with the general *sign* regulations in Part 5 of this by-law;
- (b) must comply with the *sign* construction regulations in Part 16 of this by-law;
- (c) must comply with all other applicable regulations under this or any other by-law; and
- (d) may require electrical, building or other permits.

6.4 Address, Commemorative and Public Information Signs

A *sign* permit is not required for:

- (a) a *sign* listing only the building number and street name of *premises*;
- (b) a non-illuminated commemorative plaque or cornerstone; or
- (c) a non-*illuminated sign* providing information or a warning related to safety, security, parking restrictions, or public access, and that does not exceed 0.20 m² in *sign area*.

6.5 Change of Copy and Routine Maintenance

A *sign* permit is not required for:

- (a) a change of *copy* on an existing *sign* that is under permit or lawfully non-conforming, where the change of *copy* complies with this by-law, except that a change of *copy* does not include changing an *awning cover*; or
- (b) *routine maintenance* of an existing *sign* that is under permit or lawfully non-conforming.

6.6 Banner Signs

A *sign* permit is not required for a *banner sign* that:

- (a) has a *vertical dimension* at least twice the width of the *banner*;
- (b) is perpendicular to a building face;
- (c) has a *sign area* no greater than 4.0 m², except in the Residential and West End Sign Districts;
- (d) in all sign districts other than the Rogers Arena and Residential and West End Sign Districts, has:
 - (i) *copy area* consisting of letters, numbers, symbols or *logos* no greater than 20% of the *sign area*,
 - (ii) a combined *sign area* no greater than 4.0 m² for all *banner signs* on a building face, and
 - (iii) *first party advertising* not exceeding 30% of the *copy*;except as otherwise provided in subsection (e);
- (e) if advertising public events presented by a non-profit society or public agency, and located in the Granville Street or International Village Sign Districts, the Downtown (DD) zoning district, or the area of the B.C. Place/Expo District (BCPED) shown in Schedule 9A, may have:
 - (i) *copy area* consisting of letters, numbers, symbols or *logos* that is greater than 20% of the *sign area*,
 - (ii) a combined *sign area* no greater than 8.0 m² for all *banner signs* on a building face, and
 - (iii) *third party advertising* not exceeding 30% of the *copy*;
- (f) in the Residential and West End Sign Districts, has:
 - (i) a *sign area* no greater than 2.0 m²,
 - (ii) *copy area* consisting of letters, numbers, symbols or *logos* that may be greater than 20% of the *sign area*, and
 - (iii) a combined *sign area* no greater than 4.0 m² for all *banner signs* on a building face; and
- (g) on the arena in the Rogers Arena Sign District, may have:
 - (i) *copy area* consisting of letters, numbers, symbols or *logos* no greater than 10% of the *sign area*, and
 - (ii) *copy* consisting of a *logo*, the name of the arena or an event scheduled at the arena, which may include *third party advertising*.

6.7 Cultural, Institutional or Recreational Use Signs

A *sign* permit is not required for a *free-standing sign* that:

- (a) is on the *site* of a building containing *cultural, institutional or recreational uses*;
- (b) identifies only the *cultural, institutional or recreational uses* on the *site*;
- (c) is limited to one for each *frontage* of the *site*;
- (d) has a *sign area* no greater than 0.60 m²;
- (e) is no more than 1.2 m in *height*; and
- (f) is not illuminated.

6.8 Directional Signs

A *sign* permit is not required for a *directional sign* that:

- (a) is at a vehicular entrance or exit to a *site*;
- (b) is at a vehicular entrance or exit at a *lane*;
- (c) is limited to two on a *site*, except that for restaurant and retail uses, there may be:
 - (i) one *sign* indicating the entry to a drive-through service window, and
 - (ii) one *sign* indicating each additional vehicular entrance or exit;
- (d) has a *sign area* no greater than 0.60 m², except that:
 - (i) in the Residential and Chinatown and Gastown Historic Sign Districts, the *sign area* must be no greater than 0.40 m², and
 - (ii) in the Rogers Arena Sign District, the *sign area* must be no greater than 1.0 m²; and
- (e) is no more than 1.2 m in *height*.

6.9 Election Signs

A *sign* permit is not required for an *election sign* that:

- (a) is a *free-standing* or *window sign*;
- (b) if a *free-standing sign*, has a *sign area* no greater than 3.0 m²;
- (c) if a *window sign*, is limited to one *sign* for each address or *premises* with a *sign area* no greater than 30% of the glass surface of the *window*;

- (d) in the case of a *sign* related to a federal or provincial election, by-election, referendum or plebiscite, is erected on or after the date when the writ for the election is issued;
- (e) in the case of a *sign* related to a general local election, by-election, referendum or plebiscite, is erected no earlier than 45 days before general voting day; and
- (f) is removed within 48 hours after the close of voting.

6.10 Floating Signs

A *sign* permit is not required for a *floating sign* that:

- (a) has a *sign area* no greater than 1.0 m²;
- (b) may include *third party advertising*; and
- (c) is limited to one per barge, vessel or other structure.

6.11 Hoarding Signs

A *sign* permit is not required for a *hoarding sign* that:

- (a) has a combined *copy area* no greater than 9.3 m² on each *frontage*;
- (b) in the RA-1 or First Shaughnessy zoning districts or on a *site* less than 2000 m² in an RS or RT zoning district, is limited to three *signs* on each *frontage* of the *site*, each with a *sign area* no greater than 0.56 m²;
- (c) is no more than 3.0 m in *height*; and
- (d) is displayed only during construction.

6.12 Identification Signs

A *sign* permit is not required for an *identification sign* that:

- (a) is a *fascia sign*;
- (b) is limited to one *sign* for each *premises*; and
- (c) has a *sign area* no greater than 0.20 m².

6.13 Parking Signs

A *sign* permit is not required for:

- (a) a *sign* in a parking lot identifying an individual parking space, that:
 - (i) has a *sign area* no greater than 2.0 m² in all sign districts other than the Residential Sign District,

- (ii) in the Residential Sign District, has a *sign area* no greater than 0.10 m²,
 - (iii) if a *free-standing sign*, is no more than 3.0 m in *height*,
 - (iv) is at least 7.5 m from a property line, and
 - (v) is not illuminated;
- (b) a *free-standing sign* identifying a parking lot or garage, that:
- (i) is limited to one *sign* at each vehicular entrance or corner of the *site*,
 - (ii) is at least 7.5 m from another *free-standing sign* identifying the same parking lot or garage,
 - (iii) has a *sign area* no greater than 2.0 m² for each *sign*, to a maximum combined *sign area* of 5.0 m² for all *free-standing signs* on the *site*, and
 - (iv) is no more than 4.5 m in *height*; and
- (c) a *sandwich board sign* identifying a parking lot or garage, that:
- (i) is in any sign district other than the Residential Sign District,
 - (ii) is limited to one *sign* at each vehicular entrance, and
 - (iii) has a *vertical dimension* no greater than 0.90 m and is no more than 0.60 m wide.

6.14 Projected Image Signs

A *sign* permit is not required for a *projected image sign* that:

- (a) is in any sign district, except in the Residential and West End Sign Districts;
- (b) advertises community events, campaigns held or sponsored by a charitable or community organization, or events associated with a *cultural, institutional or recreational use*;
- (c) is limited to one *sign* on a *site*;
- (d) has a *sign area* no greater than 12 m²;
- (e) displays a static image that does not change for at least 10 seconds;
- (f) transitions between images within 0.5 seconds;
- (g) is projected for no more than 5 continuous days and no more than 10 days in a calendar year; and
- (h) is turned off between the hours of 11 p.m. and 7 a.m.

6.15 Public Bike Share Signs

A *sign* permit is not required for a *sign* related to the operation of a *public bike share station*, that:

- (a) has a *sign area* no greater than 3.0 m²;
- (b) has a *copy area* no greater than 0.44 m²;
- (c) is no more than 3.0 m in *height*, excluding any associated solar panel and related components; and
- (d) may include sponsorship acknowledgement.

6.16 Real Estate Signs

A *sign* permit is not required for a *real estate sign* that:

- (a) is a *free-standing sign* or a *fascia sign* attached to a fence or a building at the first *storey*;
- (b) is limited to one *sign* at the address or entrance of the property listed for sale or lease;
- (c) in all sign districts and *larger residential sites* in the Residential Sign District:
 - (i) has a *sign area* no greater than 3.0 m², and
 - (ii) if a *free-standing sign*, is no more than 2.4 m in *height*;
- (d) in the Residential Sign District, except for *larger residential sites*:
 - (i) has a *sign area* no greater than 0.56 m², and
 - (ii) if a *free-standing sign*, is no more than 1.8 m in *height*; and
- (e) is removed no more than 14 days after the *real estate sign* indicates that the property has been sold or leased.

6.17 Temporary Signs

A *sign* permit is not required for a *temporary sign* that:

- (a) advertises community events, campaigns held or sponsored by a charitable or community organization, or events associated with a *cultural, institutional or recreational use*, and:
 - (i) is limited to one *sign* on a *site*,
 - (ii) is erected no more than 45 days in advance of an event or campaign, and

- (iii) is removed no more than 7 days after the conclusion of the event or campaign;
- (b) promotes the buying or selling of products and services or announces the opening of a business and:
 - (i) is limited to one *sign* on *premises*,
 - (ii) has a *sign area* no greater than 2.5 m², and
 - (iii) may be displayed for no more than sixty days in a calendar year;
- (c) provides information about a farmers' market and:
 - (i) is erected on the day of the farmers' market, except that one *sign* advertising the farmers' market may be displayed continuously on a *site* from May 1st to October 31st, and
 - (ii) has a *sign area* no greater than 0.40 m²;
- (d) displays public service messages about municipal programs, services or initiatives and is limited to one *sign* on each *frontage* of a *site*; or
- (e) addresses an issue in the public interest and:
 - (i) is limited to one *sign* for each street address,
 - (ii) has a *sign area* no greater than 0.56 m², and
 - (iii) if a *free-standing sign*, is no more than 1.0 m in *height*.

6.18 Window Signs

A *sign* permit is not required for a *window sign* that:

- (a) is in any sign district, except the Residential Sign District;
- (b) is not illuminated, except for an *electronic message sign*;
- (c) is an *electronic message sign* that:
 - (i) is limited to one *sign* on the *premises*,
 - (ii) has a *copy area* no greater than 0.34 m², and
 - (iii) does not display flashing, scrolling or other visual effects;
- (d) if located on the first *storey* of a building, has a combined *sign area* for all *signs* no greater than 30% of the total area of contiguous glass, or glass panes separated by mullions, contained within a *window* frame; and
- (e) if located on the second *storey* of a building, has a combined *sign area* no greater than 10% of the total area of contiguous glass, or glass panes separated by mullions, contained within a *window* frame.

**PART 7
SIGN DISTRICTS**

7.1 Sign Districts

For the purposes of this by-law, the city is divided into the sign districts listed in Column 1 of Table 1. Each sign district includes those zoning districts and areas listed in the corresponding row in Column 2 of Table 1.

Table 1 Sign Districts	
Column 1 <u>Sign District</u>	Column 2 <u>Corresponding Zoning Districts and Areas</u>
Residential Sign District (Part 8)	<p>The RA-1, RS-1, RS-1A, RS-1B, RS-2, RS-3, RS-3A, RS-4, RS-5, RS-6, RS-7, RT-1, RT-2, RT-3, RT-4, RT-4A, RT-4N, RT-4AN, RT-5, RT-5A, RT-5N, RT-5AN, RT-6, RT-7, RT-8, RT-9, RT-10, RT-10N, RT-11, RT-11N, RM-1, RM-1N, RM-2, RM-3, RM-3A, RM-4, RM-4N, RM-7, RM-7N, RM-7AN, RM-8, RM-8N, RM-9, RM-9A, RM-9N, RM-9AN, and RM-9BN zoning districts; The area of the FM-1 zoning district where residential uses are permitted; The First Shaughnessy zoning district; The area of the B.C.Place/Expo District (BCPED) shown on Schedule 8A; The area of the Downtown/Eastside Oppenheimer District (DEOD) shown on Schedule 8B; The area of the False Creek Comprehensive Development District (FCCDD) shown on Schedule 8C; and All CD-1 zoning districts not listed in Schedule A or Schedule B.</p>
Commercial, Mixed Use and Industrial Sign District (Part 9)	<p>The C-1, C-2, C-2B, C-2C, C-2C1, C-3A, C-5, C-5A, C-6, C-7, C-8, Downtown (DD) and FC-1 zoning districts; The HA-3, I-1, I-1A, I-1B, I-2, I-3, I-4, IC-1, IC-2, IC-3, M-1, M1-A, M-1B, M-2, MC-1, MC-2, and Central Waterfront (CWD) zoning districts; The area of the FM-1 zoning district where commercial uses are permitted; The area of the B.C.Place/Expo District (BCPED) shown on Schedule 9A; The area of the Downtown/Eastside Oppenheimer District (DEOD) shown on Schedule 9B; The area of the False Creek Comprehensive Development District (FCCDD) shown on Schedule 9C; and All CD-1 zoning districts listed in Schedule A.</p>
Chinatown and Gastown Historic Sign District (Part 10)	<p>The HA-1, HA-1A, and HA-2 zoning districts shown in Schedule 10A, which includes all CD-1 zoning districts assigned to Part 10 and listed in Schedule B.</p>

Table 1 Sign Districts	
Column 1 <u>Sign District</u>	Column 2 <u>Corresponding Zoning Districts and Areas</u>
West End Sign District (Part 11)	The RM-5, RM-5A, RM-5B, RM-5C, RM-5D, and RM-6 zoning districts shown in Schedule 11A.
Granville Street Sign District (Part 12)	The area shown in Schedule 12A, which includes all CD-1 zoning districts assigned to Part 12 and listed in Schedule B.
Rogers Arena Sign District (Part 13)	The area shown in Schedule 13A, which includes CD-1(311) listed in Schedule B.
International Village Sign District (Part 14)	The area shown in Schedule 14A, which includes CD-1(265) listed in Schedule B.

PART 8 RESIDENTIAL SIGN DISTRICT

8.1 Intent

Part 8 contains regulations applicable to the Residential Sign District, which includes the *City's* residential zoning districts, those areas shown in Schedules 8A, 8B and 8C, and all other areas listed under the Residential Sign District in Part 7 of this by-law. The intent of the Residential Sign District is to respect the character of residential neighbourhoods by reducing visual clutter and light pollution and to limit *signs to cultural, institution or recreational uses*.

8.2 Permitted Signs

Signs that are listed in Part 6 or Part 8 of this by-law and that comply with this by-law are permitted in the Residential Sign District.

8.3 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) identifies a community centre, fire hall, library, museum or archives, neighbourhood house, place of worship, purpose built child care facility, or school;
- (c) identifies the building name at the common entry to a multiple dwelling;
- (d) is limited to one *sign* on the *frontage* or any recessed entrance area of *premises*;
- (e) does not extend above the *roof line*;

- (f) has a *copy area* no greater than 40% of the *sign area*, if the *sign* has a frame, border or background; and
- (g) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage of premises*, if the *sign* does not have a frame, border or background.

8.4 Fascia Signs Above the First Storey

A *fascia sign* is permitted, that:

- (a) is on a building that does not have a *fascia sign* on the first *storey*;
- (b) is between the floor of the uppermost *storey* and the *roof line*;
- (c) identifies a community centre, fire hall, library, museum or archives, neighbourhood house, place of worship, purpose built child care facility, or school;
- (d) is limited to one *sign* on a building face to a maximum of two *signs* on a building;
- (e) is positioned so that two *signs* on adjoining building faces are not within 2.0 m of a common corner;
- (f) contains *copy* in the form of individual letters, numbers, symbols or *logos* only, that identifies the principal *occupant* or building name only; and
- (g) has a *copy area* no greater than 1/40th of the length of the distance measured from *grade* to the bottom of the *sign* and multiplied by the width of the building face at the bottom of the *sign*.

8.5 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) identifies a *cultural, institutional or recreational use*;
- (b) is limited to one *sign* on a *site* with one or two *frontages*, except that one additional *sign* is permitted if the *site* is a *corner site* with one *frontage* longer than 60 m and one *frontage* longer than 30 m;
- (c) may include one additional *sign* for each additional *frontage* on a *site* with more than two *frontages*;
- (d) has a *height* no greater than:
 - (i) 5.0 m on a *site* larger than 2000 m², and
 - (ii) 2.0 m on a *site* that is 2000 m² or smaller;
- (e) has a *sign area* no greater than 0.30 m² for each metre of length of *frontage* of the *site*, to the maximum set out in subsection (f) below, excluding:

- (i) the lower 2.75 m of the *sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (f) has a *sign area* no greater than:
- (i) 5.0 m² on a *site* larger than 2000 m², or
 - (ii) 2.0 m² on a *site* smaller than or equal to 2000 m²;
- (g) has a *copy area* no greater than 40% of the *sign area*;
- (h) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (i) if an *electronic message sign*:
- (i) is limited to one *sign* on a *site*,
 - (ii) identifies a community centre, neighbourhood house, place of worship or school, and
 - (iii) no more than 60% of the *sign area* may be *electronic copy* to a maximum of 2.3 m²;
- (j) may be illuminated if:
- (i) no more than 50% of the *sign area* is internally illuminated, and
 - (ii) it is not an *electronic message sign*;
- (k) is not within 1.5 m of a property line or 1.0 m of a building;
- (l) is not within 45 m of another *free-standing sign* on the *site*, measured along the *frontages* of the *site*;
- (m) is not within 30 m of a dwelling unit facing the *copy area* of the *sign*;
- (n) if encroaching over a *street*, is perpendicular to the property line abutting the *street*; and
- (o) does not encroach over a *street* more than 25% of the distance between the *sign* and the nearest intersecting property lines, to a maximum encroachment of 3.0 m.

8.6 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) if on an *arterial street*, has a *copy area* no greater than 1.0 m² for each metre of length of the *frontage* of the *premises*;

- (b) if not on an *arterial street*, has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises*;
- (c) has *copy area* with a *vertical dimension* no greater than 3.7 m;
- (d) has *copy area* no higher than 7.3 m above *grade*; and
- (e) is displayed only during the construction period.

8.7 Signs for Neighbourhood Grocery Stores or Non-Conforming Commercial or Industrial Uses

A *sign* for a neighbourhood grocery store or a non-conforming commercial or industrial use is permitted that is:

- (a) an *awning sign*;
- (b) an *under-awning sign*;
- (c) a *canopy sign*;
- (d) an *under-canopy sign*;
- (e) a *fascia sign*;
- (f) a *free-standing sign*;
- (g) a *mansard roof sign*; or
- (h) a *projecting sign*;

and complies with the applicable regulations in Part 9 of this by-law.

8.8 Site Specific Regulations

The following *site specific signs* are permitted in the Residential Sign District:

- (a) 1885-95 Venables Street (CD-1 (433))

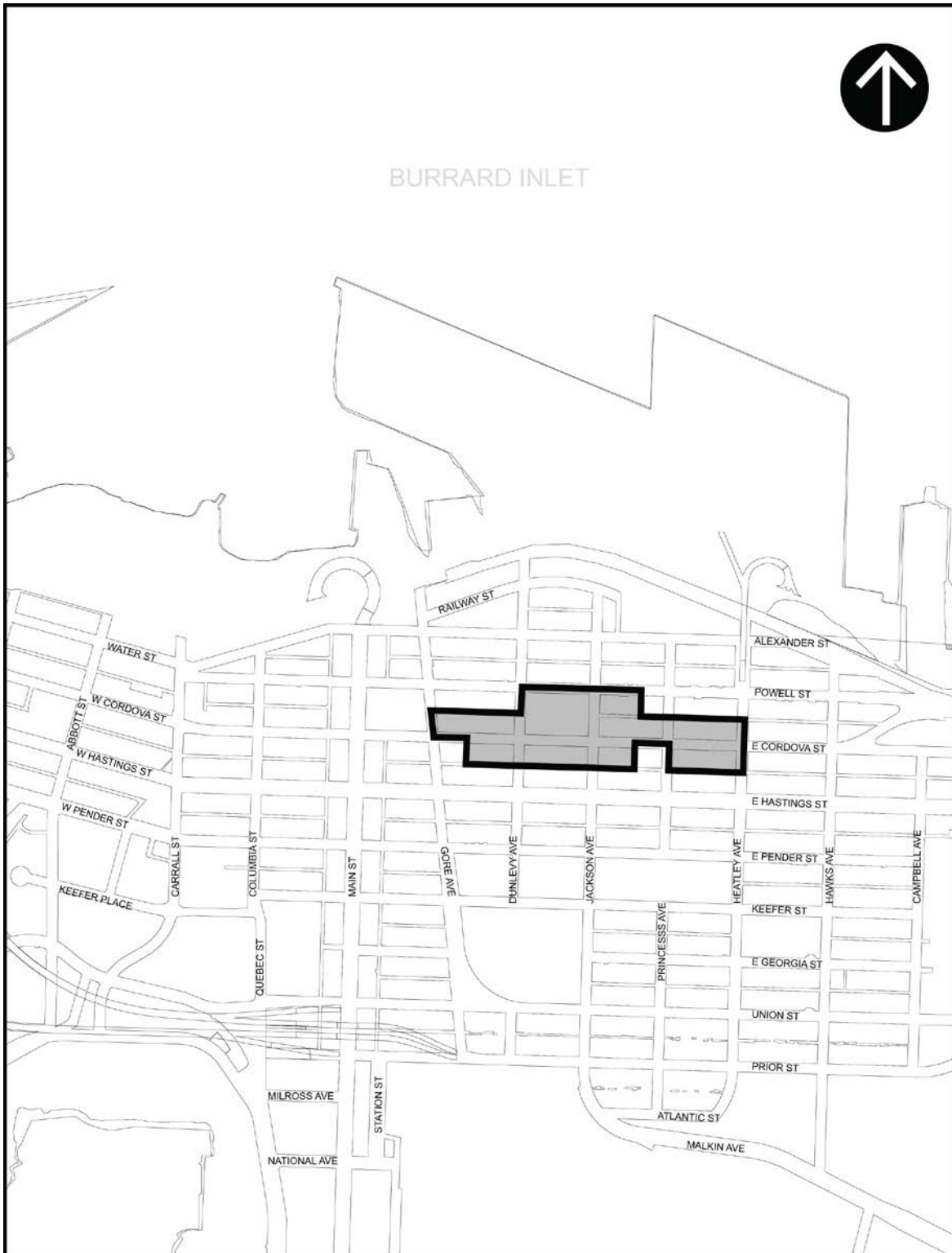
One *fascia sign* on the *site* that:

- (i) faces Victoria Drive at 1895 Venables Street,
- (ii) has a *sign area* no greater than 2.7 m², and
- (iii) has a *copy area* no greater than 40% of the *sign area*.

SCHEDULE 8A B.C. PLACE/EXPO DISTRICT (BCPED) RESIDENTIAL SIGN DISTRICT MAP



SCHEDULE 8B
DOWNTOWN EASTSIDE OPPENHEIMER DISTRICT (DEOD) RESIDENTIAL SIGN DISTRICT MAP



SCHEDULE 8C
FALSE CREEK COMPREHENSIVE DEVELOPMENT DISTRICT (FCCDD) RESIDENTIAL SIGN
DISTRICT MAP



PART 9
COMMERCIAL, MIXED USE
AND INDUSTRIAL SIGN DISTRICT

9.1 Intent

Part 9 contains regulations that apply to the Commercial, Mixed Use and Industrial Sign District, which includes the *City's* commercial, mixed use and light and heavy industrial zoning districts, the areas shown on Schedules 9A, 9B and 9C, and all other areas listed under the Commercial, Mixed Use and Industrial Sign District in Part 7 of this by-law. The intent of the Commercial, Mixed Use and Industrial Sign District is to support and promote commercial and industrial activity through the appropriate use of business identification and wayfinding *signs* and to ensure that the location and operation of commercial *signs* respects residential uses in mixed-use areas.

9.2 Permitted Signs

Signs that are listed in Part 6 or Part 9 of this by-law and that comply with this by-law are permitted in the Commercial, Mixed Use and Industrial Sign District.

9.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is on the exterior front or side face of an *awning*, and projects no more than 5.0 mm from the face of the *awning*;
- (b) is no more than 6.0 m in *height*;
- (c) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (d) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (e) has a *copy area* on the front *awning* face no greater than 40% of the area of the front *awning* face;
- (f) has a *copy area* on each side of the *awning* no greater than 80% of the area of the sides of the *awning*;
- (g) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area* on the front *awning* face no greater than 80% of the area of the front *awning* face, and
 - (ii) has a *copy area* on each side of the *awning* no greater than 40% of the area of the sides of the *awning*; and
- (h) is not on the same *frontage of premises* as a *fascia sign*.

9.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is on *premises* with an entrance under the *awning*;
- (b) is limited to one *sign* on each *frontage of premises*;
- (c) does not project beyond the front edge of the *awning*; and
- (d) has a *vertical dimension* no greater than 0.30 m and is no more than 1.5 m wide.

9.5 Billboard Signs

A *billboard sign* is permitted, that:

- (a) is in a C-2, C-2B, C-3A, FC-1, DD, M-1, M-1A, M-1B, M-2, MC-1, MC-2, I-1, I-2, I-3, IC-1, IC-2 or IC-3 zoning district;
- (b) is not:
 - (i) within 50 m of the centre line of West Georgia Street from Beatty Street to Cardero Street,
 - (ii) within 50 m of the centre line of Burrard Street from Pacific Street to Burrard Inlet,
 - (iii) within 50 m of the centre line of Robson Street from Beatty Street to Jarvis Street,
 - (iv) above the surface of the rails of a rapid transit guideway,
 - (v) within 5.0 m of a *street*, if the *sign* face is parallel to the *street* or forms an angle of less than 30 degrees with the *street*,
 - (vi) within 15 m of any *sign* containing *third party advertising* and located at a bus shelter,
 - (vii) within 60 m of the Residential Sign District,
 - (viii) within 50 m of any other *billboard sign*, except a *billboard sign* mounted parallel to it and on the opposite side of the same building,
 - (ix) within 60 m of the centre line of the rails of any rapid transit guideway or passenger railway,
 - (x) above a bridge deck,
 - (xi) within 50 m of an elevated bridge entrance or exit ramp, if the *height* of the *billboard sign* exceeds the *height* of the ramp,
 - (xii) within 50 m of the Trans-Canada Highway, or

(xiii) on the following CD-1 Sites:

- CD-1 (195) - 1000-1010 Beach Avenue
- CD-1 (251) - 888 Beach Avenue
- CD-1 (252) - 901 Beach Avenue
- CD-1 (265) - International Village
- CD-1 (312) - 300 Cardero Street
- CD-1 (321) - 1601-1799 West Georgia and 549 Cardero Streets
- CD-1 (324) - 800-1100 Pacific Boulevard
- CD-1 (363) - 201 Burrard Street
- CD-1 (364) - 501 Bute Street
- CD-1 (365) - 301 Jervis Street
- CD-1 (366) - 500 Pacific Street
- CD-1 (414) - 600 Granville Street/602 Dunsmuir Street (Sub-area B)
- CD-1 (504) - 1618 Quebec Street
- CD-1 (516) - 1650 Quebec Street
- CD-1 (522) - 108 East 1st Avenue;

- (c) Is limited to four *signs* on a *site*, not including the multiple faces on a single *billboard sign* resulting from *indexing*, except that two parallel *copy areas* mounted back to back on the same structural support are considered to be one *billboard sign*;
- (d) is enclosed to conceal all components of the back of the *copy area*, if consisting of a single face;
- (e) if mounted on a building, projects no more than 0.60 m, excluding externally mounted lighting;
- (f) is no more than:
- (i) 6.25 m in *height*, if more than 3.7 m in width, and
 - (ii) 7.0 m in *height*, if 3.7 m or less in width;
- (g) has a *sign area* no greater than 21.5 m²;
- (h) does not encroach over a *street*;
- (i) if located within 20 m of the *frontage* of a building that contains a public entrance, is no closer to the *street* than:
- (i) the building face, or
 - (ii) if there are two building faces fronting the *street*, any point along a straight line connecting the nearest points of the two building faces; and
- (j) must comply with all applicable provisions of sections 9.6, 9.7 and 9.8.

9.6 Area Specific Billboard Signs in B.C. Place/Expo District

A *billboard sign* is permitted, that:

- (a) is in the shaded areas shown on Schedule 9A;
- (b) complies with section 9.5 of this by-law;
- (c) has a *sign* permit limited in time and subject to the conditions set out in subsection (d); and
- (d) must be removed immediately on the earlier of 5 years from the date of permit issuance, or the commencement of redevelopment of any *site* within 30 m of the *sign*.

9.7 Area Specific Billboard Signs in Downtown Area

A *billboard sign* is permitted, that:

- (a) is in the shaded areas shown in Schedule 9D;
- (b) complies with section 9.5 of this by-law;
- (c) has a *sign* permit limited in time and subject to the conditions set out in subsections (d) and(e);
- (d) must not be located within 30 m of a *site* containing a building which has an occupancy permit authorizing occupancy of dwelling units; and
- (e) must be removed within one month of the issuance of an occupancy permit authorizing occupancy of a building containing dwelling units on a *site* within 30 m of the *sign*.

9.8 Area Specific Billboard Signs in Burrard and Granville Slopes

A *billboard sign* is permitted, that:

- (a) is in the shaded area shown in Schedule 9E;
- (b) complies with section 9.5 of this by-law;
- (c) has a *sign* permit limited in time and subject to the conditions set out in subsections (d) and(e);
- (d) must not be located within 30 m of a *site* containing a building which has an occupancy permit authorizing occupancy of dwelling units; and
- (e) must be removed within one month of the issuance of an occupancy permit authorizing occupancy of a building containing dwelling units on a *site* within 30 m of the *sign*.

9.9 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is on the front or side of the *canopy*;
- (b) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (c) if located on the roof of the *canopy*, is within 0.45 m of the front or side edge of the *canopy*;
- (d) is limited to one *sign* on the *frontage* of *premises* with a separate entrance;
- (e) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (f) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (g) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises*;
- (h) has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
 - (ii) the *sign* projects no more than 1.2 m above the *canopy* face;
- (i) in the case of a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension* may be increased to 3.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
 - (ii) the *sign* projects no more than 2.0 m above the *canopy* face; and
- (j) is not on the same *frontage* of *premises* as a *fascia sign*.

9.10 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is limited to one *sign* for *premises* with a separate entrance and a *frontage* less than 15 m long;
- (b) is limited to two *signs* for *premises* with a separate entrance and a *frontage* 15 m or longer;

- (c) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from the *street*, to a maximum of one *sign* for every 15 m of length of *frontage* of the building;
- (d) does not project beyond the front edge of the *canopy*; and
- (e) has a *vertical dimension* no greater than 0.45 m and is no more than 1.5 m wide.

9.11 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* or any recessed entrance area of *premises*;
- (d) is on a wall facing a vacant area or a parking area on the *premises* or on the *site*, if the *sign* is at least 7.5 m from the nearest property line;
- (e) if above a common entrance, identifies the principal *occupant* or building name only;
- (f) in the case of *premises* occupying a second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;
- (g) is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey*, or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the second *storey*, except that the *sign* must not cover a second *storey window*;
- (h) on a live-work unit, has a *sign area* no greater than 0.20 m² and is not externally illuminated;
- (i) has a *copy area* no greater than 40% of the *sign area* if the *sign* has a border, frame or background, except that:
 - (i) a *sign* containing a *logo* only may have a *copy area* that is greater than 40% of the *sign area*, and
 - (ii) if the *sign* has a border, frame or background with a horizontal dimension no greater than 40% of the length of the *frontage* of the *premises*, it may have a *copy area* no greater than 60% of the *sign area*;
- (j) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of *premises* if the *sign* does not have a frame, border or background;
- (k) has a combined *copy area* for all *fascia signs* that does not exceed 0.60 m² for each metre of length of the *frontage* of *premises*, regardless of whether the *signs* have a frame, border or background;

- (l) in an FM-1 zoning district, has a *copy area* no greater than 1.0 m² and is not externally illuminated;
- (m) may contain *electronic copy* in accordance with section 9.22 of this by-law;
- (n) despite the provisions of this by-law, may be below the *window* head or lintel of the first *storey*, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 3.0 m², except that, if painted on a wall, it may have a *sign area* no greater than 4.0 m², and
 - (ii) does not encroach over a *street* more than 0.10 m; and
- (o) may face a *lane* if it:
 - (i) is above a public entrance to *premises*,
 - (ii) contains *copy* that identifies the principal *occupant* or building name only, and
 - (iii) has a *vertical dimension* no greater than 0.60 m and is no more than 2.5 m wide.

9.12 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* of the *premises*;
- (d) is above the lintel or *window* head of the second *storey* and below the *window* sill of the third *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;
- (e) on a live-work unit, has a *sign area* no greater than 0.20 m² and is not externally illuminated;
- (f) includes *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (g) has a *copy area* no greater than 0.40 m² for each metre of length of the *frontage* of the *premises*;
- (h) in an FM-1 zoning district, has a *copy area* no greater than 1.0 m² and is not externally illuminated;
- (i) has a *vertical dimension* no greater than 1.0 m;

- (j) in the case of *premises* occupying both the first and second *storey*, is limited to one *sign* on either the first or second *storey*.

9.13 Upper Level Fascia Signs Above the Second Storey

A *fascia sign* is permitted, that:

- (a) is not in a C-5, C-6 or C-7 zoning district;
- (b) is between the floor of the uppermost *storey* and the *roof line*;
- (c) is limited to one *sign* on a building face to a maximum of two *signs* on a building;
- (d) is positioned so that two *signs* on adjoining building faces are not within 2.0 m of a common corner;
- (e) identifies the principal *occupant* or building name only;
- (f) contains *copy* in the form of individual letters, numbers, symbols or *logos* only, except that a *sign* more than 55 m in *height* must contain *copy* consisting of a *logo* only; and
- (g) has a *copy area* no greater than $1/40^{\text{th}}$ of the length of the distance measured from *grade* to the bottom of the *sign* and multiplied by the width of the building face at the bottom of the *sign*, to a maximum of 47 m².

9.14 Painted Fascia Signs on Buildings Up to Three Storeys

A *fascia sign* is permitted, that:

- (a) is painted on the wall of a building;
- (b) is no higher than the third *storey* of the building;
- (c) is limited to one *sign* on a building;
- (d) identifies the principal *occupant* or building name only;
- (e) is in an I-1, I-2, I-3, I-4, M-1 or M-2 zoning district; and
- (f) may have a *copy area* no greater than 20% of the building face, except that if the building is more than three *storeys*, the building face must be measured to the top of the third *storey* only.

9.15 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is limited to two *signs* on each *frontage* of a *site*, to a maximum of six *signs* on a *site*;
- (b) is no more than 8.0 m in *height*;

- (c) has a *sign area* no greater than 0.30 m² for each metre of length of *frontage* of the *site*, to the maximum set out in Table 9.1 below, excluding:
- (i) the lower 2.75 m of the *sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (d) has a maximum *sign area* for the applicable zoning district as set out in Table 9.1:

Table 9.1
Free-Standing Sign - Maximum Sign Area

Zoning district	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6, C-7 or FM-1 zoning district and FCCDD	3.0 m ²
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, DD, FC-1, HA-3, I1-A, I1-B, IC-1, IC-2, IC-3, MC-1 or MC-2 zoning district, BCPED and DEOD	9.0 m ²
I-1, I-2, I-3, I-4, M-1, M1-A, M1-B or M-2 zoning district	14 m ²

- (e) has a *copy area* no greater than 40% of the *sign area*;
- (f) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (g) may contain *electronic copy* in accordance with section 9.22;
- (h) is not within 1.5 m of a property line or 1.0 m of a building;
- (i) is not within 45 m of another *free-standing sign* on the *site*, measured along the *frontages* of the *site*;
- (j) is not on the same *frontage* of a *site* as a *projecting sign* that identifies the same *occupant*;
- (k) if illuminated or containing *electronic copy* and within 30 m of a dwelling unit in the Residential Sign District, the *copy area* must not face the dwelling unit;
- (l) if encroaching over a *street*:
 - (i) is not in the FM-1 zoning district,
 - (ii) has a *sign area* no greater than the maximum *sign area* permitted in the applicable zoning district, as set out in Table 9.2 below,
 - (iii) is perpendicular to the property line abutting the *street*, and

- (iv) encroaches no more than 25% of the distance between the *sign* and the nearest intersecting property line, to a maximum encroachment of 3.0 m.

Table 9.2
Encroaching Free-Standing Sign - Maximum Sign Area

Zoning district	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6 or C-7 zoning district and FCCDD	the lesser of 2.25 m ² , or 0.075 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, FC-1, I-1, I-1A, I-1B, I-2, I-3, IC-1, IC-2, IC-3 or M-1, M-1A, M-1B, M-2, MC-1 or MC-2 zoning district, BCPED and DEOD	the lesser of 7.0 m ² , or 0.23 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>
DD or HA-3 zoning district	the lesser of 9.0 m ² , or 0.30 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>

9.16 Free-Standing Wayfinding Signs

A *free-standing wayfinding sign* is permitted, that:

- (a) is limited to one *sign* for each *frontage* of a *site* to a maximum of four *signs* on a *site*;
- (b) is on a *site* 25,000 m² or larger;
- (c) is no more than 4.0 m in *height*;
- (d) has a *sign area* no greater than 3.0 m²;
- (e) has a *copy area* no greater than 40% of the *sign area*;
- (f) is not within 1.5 m of a property line or 1.0 m of a building; and
- (g) is not within 45 m of another *free-standing wayfinding sign* on the *site*, measured along the *frontages* of the *site*.

9.17 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m² for each metre of length of the *frontage* of the *premises*,

- (ii) with a *vertical dimension* no greater than 3.7 m, and
 - (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

9.18 Mansard Roof Signs

A *mansard roof sign* is permitted, that:

- (a) is on the *frontage of premises*;
- (b) is on a building facing a vacant area or a parking area on the *premises* or on the *site*, if the *sign* is at least 7.5 m from the nearest property line;
- (c) is limited to one *sign* on *premises*;
- (d) is no less than 0.30 m below the *roof line*;
- (e) is no more than 8.0 m in *height*;
- (f) projects no more than 0.25 m from the *roof* at the base of the *sign*;
- (g) has a *sign area* no greater than 0.60 m² for each metre of length of the applicable building face;
- (h) has a *copy area* no greater than 40% of the *sign area*; and
- (i) has a *vertical dimension* no greater than 1.0 m.

9.19 Moving Signs

A *moving sign* is permitted, that:

- (a) is a *free-standing sign*; and
- (b) is in the C-2 District on Kingsway between Victoria Drive and East 12th Avenue.

9.20 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is perpendicular to the building face, except that on a *corner site* it may be on an angle at the corner of the building;
- (b) is at least 1.0 m from an adjacent property line or *premises*, measured horizontally;
- (c) has a space no greater than 0.30 m between the *sign* and the building face, excluding *architectural features*;
- (d) is not in a FM-1 zoning district;

- (e) is limited to:
- (i) one *sign* for each *premises* at the first *storey*, and
 - (ii) for each building *frontage* less than 100 m long, one additional *sign*, which may include the names of *occupants* and the building name, or
 - (iii) for each building *frontage* 100 m or longer, two additional *signs*, which may include the names of *occupants* and the building name;
- (f) on a one-storey building, is the lower of 6.0 m in *height* or 1.8 m above the *roof line*;
- (g) on a multi-storey building, is the lower of 21 m in *height* or the *roof line*, except that:
- (i) if the second *storey* is set back 4.5 m or less from the front face of the first *storey* at the *sign* location, the *sign* must not extend above the *roof line* of the first *storey*, and
 - (ii) if the second *storey* is set back more than 4.5 m from the front face of the first *storey* at the *sign* location, the *sign* is the lower of 6.0 m in *height* or 1.8 m above the *roof line* of the first *storey*;
- (h) has a support structure extending no more than 0.30 m above the *roof line*;
- (i) projects no more than 4.5 m from the building face;
- (j) has a *sign area* which may be at least 0.75 m² and must be no greater than the maximum set out in Table 9.3 below, excluding any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (k) has a maximum *sign area* for the applicable zoning district as set out in Table 9.3:

Table 9.3
Projecting Sign - Maximum Sign Area

Zoning district	Maximum Permitted Sign Area
C-1, C-5, C-5A, C-6 or C-7 zoning district and FCCDD	the lesser of 2.25 m ² , or 0.075 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>
C-2, C-2B, C-2C, C-2C1, C-3A, C-8, CWD, FC-1, I-1, I-1A, I-1B, I-2, I-3, I-4, IC-1, IC-2, IC-3, M-1, M-1A, M-1B, M-2, MC-1 or MC-2 zoning district and BCPED and DEOD	the lesser of 7.0 m ² , or 0.23 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>
DD or HA-3 zoning district	the lesser of 9.0 m ² , or 0.30 m ² for each metre of length of the <i>frontage</i> of the <i>premises</i>

- (l) has a *copy area* no greater than 40% of the *sign area*;
- (m) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (n) may contain *electronic copy* in accordance with section 9.22 of this by-law;
- (o) is not on the same *frontage* of a *site* as a *free-standing sign* that identifies the same *occupant*; and
- (p) may encroach over a *street* at least 0.60 m, except that:
 - (i) it must not encroach more than 25% of the distance between the *sign* and the nearest property line of an adjacent *site* or the point where the *frontages* of adjacent *premises* meet, to a maximum of 3.0 m, and
 - (ii) if serving two or more adjacent or shared *premises*, the calculation of the permitted encroachment must be based on the combined *frontages* of those *premises*; and
- (q) for the purpose of calculating the *frontage* of *premises* located at a corner, *frontage* means the average length of the two *frontages* of the *premises*.

9.21 Sign in Conjunction with a Mural

A *sign in conjunction with a mural* is permitted, that:

- (a) is in the C-2, C-3A, C-5, C-6, DD or HA-3 zoning district;
- (b) may include the date of installation of the *mural* and:
 - (i) the name of the building, or
 - (ii) the name of the principal *occupant*, or
 - (iii) the corporate *logo* of the principal *occupant*;
- (c) is installed at the same time, using the same method of installation and type and quality of materials as the *mural*;
- (d) has a *copy area* no greater than 10% of the *mural* area;
- (e) has a *copy area* no higher than 20 m above *grade*; and
- (f) is removed when the *mural* is removed.

9.22 Electronic Message Signs

An *electronic message sign* is permitted, that:

- (a) is in the C-2, C2-B, C-2C, C-3A, IC-2, MC-2 or DD zoning district;

- (b) is a *fascia sign*, *free-standing sign* or *projecting sign*;
- (c) is limited to one *fascia sign*, *free-standing sign* or *projecting sign* on each *frontage of premises*;
- (d) if a *fascia* or *projecting sign*, is located at the first *storey*;
- (e) if a *free-standing sign* with a *copy area* greater than 5.0 m², is at least 20 m from a *street*; and
- (f) has a *copy area* no greater than 80% of the *sign area* to a maximum of:
 - (i) 4.0 m² on a *site* smaller than 0.40 ha, or
 - (ii) 8.0 m² on a *site* 0.40 ha or larger.

9.23 Electronic Static Image Signs

An *electronic static image sign* is permitted, that:

- (a) is in the shaded areas shown on Schedule 9F to this by-law;
- (b) is in a *window* on the first *storey* of a building;
- (c) is limited to one *sign* on each *frontage of premises*;
- (d) is not on the same *premises* as an *electronic video sign*;
- (e) has a *sign area* no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window* frame, to a maximum of 2.5 m²;
- (f) if on the same *frontage* of the *premises* as a *window sign*, the combined *sign area* of all *window signs* and an *electronic static image sign*, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window* frame; and
- (g) may include *first party advertising* up to a maximum of 100% of the *copy area*.

9.24 Electronic Video Signs

An *electronic video sign* is permitted, that:

- (a) is in the shaded areas shown on Schedule 9F to this by-law;
- (b) is in a *window* on the first *storey* of a building;
- (c) is limited to one *sign* on each *frontage of premises*;
- (d) is not on the same *premises* as an *electronic static image sign*;
- (e) has a *sign area* no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window* frame, to a

maximum of 2.5 m²;

- (f) if on the same *frontage* of the *premises* as a *window sign*, the combined *sign area* of all *window signs* and an *electronic video sign*, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window frame*; and
- (g) may include *first party advertising* to a maximum of 100% of the *copy area*.

9.25 Site Specific Regulations

Despite anything to the contrary in this by-law, the following *site specific signs* are permitted in the Commercial, Mixed Use and Industrial Sign District:

- (a) 1001 Hornby Street (CD-1 (386)) (Sheraton Vancouver Wall Centre)
A *fascia sign* on the *site* zoned CD-1 (386) that is no more than 107 m in *height*;
- (b) 1128 West Hastings Street (CD-1 (409)) (Marriott Pinnacle Hotel)
A *fascia sign* on the *site* zoned CD-1 (409) that is no more than 107 m in *height*;
- (c) 801 West Georgia Street (CD-1 (413)) (Rosewood Hotel Georgia)
A *fascia sign* on the *site* zone CD-1 (413) that is no more than 137 m in *height*;
- (d) 1120 West Georgia Street (CD-1 (426)) (Shangri-la Hotel)
A *fascia sign* on the *site* zoned CD-1 (426) that is no more than 137 m in *height*;
- (e) 1133 West Georgia Street (CD-1 (446)) (Trump Tower)
A *fascia sign* on the *site* zoned CD-1 (446) that is no more than 137 m in *height*;
- (f) 1181 Seymour Street (Orpheum Theatre)
A *projecting sign* that may include *third party advertising*;
- (g) 700 Hamilton Street (CBC Building)

In the block bounded by Cambie, Georgia, Hamilton and Robson Streets:

- (i) one *free-standing sign* adjacent to the corner of Robson Street and Hamilton Street that:
 - A. has a *copy area* with a *vertical dimension* no greater than 0.31 m,
 - B. is no more than 3.7 m in *height*,
 - C. has a *logo* no more than 0.135 m² in *sign area*,
 - D. may be within 25 m of a residential use, and

- E. may be on the same *frontage* of the *site* as a *projecting sign* that identifies the same *occupant*;
- (ii) one *electronic message sign* that is a *fascia sign*, at the level of the first *storey* and facing Cambie Street, that:
 - A. may have a *copy area* that is 100% of the *sign area*, and
 - B. may operate 24 hours a day;
- (iii) one *electronic message sign* that is a *fascia sign* facing Georgia Street that may have a *copy area* that is 100% of the *sign area*;
- (iv) one double sided *electronic message sign* that:
 - A. is a *free-standing sign*,
 - B. is on the Hamilton Street *frontage*,
 - C. has a *copy area* no greater than 2.9 m² on each side of the *sign*,
 - D. may be within 45 m of another *free-standing sign*, measured along the *frontage* of the *site*,
 - E. may operate 24 hours a day, and
 - F. may be on the same *frontage* of the *site* as a *projecting sign* that identifies the same *occupant*; and
- (v) one *electronic video sign*, that:
 - A. is a *projecting sign*,
 - B. is on the second *storey*,
 - C. has a *sign area* no greater than 15 m²,
 - D. may include *third party advertising*,
 - E. may be perpendicular to the building face,
 - F. may project more than 3.0 m from the building face,
 - G. may have a *copy area* that is 100% of the *sign area*,
 - H. may be on the same *frontage* of the *site* as a *free-standing sign* that identifies the same *occupant*, and
 - I. may operate 24 hours a day;
- (h) 639 Commercial Drive (CD-1(514)) (York Theatre)

On the *site* zoned (CD-1 (514)):

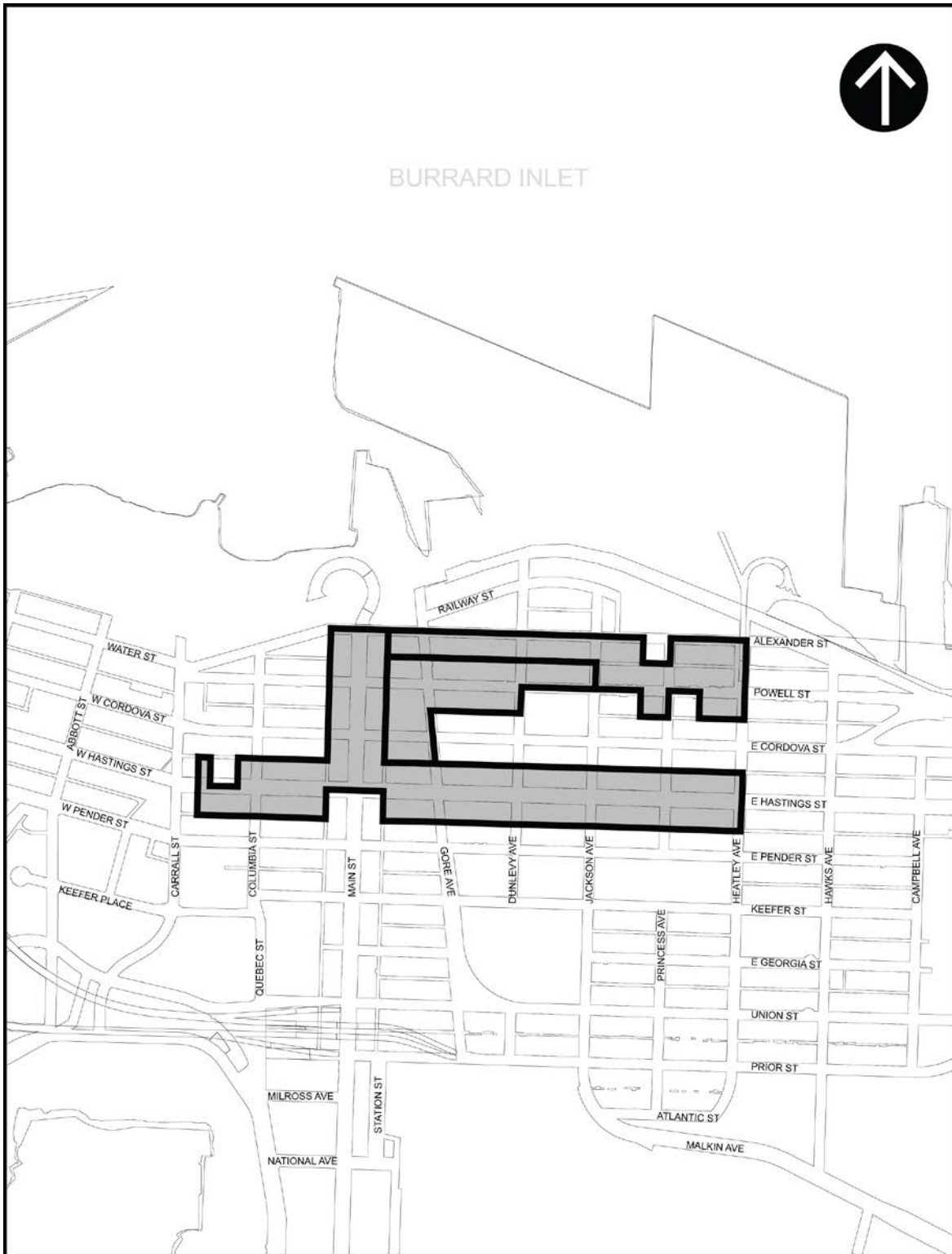
- (i) two *electronic message signs*, that:
 - A. are *canopy signs*,
 - B. are above the main entrance on Commercial Drive,
 - C. are within 30 m of a dwelling unit,
 - D. have a *copy area* with a *vertical dimension* no greater than 0.686 m,
 - E. have a *copy area* no greater than 2.4 m²,
 - F. are no more than 3.81 m in *height*,
 - G. may include the name of a corporate sponsor if the name does not exceed 50% of the *copy area*,
 - H. must have the illumination of the *electronic copy* reduced by 25% at dusk, and
 - I. must be turned off between 11 p.m. and 8 a.m.;
- (ii) one *fascia sign*, that:
 - A. is at the level of the parapet facing Commercial Drive,
 - B. has a *vertical dimension* no greater than 1.4 m,
 - C. has a *sign area* no greater than 7.8 m²,
 - D. does not extend beyond the top of the parapet,
 - E. may include the name of a corporate sponsor if the name does not exceed 20% of the *copy area*,
 - F. is illuminated only between dusk and 11 p.m., and
 - G. is not backlit;
- (i) 162 West 1 Avenue (CD-1 (462)) (BMO Theatre Centre)
 On the *site* zoned (CD-1 (462)) one *canopy sign*, that:
 - (i) is within 30 m of a dwelling unit,
 - (ii) projects less than 1.0 m from the building face, and
 - (iii) may be illuminated, except between 11 p.m. and 8 a.m.;
- (j) 520 West Georgia Street (CD-1 (525)) (Telus Garden)
 On the *site* zoned (CD-1 (525)) one *electronic video sign* that:

- (i) is a *retractable screen sign*,
- (ii) is on the west face of the building,
- (iii) has a *vertical dimension* no greater than 7.5 m,
- (iv) is no more than 11 m wide,
- (v) is no more than 67.7 m in *height*,
- (vi) may include a *logo* or slogan containing *first party advertising* with a *copy area* no greater than 8.25 m²,
- (vii) has a luminance no greater than 330 nits,
- (viii) is not in use between 11 p.m. and 7 a.m.,
- (ix) is retracted when not in use, and
- (x) may contain *sign copy* that advertises, promotes or directs attention to businesses, goods or services, matters or activities pertaining to a civic, artistic or cultural institution, society, event or purpose not located on the *site*.

SCHEDULE 9A B.C. Place/Expo District (BCPED) Commercial, Mixed Use and Industrial Sign District Map



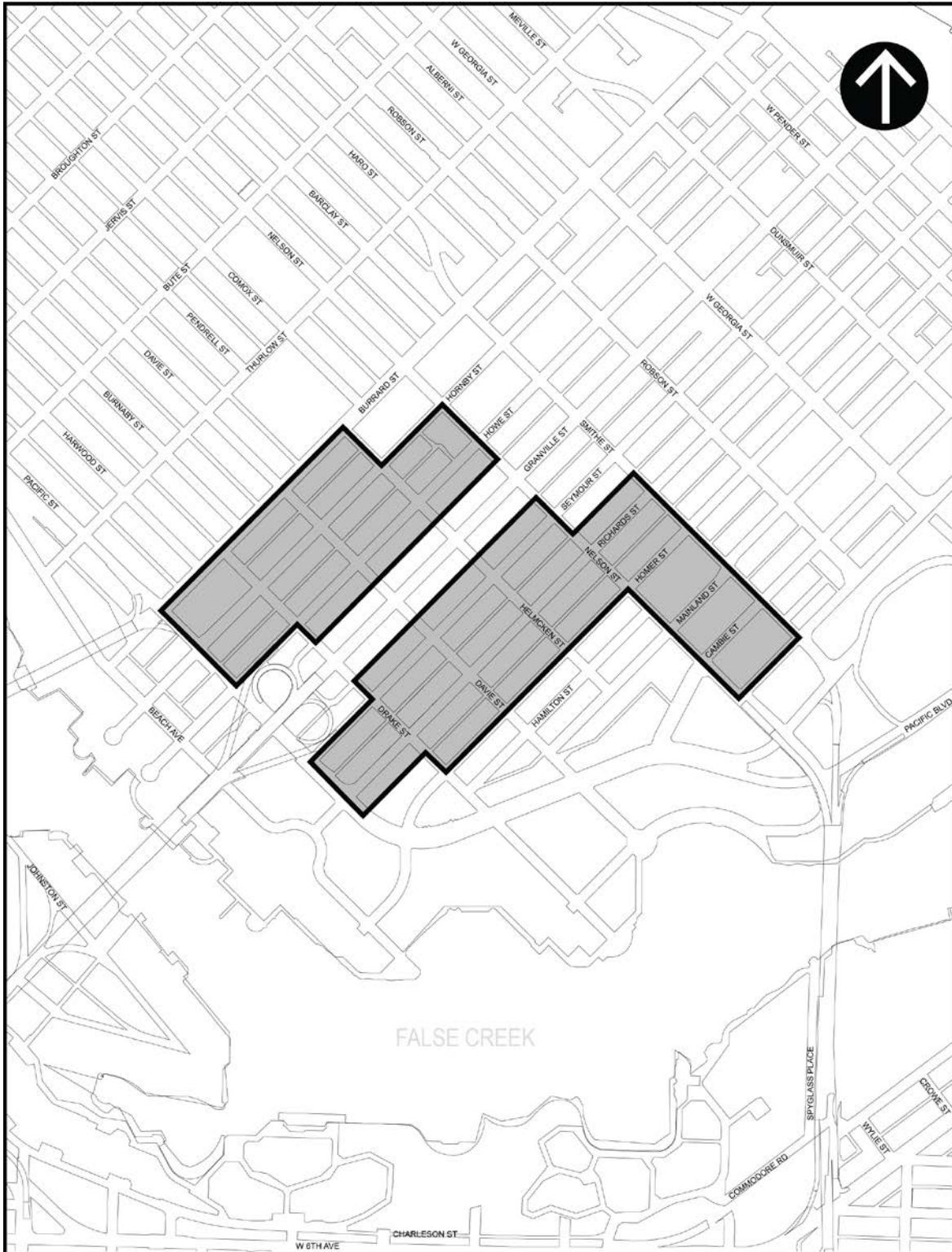
SCHEDULE 9B
Downtown Eastside Oppenheimer District (DEOD) Commercial, Mixed Use and Industrial
Sign District Map



SCHEDULE 9C False Creek Comprehensive Development District (FCCDD) Commercial, Mixed Use and Industrial Sign District Map



SCHEDULE 9D Downtown Billboard Area Map



SCHEDULE 9E Burrard and Granville Slopes Billboard Area Map



SCHEDULE 9F
Electronic Static Image and Video Sign Area Map



PART 10
CHINATOWN AND GASTOWN
HISTORIC SIGN DISTRICT

10.1 Intent

Part 10 contains regulations applicable to the Chinatown and Gastown Historic Sign District, which includes the HA-1, HA-1A and HA-2 zoning districts and all other areas listed in Part 7 as shown on Schedule 10A. The intent of the Chinatown and Gastown Historic Sign District is to support and encourage a wide variety of authentic *sign* types that reflect and enhance the historic character of Chinatown and Gastown areas.

In the HA-1 and HA-1A (Chinatown) zoning districts, colourful *projecting signs* using neon or neon-like LED lighting, are encouraged to revitalize and support the area's traditional vibrant night-time and ambient lighting. *Signs* with Chinese text and traditional painted *window signs* reflecting the rich history of the area are also encouraged. In the HA-2 (Gastown) zoning district, a wide range of *sign* types in keeping with the historic character of the area are permitted.

10.2 Permitted Signs

Signs that are listed in Part 6 or Part 10 of this by-law and that comply with this by-law are permitted in the Chinatown and Gastown Historic Sign District.

10.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is on the exterior front or side face of an *awning*, and projects no more than 5.0 mm from the face of the *awning*;
- (b) is no more than 6.0 m in *height*;
- (c) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (d) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (e) has a *copy area* on the front *awning* face no greater than 40% of the area of the front *awning* face;
- (f) has a *copy area* on each side of the *awning* no greater than 80% of the area of the sides of the *awning*;
- (g) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area* on the front *awning* face no greater than 80% of the area of the front *awning* face, and
 - (ii) has a *copy area* on each side of the *awning* no greater than 40% of the area of the sides of the *awning*; and

- (h) in the HA-2 zoning district, is not on the same *frontage of premises* as a *fascia sign*.

10.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is on *premises* with an entrance under the *awning*;
- (b) is limited to one *sign* on each *frontage of premises*;
- (c) does not project beyond the front edge of the *awning*; and
- (d) has a *vertical dimension* no greater than 0.30 m and is no more than 1.5 m wide.

10.5 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is in the HA-1 or HA-1A zoning district or those CD-1 zoning districts listed in Schedule 10A;
- (b) is on a *canopy* that projects more than 1.5 m from a building for at least 80% of the length of the *canopy*;
- (c) is on the front or side of the *canopy*;
- (d) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (e) if located on the roof of the *canopy*, is within 0.45 m of the front or side edge of the *canopy*;
- (f) is limited to one *sign* on the *frontage of premises* with a separate entrance;
- (g) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (h) has a *copy area* no greater than 40% of the *sign area*, if the *sign* has a frame, border, or background, except that *copy area* may exceed 40% of the *sign area* if the *sign* has a *vertical dimension* less than 0.30 m;
- (i) has a *copy area* no greater than 0.60 m² for each metre of length of the *canopy* on the *frontage of the premises*, if the *sign* does not have a frame, border or background;
- (j) has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage of the premises*, and

- (ii) the *sign* projects no more than 1.2 m above the *canopy* face; and
- (k) in the case of a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension* may be increased to 3.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
 - (ii) the *sign* projects no more than 2.0 m above the *canopy* face.

10.6 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is limited to one *sign* for *premises* with a separate entrance and a *frontage* less than 15 m long;
- (b) is limited to two *signs* for *premises* with a separate entrance and a *frontage* 15 m or longer;
- (c) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from a *street*, to a maximum of one *sign* for every 15 m of length of the *frontage* of the building;
- (d) does not project beyond the front edge of the *canopy*; and
- (e) has a *vertical dimension* no greater than 0.45 m and is no more than 1.5 m wide.

10.7 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* of the *premises* or any recessed entrance area of the *premises*;
- (d) if above a common entrance, identifies the principal *occupant* or building name only;
- (e) in the case of *premises* on the second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;
- (f) is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey*, or, in the absence of a lintel, *window* head or sill, is no more 0.75 m above the floor of the second *storey*, except that a *sign* must not cover a second *storey window*;

- (g) is not painted directly on a building face;
- (h) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage of premises*, to a maximum of 4.5 m²;
- (i) in the HA-2 zoning district:
 - (i) has a *copy area* no greater than 40% of the *sign area*, if the *sign* has a border, frame or background,
 - (ii) may have a *copy area* greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only,
 - (iii) has a *vertical dimension* no greater than 0.60 m, and
 - (iv) does not have a plastic face;
- (j) despite the provisions of this by-law, is below the *window* head or lintel of the first *storey* in the HA-1 or HA-1A zoning district, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 4.5 m², and
 - (ii) does not encroach over a *street* more than 0.10 m;
- (k) despite the provisions of this by-law, is below the *window* head or lintel of the first *storey* in the HA-2 zoning district, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 3.0 m², and
 - (ii) does not encroach into a *street* more than 0.10 m; and
- (l) may face a *lane* if it:
 - (i) is above a public entrance to *premises*,
 - (ii) contains *copy* that identifies the principal *occupant* or building name only, and
 - (iii) has a *vertical dimension* no greater than 0.60 m and is no more than 2.5 m wide.

10.8 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage of premises*;

- (d) is above the lintel or *window* head of the second *storey* and below the *window* sill of the third *storey* or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;
- (e) is not painted directly on a building face;
- (f) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *premises*, to a maximum of 4.5 m²; and
- (g) in the HA-2 zoning district:
 - (i) has a *copy area* no greater than 40% of the *sign area* if the *sign* has a border, frame or background,
 - (ii) may have a *copy area* greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only,
 - (iii) has a *vertical dimension* no greater than 0.60 m, and
 - (iv) does not have a plastic face.

10.9 Fascia Signs Above the Second Storey

A *fascia sign* is permitted, that:

- (a) is on any *storey* of a building and below 20 m above *grade*;
- (b) is not located between the floor of the uppermost *storey* and the *roof line*;
- (c) is on the *frontage* of the *premises*;
- (d) is above the lintel or *window* head of the *storey* on which the *premises* is located and below the *window* sill of the next *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 above the floor of the next *storey*, except that a *sign* must not cover any *window* on the *storey* above;
- (e) is not painted directly on a building face;
- (f) has a *sign area* no greater than 0.30 m² for each meter of length of the *frontage* of *premises*, to a maximum of 4.5 m²;
- (g) in the HA-2 zoning district:
 - (i) has a *copy area* no greater than 40% of the *sign area* if the *sign* has a border, frame or background,
 - (ii) may have a *copy area* greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only,
 - (iii) has a *vertical dimension* no greater than 0.60 m, and
 - (iv) does not have a plastic face; and

- (h) is not illuminated.

10.10 Fascia Signs on Uppermost Storey Above the Second Storey

A *fascia sign* is permitted, that:

- (a) is between the floor of the uppermost *storey* and the *roof line*;
- (b) is limited to one *sign* on a building face to a maximum of two *signs* on a building;
- (c) is positioned so that two *signs* on adjoining building faces are not within 2.0 m of a common corner;
- (d) identifies the principal *occupant* or building name only;
- (e) contains *copy* in the form of individual letters, numbers, symbols or *logos* only, except that a *sign* more than 55 m in *height* must contain *copy* consisting of a *logo* only; and
- (f) has a *copy area* no greater than $1/40^{\text{th}}$ of the length of the distance measured from *grade* to the bottom of the *sign* and multiplied by the width of the building face at the bottom of the *sign*, to a maximum of 47 m².

10.11 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is in a parking lot or parking garage;
- (b) is limited to one *sign* on each *frontage* of a *site* to a maximum of four *signs* on a *site*;
- (c) is no more than 4.5 m in *height*;
- (d) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *site* to a maximum of 1.2 m², excluding:
 - (i) the lower 2.75 m of the *sign* if the *sign area* is located at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (e) has a *copy area* no greater than 40% of the *sign area*;
- (f) may have a *copy area* greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (g) in the HA-2 District, does not have a plastic face;
- (h) is not within 1.5 m of a property line or 1.0 m of a building;

- (i) is not within 45 m of another *free-standing sign* on the *site*, measured along the *frontages* of the *site*;
- (j) is not on the same *frontage* of a *site* as a *projecting sign* that identifies the same *occupant*;
- (k) if encroaching over a *street*:
 - (i) is perpendicular to the property line abutting the *street*, and
 - (ii) encroaches no more than 25% of the distance between the *sign* and the nearest intersecting property lines, to a maximum encroachment of 3.0 m.

10.12 Illuminated Signs

An *illuminated sign* is permitted, that:

- (a) if externally illuminated, must have lighting fixtures that project less than 0.60 m from the face of the building; and
- (b) in the HA-2 District may only be illuminated by means of neon lighting or neon-like LED lighting.

10.13 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m² for each metre of length of the *frontage* of the *premises*,
 - (ii) with a *vertical dimension* no greater than 3.7 m, and
 - (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

10.14 Mansard Roof Signs

A *mansard roof sign* is permitted, that:

- (a) is on the *frontage* of *premises*;
- (b) is on a building facing a vacant area or a parking area on the *premises* or on the *site*, if the *sign* is at least 7.5 m from the nearest property line;
- (c) is limited to one *sign* on *premises*;
- (d) is no less than 0.30 m below the *roof line*;
- (e) is no more than 8.0 m in *height*;

- (f) projects no more than 0.25 m from the *roof* at the base of the *sign*;
- (g) has a *sign area* no greater than 0.60 m² for each metre of length of the applicable building face;
- (h) has a *copy area* no greater than 40% of the *sign area*; and
- (i) has a *vertical dimension* no greater than 1.0 m.

10.15 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is perpendicular to the building face, except that on a *corner site*, it may be on an angle at the corner of the building;
- (b) is at least 1.0 m from an adjacent property line or *premises*, measured horizontally;
- (c) has a space no greater than 0.30 m between the *sign* and the building face, excluding *architectural features*;
- (d) is limited to:
 - (i) one *sign* for each *premises* at the first *storey*, and
 - (ii) for each building *frontage* less than 100 m long, one additional *sign*, which may include the names of *occupants* and the building name, or
 - (iii) for each building *frontage* 100 m or longer, two additional *signs* which may include the names of *occupants* and the building name;
- (e) on a one-*storey* building, is the lower of 6.0 m in *height* or 1.8 m above the *roof line*;
- (f) on a multi-*storey* building, is the lower of 21 m in *height* or the *roof line*, except that:
 - (i) if the second *storey* is set back 4.5 m or less from the front face of the first *storey* at the *sign* location, the *sign* must not extend above the *roof line* of the first *storey*, and
 - (ii) if the second *storey* is set back more than 4.5 m from the front face of the first *storey* at the *sign* location, the *sign* is the lower of 6.0 m in *height* or 1.8 m above the *roof line* of the first *storey*;
- (g) has a support structure extending no more than 0.30 m above the *roof line*;
- (h) projects no more than 4.5 m from the building face;
- (i) has a *sign area* that may be at least 0.75 m² and must be the lesser of 2.3 m², or 0.15 m² for each metre of length of the *frontage* of *premises*, excluding any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area*

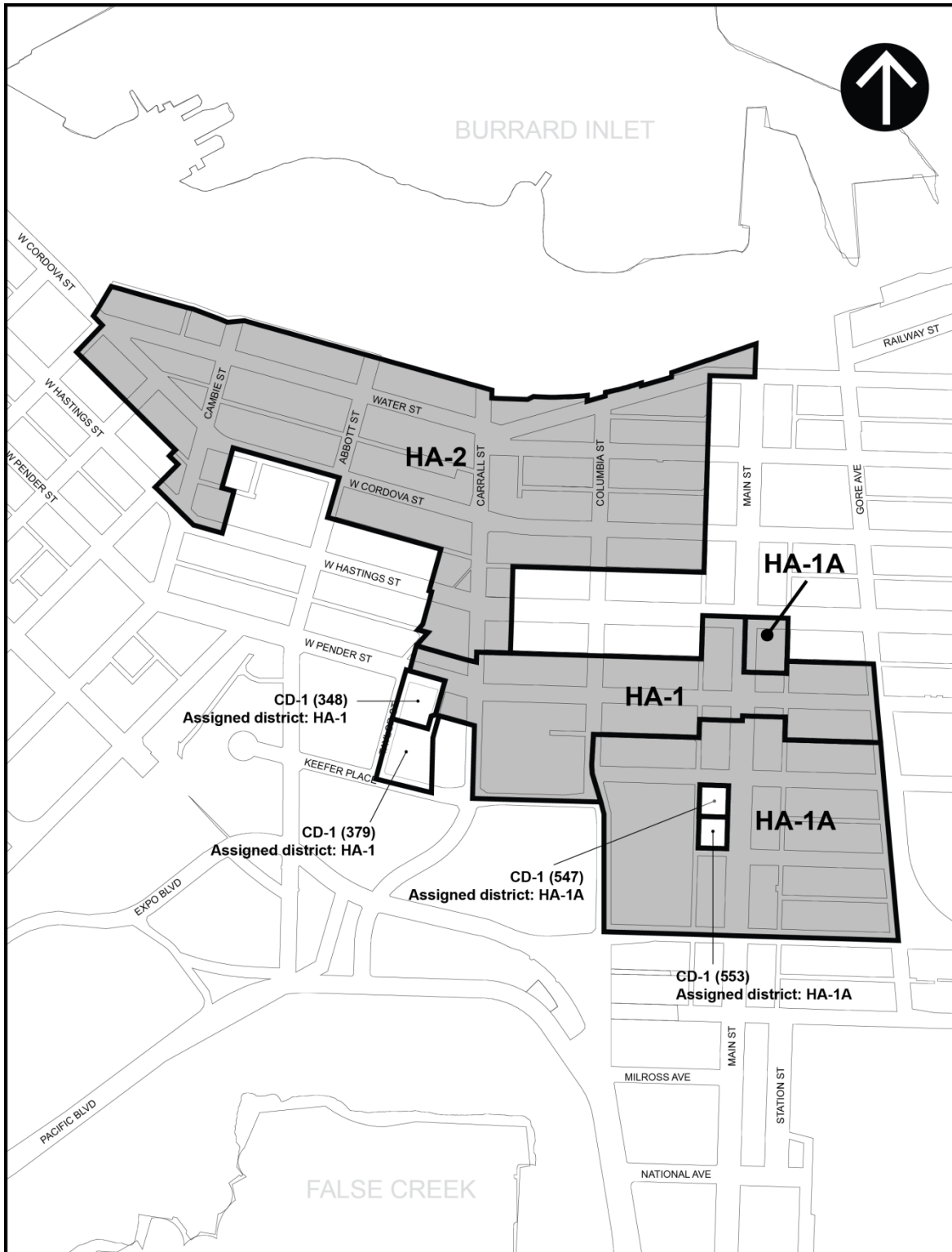
- excluding that area comprised of *embellishments* only;
- (j) in the HA-1 and HA-1A zoning districts, has a *sign area* that may be increased by up to 100% if the *sign* is illuminated using neon lighting or neon-like LED lighting;
 - (k) has a *copy area* no greater than 40% of the *sign area*;
 - (l) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* contains a *logo* only;
 - (m) in the HA-2 zoning district, does not have a plastic face, except for a circular parking *sign*;
 - (n) is not on the same *frontage* of a *site* as a *free-standing sign* that identifies the same *occupant*;
 - (o) may encroach over a *street* at least 0.60 m, except that:
 - (i) it must not encroach more than 25% of the distance between the *sign* and the nearest property line of an adjacent *site* or the point where the *frontages* of adjacent *premises* meet, to a maximum of 1.8 m, and
 - (ii) if serving two or more adjacent or shared *premises*, the calculation of the permitted encroachment must be based on the combined *frontages* of those *premises*; and
 - (p) for the purpose of calculating the *frontage* of *premises* located at a corner, *frontage* means the average length of the two *frontages* of the *premises*.

10.16 Sign in Conjunction with a Mural

A *sign in conjunction with a mural* is permitted, that:

- (a) may include the date of installation of the *mural* and:
 - (i) the name of the building, or
 - (ii) the name of the principal *occupant*, or
 - (iii) the corporate *logo* of the principal *occupant*;
- (b) is installed at the same time, using the same method of installation and type and quality of materials as the *mural*;
- (c) has a *copy area* no greater than 10% of the *mural area*;
- (d) has a *copy area* no higher than 20 m above *grade*; and
- (e) is removed when the *mural* is removed.

SCHEDULE 10A
Chinatown and Gastown Historic Sign District Map



PART 11
WEST END SIGN DISTRICT

11.1 Intent

Part 11 contains regulations that apply to the West End Sign District, which includes the RM-5, RM-5A, RM-5B, RM-5C, RM-5D and RM-6 mixed use zoning districts shown in Schedule 11A, as listed in Part 7 of this by-law. The intent of the West End Sign District is to preserve the West End residential neighbourhood character by regulating *signs* on residential uses, as well as *signs* on retail, office, service and institutional uses permitted in the RM-5, RM-5A, RM-5B, RM-5C, RM-5D and RM-6 mixed-use zones. *Signs* in the Robson, Denman and Davie commercial villages in the West End are regulated under the Commercial, Mixed Use and Industrial Sign District regulations in Part 8 of this by-law.

11.2 Permitted Signs

Signs that are listed in Part 6 or Part 11 of this by-law and that comply with this by-law are permitted in the West End Sign District.

11.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district or on *premises* where there is a retail or service use;
- (b) is on the exterior front or side face of an *awning*, and projects no more than 5.0 mm from the face of the *awning*;
- (c) is no more than 6.0 m in *height*;
- (d) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (e) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (f) has a *copy area* on the front *awning* face no greater than 40% of the area of the front *awning* face;
- (g) has a *copy area* on each side of the *awning* no greater than 80% of the area of the sides of the *awning*;
- (h) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area* on the front *awning* face no greater than 80% of the area of the front *awning* face,
 - (ii) has a *copy area* on each side of the *awning* no greater than 40% of the area of the sides of the *awning*; and
- (i) is not on the same *frontage of premises* as a *fascia sign*.

11.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district on *premises* where there is a retail or service use;
- (b) is on *premises* with an entrance under the *awning*;
- (c) is limited to one *sign* on each *frontage of premises*;
- (d) does not project beyond the front edge of the *awning*; and
- (e) has a *vertical dimension* no greater than 0.30 m and is no more than 1.5 m wide.

11.5 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district or on *premises* where there is a retail or service use;
- (b) is on the front or side of the *canopy*;
- (c) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (d) if located on the roof of a *canopy*, is within 0.45 m of the front or side edge of the *canopy*;
- (e) is limited to one *sign* on the *frontage of premises* with a separate entrance;
- (f) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (g) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (h) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage of the premises*;
- (i) has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage of the premises*, and
 - (ii) the *sign* projects no more than 1.2 m above the *canopy* face;
- (j) in the case of a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension*

may be increased to 3.0 m for letters or *logos* if:

- (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
- (ii) the *sign* projects no more than 2.0 m above the *canopy* face;
- (k) on *premises* where there is a retail or service use, has a *vertical dimension* no greater than 0.40 m;
- (l) is not on the same *frontage* of *premises* as a *fascia sign*; and
- (m) on *premises* where there is a hotel use, is not illuminated.

11.6 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district or on *premises* where there is a retail or service use;
- (b) is limited to one *sign* for *premises* with a separate entrance and a *frontage* less than 15 m long;
- (c) is limited to two *signs* for *premises* with a separate entrance and a *frontage* 15 m or longer;
- (d) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from a *street*, to a maximum of one *sign* for every 15 m of length of the *frontage* of the building;
- (e) does not project beyond the front edge of the *canopy*; and
- (f) has a *vertical dimension* no greater than 0.45 m and is no more than 1.5 m wide.

11.7 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* or any recessed entrance area of *premises*;
- (d) if above a common entrance, identifies the principal *occupant* or building name only;
- (e) in the case of *premises* occupying a second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;

- (f) is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey* or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the second *storey*, except that a *sign* must not cover a second *storey window*;
- (g) on *premises* where there is a retail or service use, has a *sign area* no greater than 1.2 m²;
- (h) has a *copy area* no greater than 40% of the *sign area* if the *sign* has a border, frame or background;
- (i) may have a *copy area* greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only;
- (j) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises* if the *sign* does not have a frame, border or background;
- (k) has a combined *copy area* for all *fascia signs* that does not exceed 0.60 m² for each metre of length of the *frontage* of *premises* regardless of whether the *signs* have a frame, border or background;
- (l) on *premises* where there is a hotel use, has a *vertical dimension* no greater than 0.60 m; and
- (m) despite the provisions of this by-law, may be below the *window* head or lintel of the first *storey*, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face without any door or *window* opening to a maximum of 3.0 m², and
 - (ii) does not encroach over a *street* more than 0.10 m.

11.8 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* of *premises*;
- (d) is above the lintel or *window* head of the second *storey* and below the *window* sill of the third *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;
- (e) on *premises* where there is a retail or service use, has a *sign area* no greater than 1.2 m²;
- (f) includes *copy* in the form of individual letters, numbers, symbols and *logos*

- only;
- (g) has a *copy area* no greater than 0.40 m² for each metre of length of the *frontage* of the *premises*; and
 - (h) has a *vertical dimension* no greater than 0.80 m;
 - (i) on *premises* where there is a hotel use, has a *vertical dimension* no greater than 0.60 m; and
 - (j) in the case of *premises* occupying the first and second *storey*, is limited to one *sign* on either the first or second *storey*.

11.9 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is in a RM-5C, RM-5D or RM-6 zoning district, or a *site* where there is a hotel use, community centre, fire hall, neighbourhood house, place of worship or school;
- (b) is on the *frontage* of a *site*;
- (c) is limited to one *sign* on a *site*;
- (d) is no more than 6.0 m in *height* for all uses, except that a *sign* for a hotel use must be no more than 1.2 m in *height*;
- (e) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *site*, excluding:
 - (i) the lower 2.75 m of the *sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (f) has a maximum *sign area* for the applicable zoning district or use as set out in Table 11.1:

Table 11.1
Free-Standing Sign - Maximum Sign Area

Zoning district or use	Maximum Permitted Sign Area
Hotel	1.0 m ²
RM-5C, RM-5D or RM-6 zoning district, other than hotel	3.3 m ²
Community centre, fire hall, neighbourhood house, place of worship or school	3.3 m ²

- (g) has a *copy area* no greater than 40% of the *sign area*;
- (h) may have a *copy area* greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (i) may contain *electronic copy* in accordance with section 11.14 of this by-law;
- (j) is not within 1.5 m of a property line or 1.0 m of a building;
- (k) is not on the same *frontage* of a *site* as a *projecting sign* that identifies the same *occupant*; and
- (l) if encroaching over a *street*:
 - (i) is perpendicular to the property line abutting a *street*, and
 - (ii) encroaches no more than 25% of the distance between the *sign* and the nearest intersecting property lines, to a maximum encroachment of 3.0 m.

11.10 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m² for each metre of length of the *frontage* of the *premises*,
 - (ii) with a *vertical dimension* no greater than 3.7 m, and
 - (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

11.11 Mansard Roof Signs

A *mansard roof sign* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district, or on *premises* where there is a retail or service use;
- (b) is on the *frontage* of *premises*;
- (c) is on a building facing a vacant area or a parking area on the *premises* or on the *site*, if the *sign* is at least 7.5 m from the nearest property line;
- (d) is limited to one *sign* on *premises*;
- (e) is no less than 0.30 m below the *roof line*;
- (f) is no more than 8.0 m in *height*;
- (g) projects no more than 0.25 m from the *roof* at the base of the *sign*;

- (h) has a *sign area* no greater than 0.60 m² for each metre of length of the applicable building face;
- (i) has a *copy area* no greater than 40% of the *sign area*; and
- (j) has a *vertical dimension* no greater than 1.0 m;

11.12 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is in an RM-5C, RM-5D or RM-6 zoning district;
- (b) is perpendicular to the building face, except that on a *corner site*, it may be on an angle at the corner of the building;
- (c) is at least 1.0 m from an adjacent property line or *premises*, measured horizontally;
- (d) has a space no greater than 0.30 m between the *sign* and the building face, excluding *architectural features*;
- (e) is limited to:
 - (i) one *sign* for each *premises* located at the first *storey*, and
 - (ii) for each building *frontage* less than 100 m long, one additional *sign* which may include the names of *occupants* and the building name, or
 - (iii) for each building *frontage* 100 m or longer, two additional *signs*, which may include the names of *occupants* and the building name;
- (f) on a one-*storey* building, is the lower of 6.0 m in *height* or 1.8 m above the *roof line*;
- (g) on a multi-*storey* building, is the lower of 21 m in *height* or the *roof line*, except that:
 - (i) if the second *storey* is set back 4.5 m or less from the front face of the first *storey* at the *sign* location, the *sign* must not extend above the *roof line* of the first *storey*, and
 - (ii) if the second *storey* is set back more than 4.5 m from the front face of the first *storey* at the *sign* location, the *sign* is the lower of 6.0 m in *height* or 1.8 m above the *roof line* of the first *storey*;
- (h) has a support structure extending no more than 0.30 m above the *roof line*;
- (i) projects no more than 4.5 m from the building face;
- (j) has a *sign area* which may be at least 0.75 m² and must be the lesser of 7.0 m², or 0.23 m² for each metre of length of the *frontage* of *premises*, excluding any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area*

- excluding that area comprised of *embellishments* only;
- (k) has a *copy area* no greater than 40% of the *sign area*;
 - (l) may have a *copy area* greater than 40% of the *sign area* if the *sign* contains a *logo* only;
 - (m) is not on the same *frontage* of a *site* as a *free-standing sign* that identifies the same *occupant*;
 - (n) may encroach over a *street* at least 0.60 m, except that:
 - (i) it must not encroach more than 25% of the distance between the *sign* and the nearest property line of an adjacent *site* or the point where the *frontages* of adjoining *premises* meet, to a maximum of 3.0 m, and
 - (ii) if serving two or more adjacent or shared *premises*, the calculation of the permitted encroachment must be based on the combined *frontages* of the *premises*; and
 - (o) for the purpose of calculating the *frontage* of *premises* located at a corner, *frontage* means the average length of the two *frontages* of the *premises*.

11.13 Sign in Conjunction with a Mural

A *sign in conjunction with a mural* is permitted, that:

- (a) is in the RM-5C, RM-5D or RM-6 zoning district;
- (b) may include the date of installation of the *mural* and:
 - (i) the name of the building, or
 - (ii) the name of the principal *occupant*, or
 - (iii) the corporate *logo* of the principal *occupant*;
- (c) is installed at the same time, using the same method of installation and type and quality of materials as the *mural*;
- (d) has a *copy area* no greater than 10% of the *mural* area;
- (e) has a *copy area* no higher than 20 m above *grade*; and
- (f) is removed when the *mural* is removed.

11.14 Electronic Message Signs

An *electronic message sign* is permitted, that:

- (a) is a *free-standing sign*; and
- (b) is limited to one *sign* on a *site* where there is a community centre, fire hall,

neighbourhood house, place of worship or school.

PART 12
GRANVILLE STREET
SIGN DISTRICT

12.1 Intent

Part 12 contains regulations that apply to the Granville Street Sign District, which includes the area shown on Schedule 12A, as listed in Part 7 of this by-law. The intent of the Granville Street Sign District is to encourage *signs* that reflect the historic role of Granville Street as a retail and entertainment centre and complement its unique and vibrant character. Colourful neon *signs* are encouraged, as well as *moving signs*, *signs with animated copy* and certain types of *electronic signs*.

12.2 Permitted Signs

Signs that are listed in Part 6 or Part 12 of this by-law and that comply with this by-law are permitted in the Granville Street Sign District.

12.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is on the exterior front or side face of an *awning*, and projects no more than 5.0 mm from the face of the *awning*;
- (b) is no more than 6.0 m in *height*;
- (c) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (d) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (e) has a *copy area* that may be equal to the *sign area*, if the *copy area*, consisting of letters and *logos*, on the front *awning* face is no greater than 50% of the area of the front *awning* face;
- (f) has a *copy area*, consisting of letters and *logos*, on each side of the *awning* that is no greater than 80% of the area of the sides of the *awning*;
- (g) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area*, consisting of letters and *logos*, on the front *awning* face that is no greater than 80% of the area of the front *awning* face, and
 - (ii) has a *copy area*, consisting of letters and *logos*, on each side of the *awning* that is no greater than 50% of the area of the sides of the *awning*; and
- (h) is not on the same *frontage of premises* as a *fascia sign*.

12.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is on *premises* with an entrance under the *awning*;
- (b) is limited to two *signs* on each *frontage* of *premises*;
- (c) does not project beyond the front edge of the *awning*; and
- (d) has a *vertical dimension* no greater than 1.0 m.

12.5 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is on the front or side of the *canopy*;
- (b) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (c) if illuminated by neon lighting, may be on the roof of a *canopy*;
- (d) is limited to one *sign* on the *frontage* of *premises* with a separate entrance;
- (e) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (f) if illuminated by neon lighting, may obstruct a *window* on a building where there is no residential or hotel use, if the *sign* covers no more than 30% of the glass surface of a *window*;
- (g) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (h) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises*;
- (i) if not illuminated by neon lighting, has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
 - (ii) the *sign* projects no more than 1.2 m above the *canopy* face; and
- (j) if not illuminated by neon lighting and on a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension* may be increased to 3.0 m for letters or *logos* if:

- (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of *premises*, and
- (ii) the *sign* projects no more than 2.0 m above the *canopy* face;
- (k) may contain *electronic copy* in accordance with section 12.16 of this by-law;
- (l) if illuminated by neon lighting, must include the name of the business in exposed neon tubing; and
- (m) is not on the same *frontage* of *premises* as a *fascia sign*.

12.6 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is limited to two *signs* on the *frontage* of *premises*;
- (b) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from a *street*, to a maximum of one *sign* for every 15 m of length of the *frontage* of the building;
- (c) does not project beyond the front edge of the *canopy*; and
- (d) has a *vertical dimension* no greater than 1.0 m.

12.7 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* or any recessed entrance area of *premises*;
- (d) if above a common entrance, identifies the principal *occupant* or building name only;
- (e) in the case of *premises* occupying a second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;
- (f) on a building where there is no residential or hotel use, may be above the *premises* if no more than 50% of the *sign area* extends into the second *storey* and the *sign* does not cover a second *storey window*, except that if illuminated by neon lighting, the *sign* may cover up to 30% of a second *storey window*;
- (g) in the case of *premises* below a residential or hotel use, is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey*, or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the second *storey*, except that a *sign* must not cover a second *storey window*;

- (h) has a *copy area* that may be equal to the *sign area*, if the *copy area* comprised of letters and *logos* is no greater than 50% of the *sign area* and the *sign* has a frame, border or background;
- (i) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *premises*, if the *sign* does not have a frame, border or background;
- (j) a *sign* containing *animated copy* or a *sign* illuminated by neon lighting that does not have a frame, border or background, may have a *sign area* greater than 0.30 m² for each metre of length of the *frontage* of the *premises*;
- (k) may contain *electronic copy* in accordance with section 12.16 of this by-law;
- (l) if illuminated by neon lighting, includes the name of the business in exposed neon tubing;
- (m) despite the provisions of this by-law, may be below the *window* head or lintel of the first *storey*, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 3.0 m², except that if painted on a wall, the *sign area* may be no greater than 4.0 m², and
 - (ii) does not encroach over a *street* more than 0.10 m; and
- (n) may face a *lane*, if it:
 - (i) is above a public entrance to the *premises*,
 - (ii) contains *copy* that identifies the principal *occupant* or building name only, and
 - (iii) has a *vertical dimension* no greater than 0.60 m and is no more than 2.5 m wide.

12.8 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* of *premises*;
- (d) on a building where there is no residential or hotel use, may be above the *premises* if no more than 50% of the *sign area* extends above the third *storey* and the *sign* does not cover a third *storey window*, except that if illuminated by neon lighting, the *sign* may cover up to 30% of a third *storey window*;
- (e) in the case of *premises* below a residential or hotel use, is above the lintel or

window head of the second *storey* and below the *window* sill of the third *storey*, or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;

- (f) has a *copy area* that may be equal to the *sign area*, if the *copy area* comprised of letters and *logos* is no greater than 50% of the *sign area* and the *sign* has a frame, border or background;
- (g) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *premises*, if the *sign* does not have a frame, border or background;
- (h) if a *sign* containing *animated copy* or a *sign* illuminated by neon lighting may have a *sign area* greater than 0.30 m² for each metre of length of the *frontage* of the *premises*, if the *sign* does not have a frame, border or background;
- (i) has a *vertical dimension* no greater than 1.0 m;
- (j) if illuminated by neon lighting, includes the name of the business in exposed neon tubing; and
- (k) in the case of *premises* occupying both the first and second *storey*, is limited to one *sign* on the first or second *storey*.

12.9 Upper Level Fascia Signs Above the Second Storey

A *fascia sign* is permitted, that:

- (a) is between the floor of the uppermost *storey* and the *roof line*;
- (b) is limited to two *signs* on a building face, to a maximum of two *signs* on a building;
- (c) is positioned so that two *signs* on adjoining building faces are not within 2.0 m of a common corner;
- (d) identifies the principal *occupant* or building name only;
- (e) contains *copy* in the form of individual letters, numbers, symbols and *logos* only, except that a *sign* more than 55 m in *height* must contain *copy* consisting of a *logo* only; and
- (f) has a *copy area* no greater than 1/40th of the area formed by the distance from *grade* to the bottom of the *sign* multiplied by the width of the building face at the bottom of the *sign*, to a maximum of 47 m².

12.10 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is on the *frontage* of a *site*;

- (b) is limited to one *sign* on a *site*;
- (c) is no more than 5.0 m in *height*;
- (d) has a *sign area* no greater than 0.30 m² for each metre of length of the *frontage* of the *site* to a maximum *sign area* of 1.0 m², excluding:
 - (i) the lower 2.75 m of the *sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only, except that a *sign* illuminated by neon, or a *sign* with *animated copy* may have a maximum *sign area* of 4.0 m²;
- (e) has a *copy area* that may be equal to the *sign area*, if the *copy area* comprised of letters and *logos* only is no greater than 50% of the *sign area*;
- (f) may contain *electronic copy* in accordance with section 12.16 of this by-law;
- (g) if illuminated by neon lighting, must include the name of the business in exposed neon tubing;
- (h) is not within 1.5 m of a property line or 1.0 m of a building;
- (i) is not on the same *frontage* of a *site* as a *projecting sign* that identifies the same *occupant*; and
- (j) does not encroach over a *street*.

12.11 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m² for each metre of length of the *frontage* of *premises*,
 - (ii) with a *vertical dimension* no greater than 3.7 m, and
 - (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

12.12 Mansard Roof Signs

A *mansard roof sign* is permitted, that:

- (a) is on the *frontage* of *premises*;
- (b) is on a building facing a vacant area or a parking area on the *premises* or on the *site*, if the *sign* is at least 7.5 m from the nearest property line;

- (c) is limited to one *sign* on *premises*;
- (d) is no less than 0.30 m below the *roof line*;
- (e) is no more than 8.0 m in *height*;
- (f) projects no more than 0.25 m from the *roof* at the base of the *sign*;
- (g) unless illuminated by neon lighting, has a *sign area* no greater than 0.30 m² for each metre of length of the applicable building face to a maximum of 2.0 m²;
- (h) has a *copy area* no greater than 40% of the *sign area*;
- (i) has a *vertical dimension* no greater than 1.0 m; and
- (j) if illuminated by neon lighting, must include the business name in exposed neon tubing.

12.13 Moving Signs

A *moving sign* is permitted, that:

- (a) is a *projecting sign*;
- (b) faces Granville Street, between West Hastings Street and Nelson Street;
- (c) is on the *frontage* of a building; and
- (d) if illuminated by neon lighting, must include the name of the business in exposed neon tubing.

12.14 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is perpendicular to the building face except that on a *corner site*, it may be on an angle at the corner;
- (b) is at least 1.0 m from an adjacent property line or *premises*, measured horizontally;
- (c) has a space no greater than 0.30 m between the *sign* and the building face, excluding *architectural features*;
- (d) is limited to one *sign* for each *premises* at the first storey;
- (e) if illuminated by neon lighting:
 - (i) on a building *frontage* less than 100 m long, may have one additional *sign* which may include the names of *occupants* and the building name, or

- (ii) on a building *frontage* 100 m or longer, may have two additional *signs* which may include the names of *occupants* and the building name;
- (f) if illuminated by neon lighting, may obstruct the ventilation, access or operation of a *window* on a building where there is no residential or hotel use, if it covers no more than 30% of the glass surface of a *window*;
- (g) on a one-storey building, is the lower of 6.0 m in *height* or 1.8 m above the *roof line*, except that:
 - (i) on *sites* between Nelson Street and Drake Street, the *sign* must not extend above the *roof line*, and
 - (ii) on *sites* between Robson Street and Nelson Street, moving elements of the *sign* must not extend above the *roof line*;
- (h) on a multi-storey building, is the lower of 21 m in *height* or the *roof line*, except that:
 - (i) if the second *storey* is set back 4.5 m or less from the front face of the first *storey* at the *sign* location, the *sign* must not extend above the *roof line* of the first *storey*, and
 - (ii) if the second *storey* is set back more than 4.5 m from the front face of the first *storey* at the *sign* location, the *sign* is the lower of 6.0 m in *height* or 1.8 m above the *roof line* of the first *storey*;
- (i) if illuminated by neon lighting, may extend above the *roof line* on *sites* between Nelson Street and West Hastings Street, no more than 40% of the height of the building, except that:
 - (i) the *sign* must be no more than 27 m in *height*, and
 - (ii) on *sites* between Robson Street and Nelson Street, elements of a *moving sign* must not project above the *roof line*;
- (j) has a support structure extending no more than 0.30 m above the *roof line*;
- (k) projects no more than 4.5 m from the building face;
- (l) has a *sign area* that:
 - (i) may be at least 0.75 m²,
 - (ii) is no greater than 2.0 m²,
 - (iii) if illuminated by neon lighting, may be greater than 2.0 m², and
 - (iv) excludes any *sign area* comprised of *embellishments* to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (m) has a *copy area* that may be equal to the *sign area*, if the *copy area* comprised of letters and *logos* only is no greater than 50% of the *sign area*;

- (n) may contain *electronic copy* in accordance with section 12.16 of this by-law;
- (o) if illuminated by neon lighting, includes the name of the business in exposed neon tubing;
- (p) is not on the same *frontage* of a *site* as a *free-standing sign* that identifies the same *occupant*;
- (q) may encroach over a *street* at least 0.60 m, except that:
 - (i) it must not encroach more than 25% of the distance between the *sign* and the nearest property line of an adjacent *site* or the point where the *frontages* of adjoining *premises* meet, to a maximum encroachment of 2.0 m,
 - (ii) if serving two or more adjacent or shared *premises*, the calculation of the permitted encroachment must be based on the combined *frontages* of those *premises*, to a maximum of 2.0 m,
 - (iii) a *moving sign*, a *sign* with *animated copy* or a *sign* illuminated by neon lighting, may encroach up to 4.0 m, and
 - (iv) a *projecting sign* must not be within 0.60 m of a street tree, lamp standard, utility wire, bus shelter, or other structure on a *street*; and
- (r) for the purpose of calculating the *frontage* of *premises* located on a corner, *frontage* means the average length of the two *frontages* of the *premises*.

12.15 Signs with Animated Copy

A *sign* containing *animated copy* is permitted, that:

- (a) is a *fascia sign* or *projecting sign*;
- (b) faces Granville Street, between West Hastings Street and Nelson Street;
- (c) is on the *frontage* of a building; and
- (d) if illuminated by neon lighting, must include the name of the business in exposed neon tubing.

12.16 Electronic Message Signs

An *electronic message sign* is permitted, that:

- (a) is a *canopy, fascia, free-standing or projecting sign*;
- (b) is on a *site* between West Hastings Street and Nelson Street;
- (c) is limited to one *canopy, fascia, free-standing or projecting sign* on a *site*;
- (d) if a *fascia sign* on the first *storey*, is no more than 6.0 m in *height*;

- (e) if a *fascia sign* on the second storey, is no more than 9.0 m in height; and
- (f) if a *canopy, fascia, free-standing or projecting sign*, has a *copy area* no greater than 80% of the *sign area* to a maximum of:
 - (i) 4.0 m² on a *site* smaller than 0.40 ha, or
 - (ii) 8.0 m² on a *site* 0.40 ha or larger.

12.17 Electronic Static Image Signs

An *electronic static image sign* is permitted, that:

- (a) is in a *window* on the first storey of a building;
- (b) is limited to one *sign* on each *frontage of premises*;
- (c) is not on the same *premises* as an *electronic video sign*;
- (d) has a *sign area* no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window frame*, to a maximum of 2.5 m²;
- (e) if on the same *frontage* of the *premises* as a *window sign*, the combined *sign area* of all *window signs* and an *electronic static image sign*, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window frame*; and
- (f) may include *first party advertising* to a maximum of 100% of the *copy area*.

12.18 Electronic Video Signs

An *electronic video sign* is permitted, that:

- (a) is in a *window* on the first storey of a building;
- (b) is limited to one *sign* on each *frontage of premises*;
- (c) is not on the same *premises* as an *electronic static image sign*;
- (d) has a *sign area* no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window frame*, to a maximum of 2.5 m²;
- (e) if on the same *frontage* of the *premises* as a *window sign*, the combined *sign area* of all *window signs* and an *electronic video sign*, is no greater than 30% of the total area of contiguous glass or glass panes separated by mullions contained within a *window frame*; and
- (f) may include *first party advertising* to a maximum of 100% of the *copy area*.

12.19 Signs with Manual Changeable Copy

Signs with manual changeable copy are only permitted on *premises* between West Hastings and Nelson Street where there is a theatre use.

12.20 Site Specific Regulations

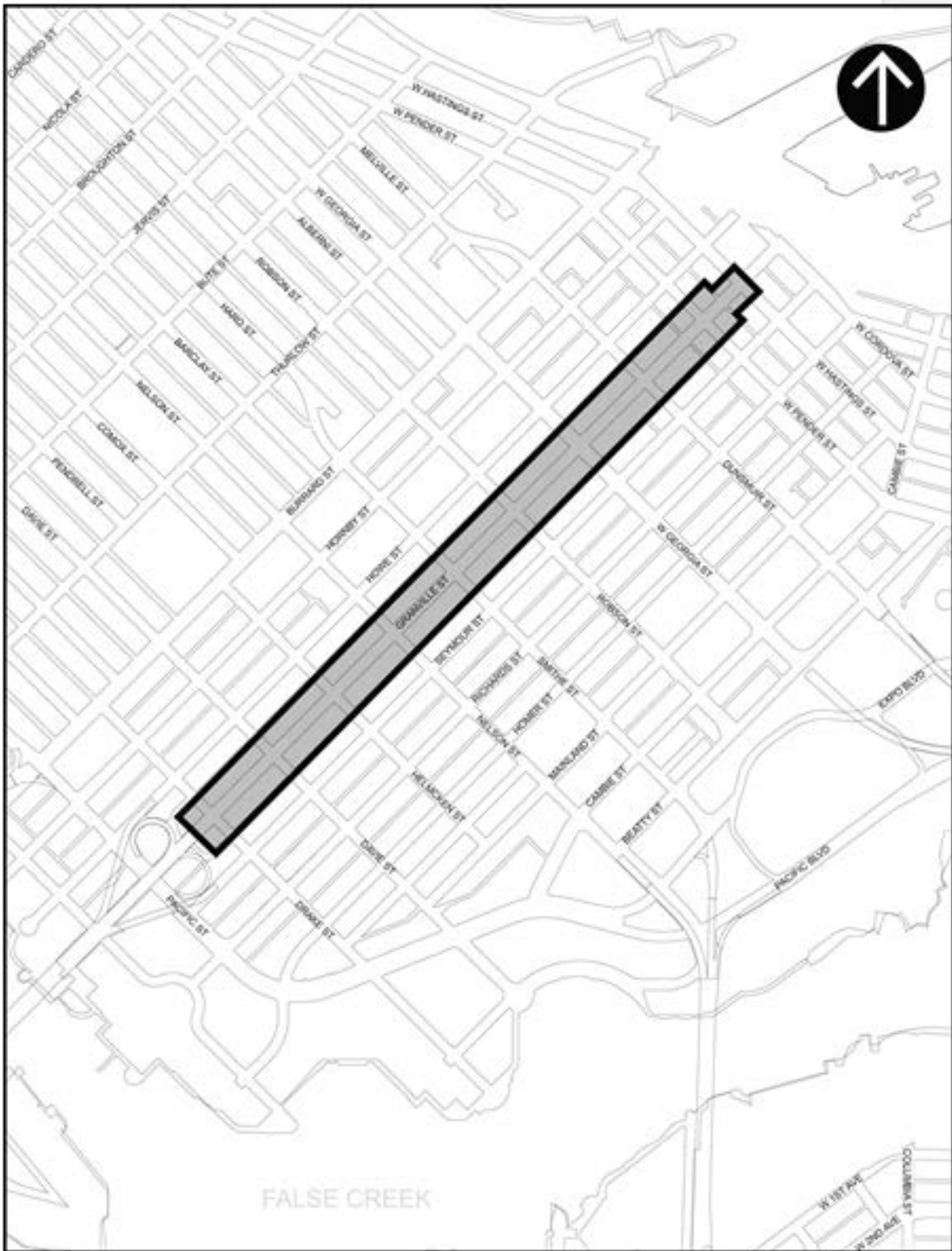
The following *site specific signs* are permitted in the Granville Street Sign District:

(a) 798 Granville Street

Two *electronic video signs*, that:

- (i) are on the northeast corner of the building,
- (ii) at the third *storey*,
- (iii) each have a *sign area* no greater than 28 m²,
- (iv) may be within 30 m of a dwelling unit and 15 m of a *traffic control signal*,
- (v) may operate 24 hours a day, and
- (vi) may display *third party advertising*.

SCHEDULE 12A
Granville Street Sign District Map



PART 13
ROGERS ARENA
SIGN DISTRICT

13.1 Intent

Part 13 contains regulations that apply to the Rogers Arena Sign District which is the area shown in Schedule 13A, as listed in Part 7. The Rogers Arena Sign District includes Rogers Arena, a recreational and cultural hub. The intent of the Rogers Arena Sign District in regards to Rogers Arena is to allow for recognition of corporate sponsors of events, larger *logos* and wayfinding *signs*. Part 13 also regulates *signs* on mixed use buildings and residential towers surrounding Rogers Arena.

13.2 Permitted Signs

Signs that are listed in Part 6 or Part 13 and that comply with this by-law are permitted in the Rogers Arena Sign District.

13.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is on the exterior front or side face of an *awning*, and projects no more than 5.0 m from the face of the *awning*;
- (b) is no more than 6.0 m in *height*;
- (c) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (d) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (e) has a *copy area* on the front *awning* face no greater than 40% of the area of the front *awning* face;
- (f) has a *copy area* on each side of the *awning* no greater than 80% of the area of the sides of the *awning*;
- (g) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area* on the front *awning* face no greater than 80% of the area of the front *awning* face, and
 - (ii) has a *copy area* on each side of the *awning* no greater than 40% of the area of the sides of the *awning*; and
- (h) is not on the same *frontage of premises* as a *fascia sign*.

13.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is on *premises* with an entrance under the *awning*;
- (b) is limited to one *sign* on each *frontage of premises*;
- (c) does not project beyond the front edge of the *awning*; and
- (d) has a *vertical dimension* no greater than 0.30 m and is no more than 1.5 m wide.

13.5 Billboard Signs

A *billboard sign* is permitted, that:

- (a) is not:
 - (i) above the Georgia or Dunsmuir viaduct,
 - (ii) above the surface of the rails of a rapid transit guideway,
 - (iii) within 5.0 m of a *street* if the *sign* face is parallel to the *street* or forms an angle of less than 30 degrees with the *street*,
 - (iv) within 15 m of any *sign* containing *third party advertising* and located at a bus shelter,
 - (v) within 60 m of the Residential Sign District,
 - (vi) within 50 m of any other *billboard sign*, except a *billboard sign* mounted parallel to it and on the opposite side of the same building,
 - (vii) within 60 m of the centre line of the rails of any rapid transit guideway or passenger railway, or
 - (viii) within 50 m of an elevated bridge entrance or exit ramp, if the *height* of the *billboard sign* exceeds the *height* of the ramp;
- (b) is limited to four *signs* on a *site*, not including the multiple faces on a single *billboard sign* resulting from *indexing*, except that two parallel *copy areas* mounted back to back on the same structural support are considered to be one *billboard sign*;
- (c) is enclosed to conceal all components of the back of the *copy area*, if consisting of a single face;
- (d) if mounted on a building, projects no more than 0.60 m, excluding any externally mounted lighting;
- (e) is no more than:

- (i) 6.25 m in *height*, if more than 3.7 m in width, and
- (ii) 7.0 m in *height*, if 3.7 m or less in width;
- (f) has a *sign area* no greater than 21.5 m²;
- (g) does not encroach over a *street*; and
- (h) if located within 20 m of the *frontage* of a building that contains a public entrance, is no closer to the *street* than:
 - (i) the building face, or
 - (ii) if there are two building faces fronting the *street*, any point along a straight line connecting the nearest points of the two building faces.

13.6 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is on the front or side of the *canopy*;
- (b) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (c) if located on the roof of a *canopy*, is within 0.45 m of the front or side edge of the *canopy*;
- (d) is limited to one *sign* on the *frontage* of each *premises* with a separate entrance;
- (e) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (f) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (g) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises*;
- (h) has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
 - (ii) the *sign* projects no more than 1.2 m above the *canopy* face;
- (i) for a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension* may be increased to 3.0 m for letters or *logos* if:

- (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage* of the *premises*, and
- (ii) the *sign* projects no more than 2.0 m above the *canopy* face; and
- (j) is not on the same *frontage* of *premises* as a *fascia sign*.

13.7 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is limited to one *sign* for *premises* with a separate entrance and a *frontage* less than 15 m long;
- (b) is limited to two *signs* for *premises* with a separate entrance and a *frontage* 15 m or longer;
- (c) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from a *street*, to a maximum of one *sign* for every 15 m of length of the *frontage* of the building;
- (d) does not project beyond the front edge of the *canopy*; and
- (e) has a *vertical dimension* no greater than 0.45 m and is no more than 1.5 m wide.

13.8 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* or any recessed entrance area of the *premises*;
- (d) is on a wall facing a vacant area or a parking area on *premises* or on a *site*, if the *sign* is at least 7.5 m from the nearest property line;
- (e) if above a common entrance, identifies the principal *occupant* or building name only;
- (f) in the case of *premises* occupying a second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;
- (g) is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the second *storey*, except that a *sign* must not cover a second *storey window*;
- (h) has a *copy area* no greater than 40% of the *sign area*, if the *sign* has a border, frame or background;

- (i) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only;
- (j) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage of premises* if the *sign* does not have a frame, border or background;
- (k) has a combined *copy area* for all *fascia signs* that does not exceed 0.60 m² for each metre of length of the *frontage of premises*, regardless of whether the *signs* have a frame, border or background;
- (l) may contain *electronic copy* in accordance with section 13.17 of this by-law;
- (m) despite the provisions of this by-law, may be below the *window* head or lintel of the first *storey*, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 3.0 m², and
 - (ii) does not encroach over a *street* more than 0.10 m; and
- (n) may face a *lane*, if it:
 - (i) is above a public entrance to *premises*,
 - (ii) contains *copy* that identifies the principal *occupant* or building name only, and
 - (iii) has a *vertical dimension* no greater than 0.60 m and is no more than 2.5 m wide.

13.9 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage of premises*;
- (d) is above the lintel or *window* head of the second *storey* and below the *window* sill of the third *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;
- (e) includes *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (f) has a *copy area* no greater than 0.40 m² per metre of length of the *frontage* of the *premises*;
- (g) on a building that is not an arena, has a *vertical dimension* no greater than 1.0

m; and

- (h) in the case of *premises* occupying both the first and second *storey*, is limited to one *sign* on either the first or the second *storey*.

13.10 Arena Fascia Signs Above the Second Storey and Below 20 M

A *fascia sign* is permitted that:

- (a) is above the second *storey* of a building and below 20 m above *grade*;
- (b) is not between the floor of the uppermost *storey* and the *roof line*;
- (c) is on the *frontage* of the *premises*;
- (d) identifies a gate number or a restaurant use only; and
- (e) in the case of a restaurant use located at level 400, may be located on level 300.

13.11 Arena Upper Level Fascia Signs Above 20 M

A *fascia sign* is permitted, that:

- (a) is on the arena building;
- (b) is more than 20 m above *grade*;
- (c) is limited to two *signs*;
- (d) includes *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (e) contains *copy* which may consist of a *logo* and a name identifying the principal *occupant* or building only;
- (f) if identifying the principal *occupant* or building name only, must not be on adjoining building faces; and
- (g) has a *copy area* no greater than $1/40^{\text{th}}$ of the area formed by the distance from *grade* to the bottom of the *sign* multiplied by the width of the building face at the bottom of the *sign*.

13.12 Office Tower Upper Level Fascia Signs Above Second Storey

A *fascia sign* is permitted, that:

- (a) is between the floor of the uppermost *storey* and the *roof line*;
- (b) is limited to one *sign* on a building face, to a maximum of four *signs* on a building;
- (c) is positioned so that two *signs* on adjoining building faces are not located

within 2.0 m of a common corner;

- (d) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (e) contains *copy* consisting of a *logo* or a name identifying the principal *occupant* or building only, except that a *sign* more than 55 m in *height* must contain *copy* consisting of a *logo* only;
- (f) is limited to two *signs* on a building identifying the name of the building, that are not on adjoining building faces; and
- (g) has a *copy area* no greater than $1/40^{\text{th}}$ of the *area* formed by the distance from *grade* to the bottom of the *sign* multiplied by the width of the building face at the bottom of the *sign*.

13.13 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is limited to five *signs* on a *site*, not including a *free-standing sign* containing parking information and the building name only;
- (b) on a *site* with a *frontage* of 30 m or less, is no more than 8.0 m in *height*;
- (c) on a *site* with a *frontage* longer than 8.0 m, is no more than 8.0 m in *height*, except that the *sign* may be an additional metre in *height* for every additional 10 m of length of the *frontage* of the *site*, to a maximum *height* of 10 m;
- (d) has a *sign area* no greater than 0.30 m^2 for each metre of length of *frontage* of the *site*, to a maximum of 11 m^2 , excluding:
 - (i) the lower 2.75 m of the *sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (e) has a *copy area* that may be equal to the *sign area*;
- (f) may contain *electronic copy* in accordance with section 13.17 of this by-law;
- (g) may contain *third party advertising*;
- (h) is not on the same *frontage* of a *site* as a *projecting sign* identifying the same *occupant*;
- (i) if encroaching over a *street*:
 - (i) has a *sign area* that is the lesser of 9.0 m^2 , or 0.30 m^2 for each metre of length of the *frontage* of the *premises*,
 - (ii) is perpendicular to the property line abutting the *street*, and

- (iii) encroaches no more than 25% of the distance between the *sign* and the nearest intersecting property line, to a maximum encroachment of 3.0 m.

13.14 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m² for each metre of length of the *frontage* of *premises*,
 - (ii) with a *vertical dimension* no greater than 3.7 m, and
 - (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

13.15 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is perpendicular to the building face except that on a *corner site*, it may be on an angle at the corner of the building;
- (b) is at least 1.0 m from an adjacent property line or *premises*, measured horizontally;
- (c) has a space no greater than 0.30 m between the *sign* and the building face, excluding *architectural features*;
- (d) is limited to:
 - (i) one *sign* for each *premises* at the first *storey*, and
 - (ii) for each building *frontage* less than 100 m long, one additional *sign*, which may include the names of *occupants* and the building name, or
 - (iii) for each building *frontage* 100 m or longer, two additional *signs* which may include the names of *occupants* and the building name;
- (e) on a one-*storey* building, is the lower of 6.0 m in *height* or 1.8 m above the *roof line*;
- (f) on a multi-*storey* building, is the lower of 21 m in *height* or the *roof line*, except that:
 - (i) if the second *storey* is set back 4.5 m or less from the front face of the first *storey* at the *sign* location, the *sign* must not extend above the *roof line* of the first *storey*, and

- (ii) if the second *storey* is set back more than 4.5 m from the front face of the first *storey* at the *sign* location, the *sign* is the lower of 6.0 m in *height* or 1.8 m above the *roof line* of the first *storey*;
- (g) has a support structure extending no more than 0.30 m above the *roof line*;
- (h) projects no more than 4.5 m from the building face;
- (i) has a *sign area* that may at least 0.75 m², and must be the lesser of 9.0 m², or 0.30 m² for each metre of length of the *frontage* of the *premises*, excluding any *sign area* comprised of *embellishments* to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (j) has a *copy area* no greater than 40% of the *sign area*;
- (k) may have a *copy area* that is greater than 40 % of the *sign area*, if the *sign* consists of a *logo* only;
- (l) is not on the same *frontage* of a *site* as a *free-standing sign* that identifies the same *occupant*;
- (m) may encroach over a *street* at least 0.60 m, except that:
 - (i) it must not encroach more than 25% of the distance between the *sign* and the nearest property line of an adjacent *site* or the point where the *frontages* of adjacent *premises* meet, to a maximum of 3.0 m, and
 - (ii) if serving two or more adjacent or shared *premises*, the calculation of the permitted encroachment must be based on the combined *frontages* of those *premises*; and
- (n) for the purpose of calculating the *frontage* of *premises* located at a corner, *frontage* means the average length of the two *frontages* of the *premises*.

13.16 Sign in Conjunction with a Mural

A *sign in conjunction with a mural* is permitted, that:

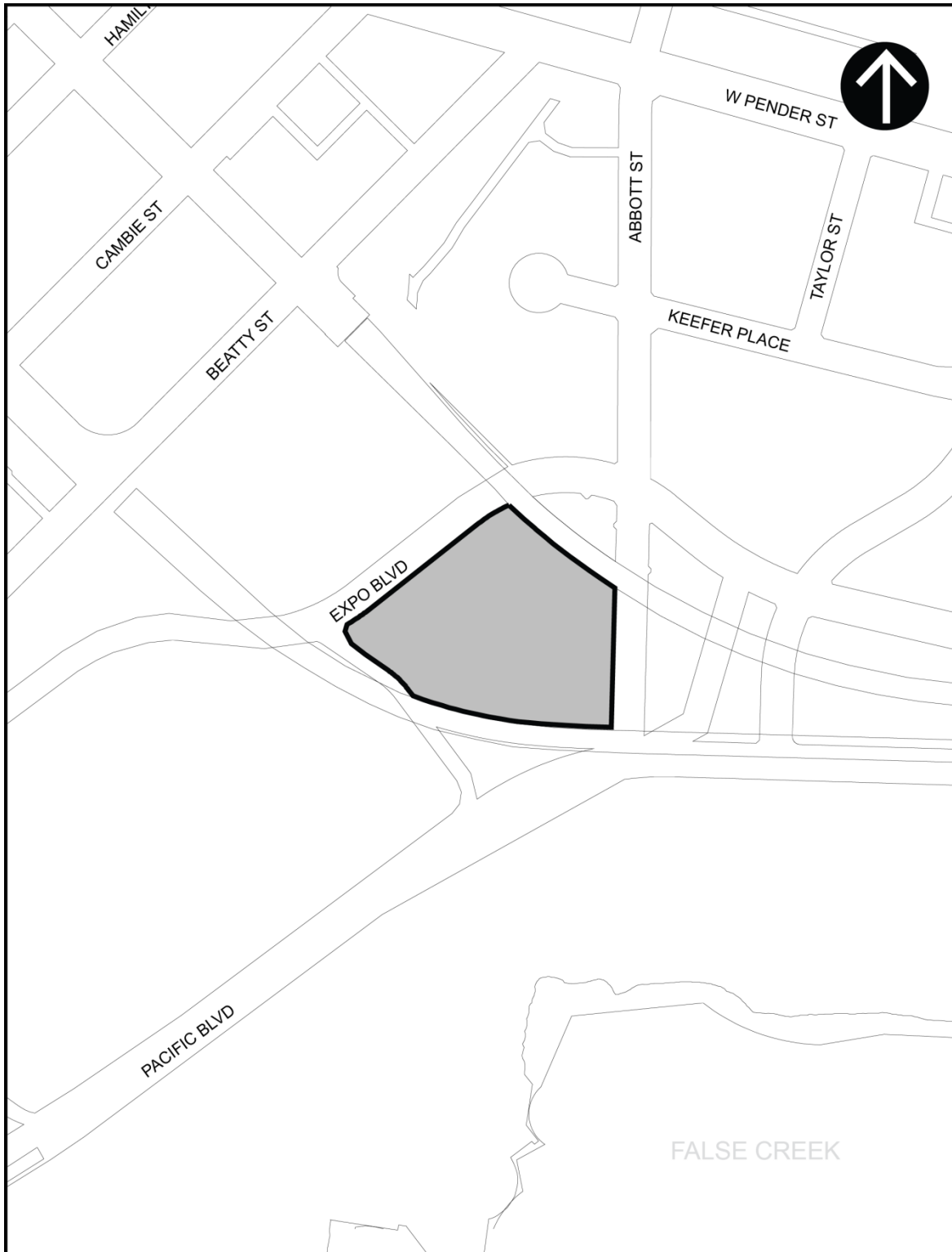
- (a) may include the date of installation of the *mural* and:
 - (i) the name of the building, or
 - (ii) the name of the principal *occupant*, or
 - (iii) the corporate *logo* of the principal *occupant*;
- (b) must be installed at the same time, using the same method of installation and type and quality of materials as the *mural*;
- (c) has a *copy area* no greater than 10% of the *mural* area;
- (d) has a *copy area* no higher than 20 m above *grade*; and
- (e) is removed when the *mural* is removed.

13.17 Electronic Message Signs

An *electronic message sign* is permitted, that:

- (a) is a *fascia* or *free-standing sign*;
- (b) is on the *site* of the arena;
- (c) is limited to one *fascia sign* on the *site*;
- (d) if a *fascia sign*, provides parking information only;
- (e) is limited to five *free-standing signs* on a *site*;
- (f) if a *free-standing sign*, may include *third party advertising*;
- (g) has a *copy area* no greater than 80% of the *sign area* to a maximum of:
 - (i) 4.0 m² on a *site* smaller than 0.40 ha, or
 - (ii) 8.0 m² on a *site* 0.40 ha or larger; and
- (h) must be shielded from the view of approaching motorists.

SCHEDULE 13A
Rogers Arena Sign District Map



PART 14
INTERNATIONAL VILLAGE
SIGN DISTRICT

14.1 Intent

Part 14 contains regulations that apply to the International Village Sign District, located between Pender, Taylor, Keefer and Abbott Streets, as shown in Schedule 14A, and listed in Part 7. The intent of the International Village Sign District is to encourage innovative, prominent and colourful *signs* that enhance the architecture and ambience of the Village Marketplace area.

14.2 Permitted Signs

Signs that are listed in Part 6 or Part 14 and that comply with this by-law are permitted in the International Village Sign District.

14.3 Awning Signs

An *awning sign* is permitted, that:

- (a) is on the exterior front or side face of an *awning*, and projects no more than 5.0 m from the face of the *awning*;
- (b) is no more than 6.0 m in *height*;
- (c) extends no more than 0.50 m above the *roof line* of a one-storey building;
- (d) does not extend above the *window* or any opening directly above the *awning* on a building with a second *storey*;
- (e) has a *copy area* on the front *awning* face no greater than 40% of the area of the front *awning* face;
- (f) has a *copy area* on each side of the *awning* no greater than 80% of the area of the sides of the *awning*;
- (g) if located on an *awning* that projects over a common entrance and is supported by posts at the end farthest from the building:
 - (i) has a *copy area* on the front *awning* face no greater than 80% of the area of the front *awning* face, and
 - (ii) has a *copy area* on each side of the *awning* no greater than 40% of the area of the sides of the *awning*; and
- (h) is not on the same *frontage of premises* as a *fascia sign*.

14.4 Under-Awning Signs

An *under-awning sign* is permitted, that:

- (a) is on *premises* with an entrance under the *awning*;

- (b) is limited to one *sign* on each *frontage of premises*;
- (c) does not project beyond the front edge of the *awning*; and
- (d) has a *vertical dimension* no greater than 0.30 m and is no more than 1.5 m wide.

14.5 Canopy Signs

A *canopy sign* is permitted, that:

- (a) is on the front or side of the *canopy*;
- (b) projects no more than 0.60 m horizontally beyond the front or side of the *canopy*;
- (c) if located on the roof of a *canopy*, is within 0.45 m of the front or side edge of the *canopy*;
- (d) is limited to one *sign* on the *frontage of premises* with a separate entrance;
- (e) may be at the common entrance of a building and identifies the principal *occupant* or building name only;
- (f) contains *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (g) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage of the premises*;
- (h) has a *vertical dimension* no greater than 1.0 m, except that the *vertical dimension* may be increased to 2.0 m for letters or *logos*, if:
 - (i) the portion of the *sign* that exceeds 1.0 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage of the premises*, and
 - (ii) the *sign* projects no more than 1.2 m above the *canopy* face;
- (i) in the case of a theatre or *premises* with a *frontage* longer than 30 m, has a *vertical dimension* no greater than 1.5 m, except that the *vertical dimension* may be increased to 3.0 m for letters or *logos* if:
 - (i) the portion of the *sign* that exceeds 1.5 m in *vertical dimension* is no greater than 20% of the length of the *canopy* on the *frontage of the premises*, and
 - (ii) the *sign* projects no more than 2.0 m above the *canopy* face; and
- (j) is not on the same *frontage of premises* as a *fascia sign*.

14.6 Under-Canopy Signs

An *under-canopy sign* is permitted, that:

- (a) is limited to one *sign* for *premises* with a separate entrance and a *frontage* less than 15 m long;
- (b) is limited to two *signs* for *premises* with a separate entrance and a *frontage* 15 m or longer;
- (c) in a building that only has a common entrance, is limited to one *sign* for each ground floor *premises* adjacent to and visible from a *street*, to a maximum of one *sign* for every 15 m of length of the *frontage* of the building;
- (d) does not project beyond the front edge of the *canopy*; and
- (e) has a *vertical dimension* no greater than 0.45 m and is no more than 1.5 m wide.

14.7 First Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the first *storey* of a building;
- (b) does not extend above the *roof line*;
- (c) is on the *frontage* or any recessed entrance area of *premises*;
- (d) if above a common entrance, identifies the principal *occupant* or building name only;
- (e) in the case of *premises* occupying a second *storey* with a separate entrance at the first *storey*, may be above the separate entrance;
- (f) is above the lintel or *window* head of the first *storey* and below the *window* sill of the second *storey*, or, in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the second *storey*, except that a *sign* must not cover a second *storey window*;
- (g) has a *copy area* no greater than 40% of the *sign area*, if the *sign* has a border, frame or background;
- (h) may have a *copy area* greater than 40% of the *sign area* if the *sign* has a border, frame or background and contains a *logo* only;
- (i) has a *copy area* no greater than 0.60 m² for each metre of length of the *frontage* of the *premises* if the *sign* does not have a frame, border or background;
- (j) has a combined *copy area* of all *fascia signs* that does not exceed 0.60 m² for each meter of length of the *frontage* of *premises*, regardless of whether the *signs* have a frame, border or background;

- (k) despite the provisions of this by-law, may be below the *window* head or lintel of the first *storey*, if it:
 - (i) has a *sign area* no greater than 0.30 m² for each metre of length of continuous building face with no door or *window* opening, to a maximum of 3.0 m², and
 - (ii) does not encroach over a *street* more than 0.10 m; and
- (l) may face a *lane* if it:
 - (i) is above a public entrance to *premises*,
 - (ii) contains *copy* that identifies the principal *occupant* or building name only, and
 - (iii) has a *vertical dimension* no greater than 0.60 m and is no more than 2.5 m wide.

14.8 Second Storey Fascia Signs

A *fascia sign* is permitted, that:

- (a) is on the second *storey* of a building;
- (b) is below the *roof line*;
- (c) is on the *frontage* of *premises*;
- (d) is above the lintel or *window* head of the second *storey* and below the *window* sill of the third *storey*, or in the absence of a lintel, *window* head or sill, is no more than 0.75 m above the floor of the third *storey*, except that a *sign* must not cover a third *storey window*;
- (e) includes *copy* in the form of individual letters, numbers, symbols and *logos* only;
- (f) has a *copy area* no greater than 0.40 m² for each metre of length of the *frontage* of the *premises*;
- (g) has a *vertical dimension* no greater than 1.0 m; and
- (h) in the case of *premises* occupying both the first and second *storey*, is limited to one *sign* on either the first or second *storey*.

14.9 Upper Level Fascia Signs Above the Second Storey

A *fascia sign* is permitted, that:

- (a) is between the floor of the uppermost *storey* and the *roof line*;
- (b) is limited to one *sign* on a building face, to a maximum of two *signs* on a building;

- (c) is positioned so that two *signs* on adjoining building faces are not within 2.0 m of the common corner;
- (d) identifies the principal *occupant* or building name only;
- (e) contains *copy* in the form of individual letters, numbers, symbols or *logos* only, except that a *sign* more than 55 m in *height* must contain *copy* consisting of a *logo* only; and
- (f) has a *copy area* no greater than $1/40^{\text{th}}$ of the length of the distance measured from *grade* to the bottom of the *sign* and multiplied by the width of the building face at the bottom of the *sign*.

14.10 Free-Standing Signs

A *free-standing sign* is permitted, that:

- (a) is limited to one *sign* on each *frontage* of the *site*, to a maximum of four *signs* on the *site*;
- (b) is no more than 6.0 m in *height*;
- (c) has a *sign area* no greater than 0.30 m^2 for each metre of length of the *frontage* of *premises* to a maximum of 9.0 m^2 , excluding:
 - (i) the lower 2.75 m of a *free-standing sign* if the *sign area* is at least 2.75 m above *grade*, and
 - (ii) any *sign area* comprised of *embellishments*, to a maximum of 20% of the *sign area* excluding that area comprised of *embellishments* only;
- (d) has a *copy area* no greater than 40% of the *sign area*;
- (e) may have a *copy area* that is greater than 40% of the *sign area* if the *sign* contains a *logo* only;
- (f) is not within 1.5 m of a property line or 1.0 m of a building;
- (g) is not within 45 m of another *free-standing sign* on the *site*, measured along the *frontages* of the *site*; and
- (h) may not encroach over a *street*.

14.11 Large Hoarding Signs

A *hoarding sign* is permitted, that:

- (a) has a *copy area*:
 - (i) no greater than 1.0 m^2 for each metre of length of the *frontage* of *premises*,
 - (ii) with a *vertical dimension* no greater than 3.7 m, and

- (iii) no higher than 7.3 m above *grade*; and
- (b) is displayed only during construction.

14.12 Projecting Signs

A *projecting sign* is permitted, that:

- (a) is at the first *storey*, and:
 - (i) has a *vertical dimension* no greater than 0.80 m,
 - (ii) is no more than 5.0 m wide, parallel to the building face,
 - (iii) projects no more than 2.0 m from the building face, and
 - (iv) has a minimum *clearance* of 2.6 m;
- (b) is on *premises* at the first *storey* or adjacent to a parking entrance, and:
 - (i) is attached to a building column,
 - (ii) has a *vertical dimension* no greater than 0.80 m,
 - (iii) is no more than 1.0 m wide perpendicular to the building face and 0.50 m wide parallel to the building face,
 - (iv) projects no more than 2.0 m from the building face, and
 - (v) has a minimum *clearance* of 2.6 m;
- (c) is at the entrance to the parking garage on Abbott Street, and:
 - (i) has a *vertical dimension* no greater than .75 m,
 - (ii) is no more than 5.0 m wide parallel to the building face,
 - (iii) projects no more than 2.3 m from the building face, and
 - (iv) identifies the entrance to the parking garage only;
- (d) is on Abbott Street directly above the *sign* described in subsection (c), and:
 - (i) has a dome shape,
 - (ii) is suspended in a vertical position,
 - (iii) is no more than 2.5 m in diameter,
 - (iv) projects no more than 1.0 m from the building face, and
 - (v) identifies the building only;
- (e) is on *premises* at the second *storey*, and:

- (i) is above second *storey* bay windows,
 - (ii) has a *vertical dimension* no greater than 2.0 m,
 - (iii) is no more than 3.5 m wide, parallel to the building face, and
 - (iv) projects no more than 0.50 m from the supporting metal framing;
- (f) is on the third *storey* of the building at the corner of Abbott and Keefer Streets, and:
- (i) faces Keefer Street,
 - (ii) has a *vertical dimension* no greater than 5.2 m,
 - (iii) is no more than 9.6 m wide, and
 - (iv) projects no more than 0.50 m from the building face;
- (g) is on the third *storey* of the building at the corner of Pender and Taylor Streets, and:
- (i) faces Taylor Street,
 - (ii) has a *vertical dimension* no greater than 4.0 m,
 - (iii) is no more than 9.4 m wide,
 - (iv) projects no more than 0.50 m from the building face, and
 - (v) may include *third party advertising* for a major tenant;
- (h) is on the third *storey* of the building at the corner of Abbott and Pender Streets, and:
- (i) has *animated copy* and sequenced neon lighting,
 - (ii) has a *sign area* no greater than 200 m²,
 - (iii) projects no more than 1.5 m from the building face, and
 - (iv) has a minimum *clearance* of 10.6 m;
- (i) may be at the entrance to the building at the corner of Abbott and Keefer Streets, and at the corner of Pender and Taylor Streets, and:
- (i) is supported away from the main building structure by suspension or a cantilevered frame,
 - (ii) is contained within a globe shape with a volume not exceeding 6.0 m in diameter,
 - (iii) has a minimum *clearance* of 8.0 m and a maximum *clearance* of 10 m, and

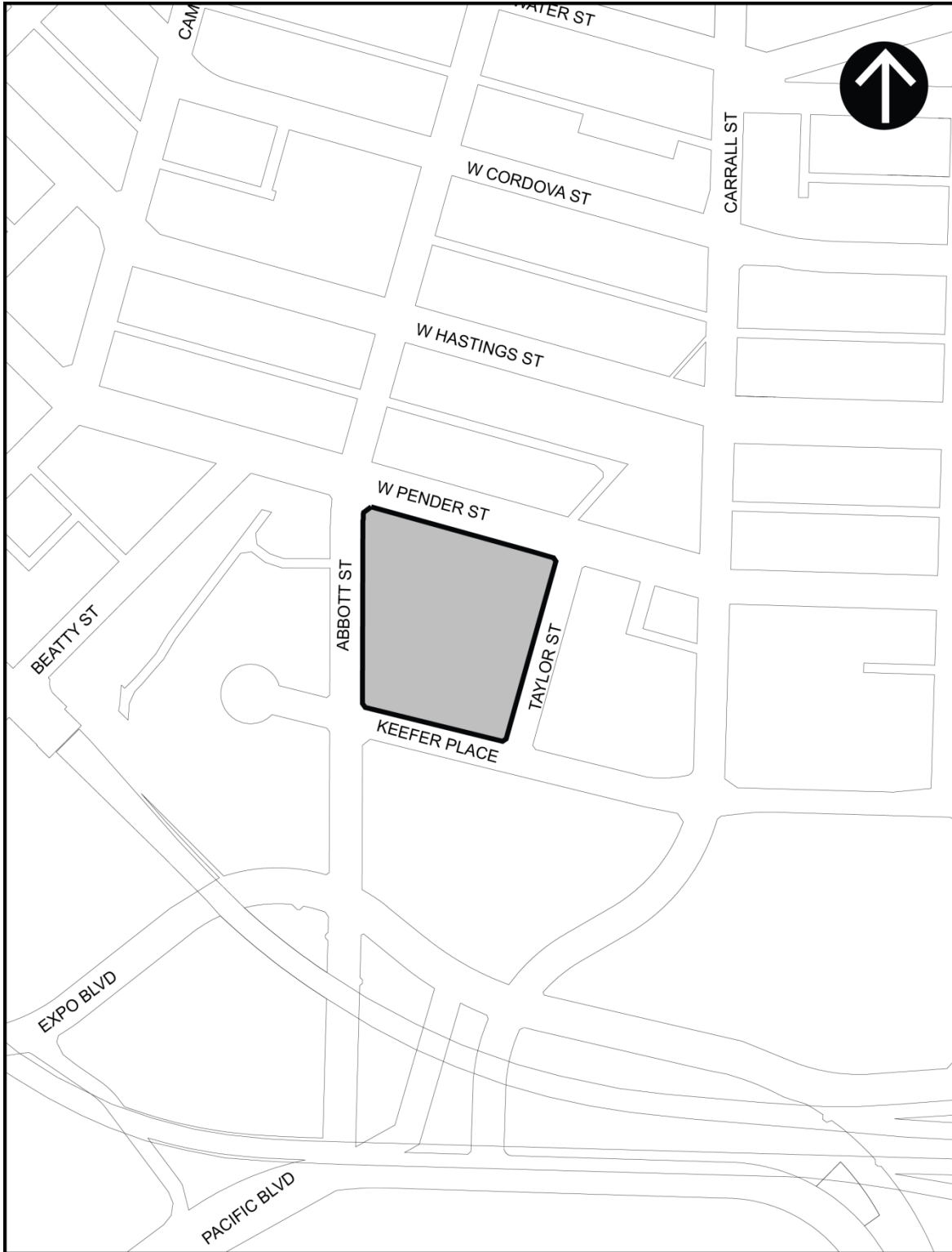
- (iv) identifies the building only.

14.13 Electronic Video Signs

An *electronic video sign* is permitted, that:

- (a) is behind the *windows of premises* on the second *storey* of the building at the corner of Pender and Abbott Streets;
- (b) has a *sign area* no greater than 27 m²;
- (c) may display *first party advertising*;
- (d) is turned off between 11 p.m. and 8 a.m.; and
- (e) may be within 30 m of a dwelling unit and 15 m of a *traffic control signal*.

SCHEDULE 14A
International Village Sign District Map



**PART 15
RELAXATIONS**

15.1 Relaxation for Unnecessary Hardship

Subject to the provisions of section 15.2 of this by-law, if, in the opinion of the *Director of Planning*, enforcement of this by-law would result in *unnecessary hardship*, the *Director of Planning* may relax:

- (a) the permitted *height, sign area, copy area, vertical dimension* or width of a *sign*; and
- (b) the permitted location or number of *signs* on a *site*.

15.2 Considerations regarding Unnecessary Hardship

In determining whether or not there is *unnecessary hardship* sufficient to justify a relaxation under section 15.1 of this by-law, the *Director of Planning* may consider:

- (a) the size and location of the *site* or *premises*;
- (b) the design or construction of a building or a *sign*;
- (c) the context of the neighbourhood or sign district;
- (d) potential impacts on existing adjacent land uses;
- (e) the *heritage value* of a *sign* or building;
- (f) the topography or configuration of the *site*;
- (g) the submission of any advisory group, property owner or tenant; and
- (h) all applicable Council policies and guidelines.

15.3 Relaxation for Heritage Property and Historic Areas

Subject to the provisions of section 15.4 of this by-law, if a proposed *sign* is located on *heritage property* or property in an area identified as a historic area in an official development plan or a zoning by-law, the *Director of Planning* may relax:

- (a) the permitted *height, sign area, copy area, vertical dimension* or width of a *sign*; and
- (b) the permitted location or number of *signs* on a *site*.

15.4 Considerations regarding Heritage Property and Historic Areas

In determining whether or not to relax the provisions of this by-law in accordance with section 15.3 of this by-law, the *Director of Planning* may consider:

- (a) the *heritage value* of a *sign* or building;

- (b) the design and construction of a building;
- (c) the context of the neighbourhood or sign district;
- (d) potential impacts on adjacent land uses;
- (e) the topography or configuration of the *site*;
- (f) the submission of any advisory group, property owner or tenant; and
- (g) all applicable Council policies and guidelines.

15.5 Relaxation for Historic Signs

Subject to the provisions of section 15.6 of this by-law if, in the opinion of the *Director of Planning*, a proposed *sign* is an *historic sign* and enforcement of this by-law might result in the loss of the *historic sign*, the *Director of Planning* may relax the provisions of this by-law.

15.6 Considerations regarding Historic Signs

In determining whether or not to relax the provisions of this by-law in accordance with section 15.5 of this by-law, the *Director of Planning* may consider:

- (a) the *heritage value* of a *sign* or building;
- (b) the design and construction of a building;
- (c) the context of the neighbourhood or sign district;
- (d) potential impacts on adjacent land uses;
- (e) the topography or configuration of the *site*;
- (f) the submission of any advisory group, property owner or tenant; and
- (g) all applicable Council policies and guidelines.

15.7 Relaxation for Special Event

The *Director of Planning* may relax the provisions of this by-law if:

- (a) the proposed *sign* is in relation to a *special event*; and
- (b) the *Director of Planning* first considers all applicable Council policies and guidelines.

15.8 Relaxation for New Technology

The *Director of Planning* may relax the provisions of this by-law if:

- (a) in the opinion of the *Director of Planning* the *sign* uses or incorporates new technology not contemplated by this by-law; and

- (b) the *Director of Planning* first considers all applicable Council policies and guidelines.

15.9 Conditions on Relaxation

Any relaxation approved by the *Director of Planning* pursuant to this Part may be limited in time and may be subject to conditions including, but not limited to conditions related to:

- (a) the removal of existing *signs* on a *site*;
- (b) restrictions on the location, number and type of new and existing *signs* on a *site*;
- (c) controls on light levels or hours of operation of *illuminated signs*;
- (d) new or additional landscaping;
- (e) other upgrades or changes to existing *signs* on *site*; and
- (f) safety and construction matters.

15.10 Refusal of Relaxation

Despite the provisions of this Part, the *Director of Planning* must not relax the provisions of this by-law if, in the opinion of the *Director of Planning*:

- (a) a relaxation of the regulations would alter the essential character of the neighbourhood or sign district;
- (b) the proposed *sign* is not consistent with the overall intent and purpose of the regulations;
- (c) the proposed *sign* might impact public safety; or
- (d) the proposed *sign* will negatively affect neighbouring properties.

15.11 Reconsideration by Council

An *owner* may request that Council reconsider a decision of the *Director of Planning* under this Part, by delivering a request in writing to the *City Clerk* within 14 days of the decision, setting out the reasons for the request.

15.12 Timing of Reconsideration

Council must reconsider the decision of the *Director of Planning* within a reasonable time and may uphold, overturn or vary the decision.

PART 16
SIGN CONSTRUCTION

16.1 General Construction

All *signs* must:

- (a) be designed and constructed to resist wind, seismic, and dead loads;
- (b) have bracing systems designed and constructed to transfer lateral forces to the foundations;
- (c) be constructed so that loads of *signs* on buildings are transmitted through the structural frame of the building to the ground without overstressing the elements of the structural frame; and
- (d) comply with all applicable provisions of this by-law and the *Building By-law*.

16.2 Drawings and Specifications

In addition to the requirements in section 3.3 of this by-law, the *City Building Inspector* or the *Director of Planning* may require further technical information related to a *sign* permit application, to the satisfaction of the *City Building Inspector*, including but not limited to:

- (a) complete drawings and specifications related to construction of the *sign*;
- (b) documentation confirming that the building on which the *sign* is to be erected is capable of supporting the additional structural loads and stresses imposed by the erection of the *sign*;
- (c) reports, opinions, designs, sealed drawings and letters of assurance related to the proposed *sign* and prepared by a *Registered Professional Engineer* or another registered professional;
- (d) technical data from the manufacturer of a combustible plastic material or from an acceptable testing agency; and
- (e) results of fire tests of combustible plastic material from an approved testing agency.

16.3 Combustible Plastic Materials

Rigid or pliable combustible plastic components of a *sign* must:

- (a) be *approved combustible plastic* or other material acceptable to the *City Building Inspector*;
- (b) be of sufficient strength and durability to withstand design loads prescribed in the *Building By-law*; and
- (c) allow for expansion and contraction of plastic material and any other material with which it is employed.

16.4 Approved Pliable Combustible Plastic Materials

Approved pliable combustible plastic material on the face of a sign must:

- (a) comply with the provisions of section 16.3 of this by-law; and
- (b) if back lit, have:
 - (i) waterproof seams and joints,
 - (ii) tension-adjusting *sign*-face connections,
 - (iii) tear-resisting reinforcement with a tensile strength of 22.5 kg per 25 mm of width capable of withstanding puncture from the impact of a 0.45 kg 25 mm steel ball, dropped from a height of 3.0 m or equivalent,
 - (iv) proof of conformance with ULC-S109-2003, “Standard for Flame Test of Flame-Resistant Fabrics and Films”,
 - (v) a minimum clearance of 3.0 m from a building with combustible framing or cladding, and
 - (vi) a minimum clearance of 3.0 m horizontally or 10 m below any unprotected opening in an exterior wall of a building.

16.5 Other Combustible Materials

Wood, leather and similar combustible materials, other than plastics, may be used in a *sign*, that:

- (a) is a *projecting sign*;
- (b) has a *sign area* no greater than 0.75 m²; and
- (c) has a metal frame to which the combustible material is attached.

16.6 Supports and Anchorage

Sign supports and anchorage must comply with the following requirements:

- (a) *signs* must be attached to masonry, concrete or steel by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support the loads applied;
- (b) *signs* must not be fastened by nails, staples or screws to wooden blocks, plugs or nailing strips built into masonry or concrete;
- (c) bolts or lag screws must not be fastened to *window* frames or sills;
- (d) lag bolts in solid woodworks must be no less than 12.7 mm in diameter and must penetrate the woodwork a minimum of 76 mm;
- (e) cables 12.7 mm in diameter or larger must be provided with suitable sleeves,

and two cable clips must be clamped to the sleeves for each cable;

- (f) turnbuckles must:
 - (i) be provided for all supporting cables, and
 - (ii) have a breaking strength equivalent to that of the cable to which they are attached;
- (g) side-guys may have a turnbuckle for one side of any *sign*;
- (h) a *sign* support or anchor must not be connected to or supported by an unbraced parapet wall, unless a *registered professional structural engineer* has confirmed that the parapet wall is capable of supporting the *sign*, to the satisfaction of the *City Building Inspector*; and
- (i) power actuated fasteners and drop-in anchors must not be used for tension loads.

16.7 Corrosion Protection

Cables, turnbuckles, links, bolts and screws, and all other devices which are part of or used to support or anchor a *sign* must be corrosion resistant, galvanized or otherwise protected from corrosion, to the satisfaction of the *City Building Inspector*.

16.8 Awning Sign Construction

An *awning sign* must be:

- (a) constructed of canvas, fabric or textile materials that are acceptable to the *City Building Inspector* and comply with CAN/ULC-S109;
- (b) directly affixed to the *awning* surface; and
- (c) securely fastened to the *awning* surface by adhesives, rivets, stitching or other means that, in the opinion of the *City Building Inspector*, are acceptable to resist applied wind, seismic, uplift and dead loads.

16.9 Canopy Sign Construction

A *canopy sign* must be constructed of non-combustible material or approved combustible material, to the satisfaction of the *City Building Inspector*.

16.10 Under-Awning and Under-Canopy Sign Construction

An *under-awning* or *under-canopy sign* must be:

- (a) constructed of non-combustible material or approved combustible material, to the satisfaction of the *City Building Inspector*; and
- (b) securely fastened to the *awning* or *canopy* structure by metal anchors, bolts or approved expansion screws of sufficient strength and anchorage to support the loads applied.

16.11 Fascia Sign Construction

A *fascia sign*:

- (a) must be constructed of non-combustible material or *approved combustible plastic*; and
- (b) may be constructed of wood if:
 - (i) the *sign area* is no greater than 9.29 m², and
 - (ii) those portions of the *sign* constructed of plywood are no less than 19 mm thick, and
 - (iii) those portions of the *sign* constructed of wood have a nominal thickness no less than 30 mm.

16.12 Free-Standing Sign Construction

A *free-standing sign* must:

- (a) be constructed of a non-combustible material, except that the face of the *sign*, including the backing, may be constructed of *approved combustible plastic*, if:
 - (i) the *sign* is no more than 4.9 m in *height*, and
 - (ii) does not encroach over a *street*;
- (b) have a foundation constructed of concrete, except that:
 - (i) the foundation may be constructed using material other than concrete if designed by a *Registered Professional Engineer*,
 - (ii) if the *sign* is more than 7.5 m in *height*, the foundation must be designed by a *Registered Professional Engineer*, regardless of the material used, and
 - (iii) the design of the foundation must be to the satisfaction of the *City Building Inspector*.

16.13 Projecting Sign Construction

A *projecting sign* must be constructed of non-combustible material, *approved combustible plastic* or other combustible materials in accordance with section 16.5 of this by-law.

16.14 Signs with Electrical Components

A *sign* that requires an electrical connection or is powered by a renewable energy source must:

- (a) be approved, constructed and installed in accordance with the *Electrical By-law*;

- (b) be labelled with:
 - (i) the name of the manufacturer,
 - (ii) the date of manufacture,
 - (iii) a certification mark or a special inspection label of a certification agency accredited by the Standards Council of Canada or an approved label issued by the BC Safety Authority,
 - (iv) the gross weight of the *sign*, other than a *free-standing sign*, and
 - (v) the rated operating amperage and voltage;
- (c) have a label in accordance with section (b), that:
 - (i) has letters not less than 10 mm high,
 - (ii) is attached to the exterior of the *sign*, and
 - (iii) is readable from ground level, or accessible without the use of a ladder or other device; and
- (d) have weatherproof light fixtures, switches and wiring, unless enclosed in a permanent rigid sealed structure which ensures the electrical installation remains dry.

PART 17 OFFENCES AND PENALTIES

17.1 Offences

Every person who:

- (a) violates any provision of this by-law;
- (b) suffers, permits or allows any act to be done in contravention of this by-law;
- (c) neglects to do anything required to be done by this by-law; or
- (d) fails to comply with an order or notice given under this by-law;

is guilty of an offence and liable to the penalties listed herein.

17.2 Fines and Penalties

Every person who commits an offence against this by-law is liable to a fine of no less than \$250 and no more than \$10,000 for each offence.

17.3 Continuing Offence

Every person who commits an offence of a continuing nature against this by-law is liable to a fine of no less than \$250 and no more than \$10,000 for each day such offences is continued.

17.4 Failure to Comply with an Order

Despite the minimum fines referred to in this Part, every person who fails to comply with an order issued pursuant to this by-law is liable to a fine of no less than \$500 and no more than \$10,000 for each offence.

17.5 Display of Sign without Permit

Despite the minimum fines referred to in this Part, every person who displays, or permits suffers or allows the display of a *sign* without a valid *sign* permit, is liable to a fine of no less than \$500 and no more than \$10,000 for each offence.

SCHEDULE A
CD-1 Zoning Districts regulated by Part 9

The comprehensive development districts listed below are subject to the regulations set out in Part 9 of the Sign By-law. Any comprehensive development district not listed below or in Schedule B is assigned to the Residential Sign District.

Location	CD-1 Number	By-law Number	Assigned Zoning District
650 West 41st Avenue (Oakridge)	CD-1(1)	3568	C-2
South side of Hastings between Windermere and Cassiar Streets	CD-1(3B)	3656	C-1
3395 East Hastings Street (Exhibition Park)	CD-1(3B)	3656	C-2
576 West 41st Avenue	CD-1(14)	3963	C-1
3110 East 54th Avenue	CD-1(16)	3980	C-2
725-747 South East Marine Drive	CD-1(21)	4035	C-2
3215 MacDonald Street	CD-1(25)	4076	C-1
2105 West 32nd Avenue 4615-4675 Arbutus Street	CD-1(26)	4078	C-1
2105 East 12th Avenue	CD-1(29)	4104	C-2
716 Granville Street	CD-1(30)	4123	C-1
601-699 West 57th Avenue (Langara Gardens)	CD-1(47)	4358	FM-l
3282-3298 East 1st Avenue	CD-1(50)	4379	C-1
750-752 West 70th Avenue	CD-1(51)	4384	C-2
100 West 49th Avenue (Langara College)	CD-1(55)	4412	C-2
900-990 West King Edward Avenue	CD-1(58)	4446	C-2
Vancouver General Hospital Campus	CD-1(59)	4472	C-2
500 West 12th Avenue	CD-1(62)	4497	C-2
688 South West Marine Drive	CD-1(66)	4539	C-2
988 West 26th Avenue and 4255 Laurel Street	CD-1(67)	8437	C-2

Location	CD-1 Number	By-law Number	Assigned Zoning District
S/E Corner of 54th Avenue and Kerr Street	CD-1(68)	4550	C-2
400 Great Northern Way	CD-1(70)	4559	C-1
S/W of Arbutus Street and King Edward Avenue (Arbutus Village)	CD-1(78)	4634	C-2
2940-2970 East 22nd Avenue	CD-1(90)	5343/7943	C-1
605-695 South East Marine Drive	CD-1(99)	4238 and 4860	C-1
2280 Kingsway and 2277-2299 East 30th Avenue	CD-1(100)	4861	C-2
282-444 West 49th Avenue	CD-1(103)	4900	FM-1
373-375 Kingsway	CD-1(111)	4930	C-2
800 Cassiar and 3550 Adanac Streets	CD-1(113)	4940	FM-1
Champlain Heights (Areas E and F)	CD-1(117)	4986	FM-1
3555 East 5th Avenue (Site B)	CD-1(125)	5060	M-1
4500 Oak Street (B.C. Children's Hospital and B.C. Women's Hospital and health Centre)	CD-1(126)	5091	C-2
2301-2307 Kingsway	CD-1(128)	5145	C-2
3350-3380 Maquinna Drive and 7725-7835 Champlain Crescent	CD-1(136)	5270	FM-1
835-865 West 10 th Avenue	CD-1(137)	5373	C-2
3600 Marine Way	CD-1(140)	5383	C-1
1155 East Broadway	CD-1(141)	9197	C-2
176 East 18th Avenue	CD-1(148)	5510	C-1
650 West Georgia Street	CD-1(155)	5683	DD
S/S of Marine Drive, Elliott, Kent Avenue North and Duff Street	CD-1(156)	3865/5695	M-1
2668-2696 West Broadway	CD-1(158)	5705	C-2
3496-3578 Kingsway	CD-1(162)	5762	C-2
1095 West Pender and Hastings Streets	CD-1(163)	5773	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
333 Seymour and 601 West Hastings Streets	CD-1(164)	5810	DD
3033 Cambie Street	CD-1(165)	5818	C-2C
1020 Harwood and 1003 Pacific Streets	CD-1(169)	5852	DD
2675 Oak Street	CD-1(170)	5863	FM-1
3003 Kingsway and 5250 Rupert Street	CD-1(171)	5890	C-2
3488 Kingsway (Site A)	CD-1(172)	5927	C-2
1060-1080 Alberni Street	CD-1(177)	5997	DD
322-424 Drake Street	CD-1(182)	6057	DD
2800 East 1st Avenue	CD-1(183)	6064	C-2
777 West Broadway	CD-1(186)	6070	C-2
555 West 12th Avenue, 2628-2668 Ash and 2615-2685 Cambie Streets	CD-1(187)	6072	C-2C
2908 West 33rd Avenue	CD-1(190)	6155	C-1
3551 Kingsway	CD-1(194)	6180	C-2
1000-1010 Beach Avenue	CD-1(195)	6221	DD
1700-1781 West 75th Avenue	CD-1(198)	6254	M-1
1308-1338 Alberni and 738 Broughton Streets	CD-1(200)	6263	DD
3352-3386 Vanness Avenue	CD-1(201)	6272	FM-1
800 Robson Street (Robson Square)	CD-1(204)	6304	DD
2889 East Hastings Street	CD-1(205)	6305	C-2
8118-8298 Granville Street	CD-1(206)	6307	C-2
4080-4190 Nanaimo Street and 2411-2487 East 26th Avenue	CD-1(210)	6313/6365	FM-1
3206-3254 Vanness Avenue, 3235-3295 Clive Avenue and 4914-4928 Spencer Street	CD-1(219)	6322	C-1
891-901 Burrard Street	CD-1(228)	6420	DD
900 Burrard and 935-953 Hornby Streets	CD-1(229)	6421	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
3185 Grandview Hwy.	CD-1(230)	6423	C-2
2782-2796 Grandview Hwy.	CD-1(231)	6425	C-2
2060 West 10th Avenue	CD-1(234)	6429	C-1
131 West Pender Street	CD-1(235)	6448	C-1
1275 Burrard Street	CD-1(239)	6486	DD
757 West Hastings Street	CD-1(243)	6577	DD
2700-3000 South East Marine Drive (Block 67 to Kerr)	CD-1(247)	6533	C-1
1523 Davie Street	CD-1(248)	6564	C-5
3057-3157 and 3355-3377 Grandview Hwy., 3445-3541 Cornett Road and 2525 Skeena Street	CD-1(249)	6654	M-2
N/S 1700 East Broadway	CD-1(250)	6663&8187	C-2
888 Beach Avenue	CD-1(251)	6676	DD
901 Beach Avenue	CD-1(252)	6688	DD
Burrard Waterfront - East of Victoria Drive	CD-1(258)	6718	M-2
1301 West Pender Street	CD-1(259)	6730	DD
101 Terminal Avenue	CD-1(264)	6744	FC-1
International Village B - being the area zoned CD-1 (265) not included in Part 14	CD-1(265)	6747	DD
1100 to 1300 Blocks Pacific Boulevard	CD-1(266)	6757	C-1
North Fraser Landing	CD-1(268)	6760	C-1
1152 Mainland Street	CD-1(272)	6819	HA-3
833 Helmcken Street	CD-1(273)	6817	DD
1041 South West Marine Drive	CD-1(276)	6876	C-2
901 West Hastings Street	CD-1(278)	6885	DD
550 Burrard Street	CD-1(279)	6884	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
1255 Burrard Street	CD-1(287)	7006	DD
Library Square	CD-1(289)	7088	DD
5305-5329 Victoria Drive	CD-1(294)	7101	C-2
1200 and 1300 Blocks, Pacific Boulevard (south side)	CD-1(297)	7156	C-1
800-822 East Broadway	CD-1(301)	7159	C-2C
5698 Aberdeen Street (3545 Kingsway)	CD-1(302)	7163	C-2
737 West 16th Avenue	CD-1(303)	7166	C-2
1899 West 1st Avenue	CD-1(305)	7174	C-2B
2034 West 11th Avenue	CD-1(306)	7175	C-1
300 Cardero Street	CD-1(312)	7200	DD
3400-3660 Vanness, Foster and Euclid Avenues	CD-1(314)	7204	C-2C
1650 West 1st Avenue	CD-1(315)	7208	IC-1
526-528 West Hastings Street	CD-1(316)	7209	DD
1300 West Georgia Street	CD-1(318)	7223	DD
1200 Alberni	CD-1(319)	7224	DD
1606-1799 West Georgia and 549 Cardero Streets	CD-1(321)	7232	DD
970 Burrard Street	CD-1(322)	7235	DD
750 Burrard Street	CD-1(323)	7246	DD
800-1100 Pacific Boulevard	CD-1(324)	7248	DD
2135 West 12th Avenue	CD-1(326)	7317	C-2C
4066 Macdonald Street and 2785 Alamein Street	CD-1(328)	7337	C-1
300 Robson Street	CD-1(329)	7340	DD
380-390 West 8th Avenue	CD-1(330)	7371	I-1
1054-1098 Robson Street	CD-1(331)	7381	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
2124-30 Burrard Street and 1798 West 5th Avenue	CD-1(332)	7389	C-3A
900 Terminal Avenue	CD-1(334)	7419	M-2
1575-77 West Georgia Street	CD-1(336)	7431	DD
475-87 Alexander Street	CD-1(337)	7434	M-2
272 East 4th Avenue	CD-1(338)	7435	IC-3
1600-1636 West 1st Avenue	CD-1(339)	7476	IC-1
2750 Slocan Street	CD-1(340)	7459	M-1
1100-1114 Burnaby Street	CD-1(342)	7516	FM-1
350 Robson Street	CD-1(346)	7551	DD
2897 West 41st Avenue	CD-1(347)	7552	C-1
750 Pacific Boulevard	CD-1(349)	7592	DD
3211-3245 Oak Street	CD-1(350)	7601	C-1
5104-5156 Joyce Street	CD-1(352)	7639	C-2C
303 Railway Avenue	CD-1(354)	7645	M-2
2725 Arbutus Street	CD-1(357)	7654	C-2C
705 West Broadway	CD-1(358)	7648	C-3A
245-295 Alexander Street	CD-1(361)	7652	M-2
201 Burrard Street	CD-1(363)	7679	DD
501 Bute Street	CD-1(364)	7681	DD
301 Jervis Street	CD-1(365)	7677	DD
500 Pacific Street	CD-1(366)	7675	DD
901-967 and 940-990 Seymour Street	CD-1(369)	7673	DD
2750 Granville Street	CD-1(370)	7684	C-3A
5299 Arbutus Street	CD-1(371)	7705	C-1
5605 Victoria Drive	CD-1(373)	7725	C-2

Location	CD-1 Number	By-law Number	Assigned Zoning District
1762 Davie Street	CD-1(374)	7827	C-5
2197 West 11th Avenue and 2625-2627 Arbutus Street	CD-1(380)	7879	C-2C
6691-6699 Victoria Drive	CD-1(382)	7927	C-2
1200 Hamilton Street	CD-1(384)	7948	HA-3
1001 Hornby Street, 1050 Burrard Street and 1088 Burrard Street	CD-1(386)	7971	DD
1742-1752 West 2nd Avenue	CD-1(389)	7996	IC-1
600 Nicola Street	CD-1(400)	8130	DD
500-800 Canada Place Way	CD-1(401)	8122	CWD
555 Great Northern Way	CD-1(402)	8131	I-3
395 West 5th Avenue	CD-1(405)	8326	I-1
3003 Grandview Hwy	CD-1(406)	8361	M-2
675 West 10th Avenue	CD-1(408)	8437	C-2
1128 West Hastings Street	CD-1(409)	8439	DD
1220 East Pender Street	CD-1(411)	8459	I-2
801 West Georgia Street	CD-1(413)	8536	DD
600 Granville Street/602 Dunsmuir Street	CD-1(414)	8546	DD
651 Expo Boulevard	CD-1(415)	8587	DD
2876 Rupert Street	CD-1(417)	8599	M-2
488 Robson Street	CD-1(418)	8742	DD
1201 West Hastings Street	CD-1(419)	8820	DD
1402-1436 Kingsway and 4050 Knight Street	CD-1(420)	8880	C-2
900 Pacific Boulevard	CD-1(422)	8896	DD
1120 West Georgia Street	CD-1(426)	8943	DD
1001-1015 Denman Street	CD-1(427)	8978	C-5
33 West Pender Street	CD-1(428)	8995	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
811-821 Cambie Street	CD-1(431)	9083	DD
1380 Hornby Street	CD-1(435)	9116	DD
3585 Gravely Street	CD-1(437)	9154	1-2
2820 Bentall Street	CD-1(438)	9161	M-2
1752-1760 West 3rd Avenue	CD-1(439)	9165	IC-1
1750 Davie Street	CD-1(440)	9167	C-5
1211 Melville Street	CD-1(441)	9170	DD
898 Seymour Street and 887-897 Richards Street	CD-1(442)	9173	DD
826-848 West Hastings Street	CD-1(443)	9184	DD
955 Burrard Street	CD-1(444)	9190	DD
969 Burrard Street and 1017-1045 Nelson Street	CD-1(445)	9204	DD
1133 West Georgia Street	CD-1(446)	9195	DD
Hillcrest Park Nat Bailey Stadium Park	CD-1(449)	9230	C-1
101 and 149 West Hastings Street 150 West Cordova Street	CD-1(450)	9275	DD
3585 Grandview Highway	CD-1(452)	9410	I-2
2999 Grandview Highway	CD-1(453)	9420	I-2
51, 85, 199 and 215 West 1st Avenue 1599 and 1651 Ontario Street 1598 and 1650 Columbia Street	CD-1(454)	9454	DD
701 Granville Street 701 West Georgia Street 777 Dunsmuir Street 700 West Pender Street	CD-1(455)	9460	DD
360 West 1st Avenue	CD-1(456)	9463	DD
1655-1675 West 3rd Avenue	CD-1(458)	9543	IC-1
388 West 1st Avenue	CD-1(460)	9573	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
102-160 West 1st Avenue (now known as 140 West 1st Avenue)	CD-1(462)	9594	DD
2-88 West 1st Avenue 2-26 East 1st Avenue 27-99 West 2nd Avenue	CD-1(464)	9600	DD
1409-1477 West Pender Street	CD-1(468)	9665	DD
2900 East Broadway	CD-1(470)	9693	I-3
311 West 2nd Avenue	CD-1(471)	9707	DD
26 Southwest Marine Drive	CD-1(475)	9763	C-1
188 East 1st Avenue	CD-1(478)	9850	DD
2960-2990 Nanaimo Street	CD-1(479)	9971	C-1
236 - 298 West 1st Avenue	CD-1(483)	10034	DD
2967 Grandview Highway	CD-1(486)	10100	I-2
2330 - 2372 Kingsway 2319 East 30th Avenue	CD-1(487)	10095	C-2
887 Great Northern Way	CD-1(488)	10099	I-3
1201 - 1215 Bidwell Street 1702 - 1726 Davie Street	CD-1(489)	10101	C-5
745 Thurlow Street	CD-1(493)	10131	DD
538 - 560 West Broadway	CD-1(494)	10132	C-3A
3333 Main Street	CD-1(495)	10134	C-2
2250 Commercial Drive	CD-1(496)	10260	C-2C
2665 Renfrew Street	CD-1(497)	10190	I-2
215 West 2nd Avenue	CD-1(501)	10241	DD
1304 Hornby Street	CD-1(502)	10248	DD
1304 Howe Street	CD-1(503)	10249	DD
1553 - 1577 Main Street	CD-1(504)	10264	DD
15 and 97 East 2nd Avenue	CD-1(506)	10307	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
1569 West 6th Avenue	CD-1(508)	10308	C-3A
1025 Robson Street	CD-1(509)	10310	DD
1134 Burrard Street	CD-1(510)	10327	DD
138 East 7th Avenue	CD-1(511)	10328	I-1
1850 Victoria Diversion (3522 Porter Street)	CD-1(512)	10331	MC-1
2402 East Broadway	CD-1(513)	10382	C-1
639 Commercial Drive	CD-1(514)	10344	C-2
999 Seymour Street	CD-1(515)	10349	DD
1650 Quebec Street	CD-1(516)	10348	DD
8495 Granville Street	CD-1(517)	10391	C-2
428 Terminal Avenue	CD-1(518)	10392	I-3
777 Pacific Boulevard	CD-1(519)	10404	DD
10 Terry Fox Way (Concord Area 5b East)	CD-1(520)	10403	DD
108 East 1st Avenue	CD-1(522)	10425	DD
8440 Cambie Street	CD-1(523)	10432	C-3A
1880 Renfrew Street (Renfrew Care Centre)	CD-1(524)	10431	C-2C1
555 Robson Street 775 Richards Street 520 West Georgia Street (Telus Block)	CD-1(525)	10433	DD
606 Powell Street	CD-1(526)	10457	DEOD
6311 Cambie Street (6309 - 6337 Cambie Street)	CD-1(527)	10458	C-2
2667 - 2703 Kingsway (2699 Kingsway)	CD-1(529)	10472	C-2
2730 East 41st Avenue (5711 Rhodes Street)	CD-1(530)	10477	C-2
105 - 167 West 2nd Avenue	CD-1(531)	10482	DD

Location	CD-1 Number	By-law Number	Assigned Zoning District
1305 - 1335 Burrard Street and 1009 Harwood Street	CD-1(532)	10491	DD
111 Princess Avenue	CD-1(533)	10500	DEOD
1695 Main Street	CD-1(534)	10543	DD
8018 - 8150 Cambie Street	CD-1(535)	10547	C-1
675 - 691 East Broadway	CD-1(536)	10548	C-2C
1030 Denman Street	CD-1(537)	10566	C-5
1077 Great Northern Way	CD-1(544)	10653	I-3
5515 - 5665 Boundary Road, 5448 - 5666 Ormidale Street and 3690 Vanness Avenue	CD-1(545)	10676	C-1
960 - 982 Howe Street	CD-1(546)	10688	DD
6361 - 6385 Cambie Street	CD-1(548)	10760	C-2
1388 Continental Street	CD-1(549)	10756	DD
1265 - 1281 Howe Street 803 - 821 Drake Street	CD-1(551)	10754	DD
475 Howe Street and 819 West Pender Street	CD-1(555)	10819	DD
2220 Kingsway	CD-1(556)	10827	C-2
4320 Slocan Street	CD-1(557)	10829	C-1
3002-3036 West Broadway	CD-1(558)	10841	C-2C
303 East 8th Avenue	CD-1(560)	10858	C-1
955 East Hastings Street	CD-1(561)	10872	DEOD
1396 Richards Street	CD-1(563)	10874	DD
East Fraser Lands - Park Precinct	CD-1(565)	10942	C-2
East Fraser Lands - Town Square Precinct	CD-1(566)	10941	C-2
East Fraser Lands - Waterfront Precinct	CD-1(567)	10943	C-2
2610 Victoria Drive	CD-1(568)	10933	C-2

Location	CD-1 Number	By-law Number	Assigned Zoning District
1107 Seymour Street	CD-1(570)	10996	DD
1300-1320 Richards Street	CD-1(571)	10995	DD
1526-1560 Kingsway	CD-1(572)	10998	C-2
2290 Main Street	CD-1(575)	11017	C-3A
8175 Cambie Street, 519 Southwest Marine Drive and 8180-8192 Lord Street	CD-1(577)	11020	C-1
1410 Granville Street	CD-1(579)	11010	DD
1412-1480 Howe Street, 1429 Granville Street and 710 Pacific Street	CD-1(580)	11009	DD
201 West 2nd Avenue	CD-1(582)	11069	DD
7249 Cypress Street	CD-1(584)	11074	C-1
1262-1290 Burrard Street	CD-1(587)	11106	DD
1229-1281 Hornby Street	CD-1(588)	11107	DD
4099 Cambie Street	CD-1(590)	11110	C-2
228 - 246 East Broadway and 180 Kingsway	CD-1(591)	11124	C-3A
998 Expo Boulevard (Concord Area 5B West)	CD-1(593)	11125	DD
960-968 Kingsway and 955 East 19th Avenue	CD-1(596)	11159	C-2
508 Helmcken Street	CD-1(598)	11192	DD
2806 Cambie Street 2850 Cambie Street 454 West 12th Avenue and 465 West 13th Avenue	CD-1(602)	11199	C-2C
1155 Thurlow Street	CD-1(607)	11243	C-1
33-49 East Hastings Street	CD-1(608)	11244	DEOD
3503-3523 East Hastings Street and 394-398 Skeena Street	CD-1(610)	11292	C-2C1

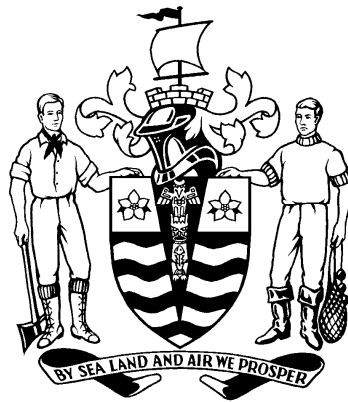
Location	CD-1 Number	By-law Number	Assigned Zoning District
275 Kingsway (333 East 11th Avenue)	CD-1(614)	11294	C-3A
3030 East Broadway	CD-1(616)	11311	I-2
984 West Broadway	CD-1(618)	11317	C-3A
1412-1424 East 41st Avenue	CD-1(620)	11374	C-1

SCHEDULE B
CD-1 Zoning Districts regulated by Part 10, 12, 13 or 14

The comprehensive development districts listed below are subject to the Sign District regulations set out in the applicable Part of this by-law listed opposite the applicable CD-1 by-law.

Location	CD-1 Number	By-law Number	Assigned Zoning District	Sign District
International Village A, portion bounded by Pender, Taylor, Keefer and Abbot Streets	CD-1(265)	6747	-	Part 14
800 Griffiths Way	CD-1(311)	7201	-	Part 13
34 West Pender Street	CD-1(348)	7556	HA-1	Part 10
598 Taylor Street	CD-1(379)	7853	HA-1	Part 10
1300-1336 Granville Street	CD-1(482)	10030	DD	Part 12
1142 Granville Street	CD-1(491)	10127	DD	Part 12
611 Main Street	CD-1(547)	10737	HA-1A	Part 10
633 Main Street	CD-1(553)	10787	HA-1A	Part 10

CITY OF VANCOUVER
BRITISH COLUMBIA



SIGN FEE BY-LAW NO. _____

SIGN FEE BY-LAW

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ENACTMENT**

- 3.1 Force and Effect

BY-LAW NO. _____

**A By-law to enact
the Sign Fee By-law**

THE COUNCIL OF THE CITY OF VANCOUVER, in public meeting, enacts as follows:

**SECTION 1
INTERPRETATION****Name of By-law**

1.1 The name of this by-law, for citation, is the "Sign Fee By-law".

Definitions

1.2 In this by-law:

"minor amendment" means an amendment to the Sign By-law for a sign that:

- (a) is a sign type permitted in the general regulations governing the applicable sign district;
- (b) meets the intent of the by-law and the applicable sign district;
- (c) incorporates exceptional design, is innovative and enhances the public realm;
- (d) does not impact adjacent premises or sites;
- (e) does not impact the neighbourhood; and
- (f) meets all applicable Council policies and guidelines;

"major amendment" means an amendment to the Sign By-law for a sign that:

- (a) is an electronic static image sign, an electronic video sign, or a sign type not permitted on the site or in the applicable sign district;
- (b) meets the intent of the by-law and the applicable sign district;
- (c) contributes to the character of an area and the public realm;
- (d) may impact adjacent sites or premises;
- (e) may impact the neighbourhood; and
- (f) meets all applicable Council policies and guidelines.

Table of contents

1.3 The table of contents for this by-law is for convenient reference only, and is not for use in interpreting or enforcing this by-law.

Schedules

1.4 Schedules attached to this by-law form part of this by-law.

Severability

1.5 A decision by a court that any part of this by-law is illegal, void, or unenforceable severs that part from this by-law, and is not to affect the balance of this by-law.

SECTION 2 APPLICATION FEES

Sign Permit Fee

2.1 A person applying to the Director of Planning for a sign permit must pay to the City, at the time the application is filed, the appropriate fee as set out in the Fee Schedule attached hereto as Schedule 1, and no application is valid or will be processed without such payment.

Re-Inspection Fee

2.2 A person applying for a re-inspection that is required by the Director of Planning or the City Building Inspector, must apply for a re-inspection and pay the necessary re-inspection fee as set out in the Fee Schedule attached hereto as Schedule 1.

Sign Erected Without Permit

2.3 If a sign for which a sign permit is required has been erected before a sign permit has been issued, the owner must:

- (a) apply for the necessary sign permit or permits; and
- (b) pay to the city double the applicable sign permit fee, as set out in the Fee Schedule attached hereto as Schedule 1.

Sign By-law Amendment Application

2.4 A person applying to Council for an amendment to the Sign By law must pay to the City, at the time such application is filed, the appropriate fee as set out in the Fee Schedule attached hereto as Schedule 1 and no application is valid or will be processed without such payment.

Permit Revision Fee

2.5 A person applying to the city for revisions to a sign permit must the necessary revision fee as set out in the Fee Schedule attached hereto as Schedule 1.

Permit Fee Refund

2.6 If a sign permit application is withdrawn prior to processing, the Director of Finance may refund to the applicant a portion of the fee, as recommended by the Director of Planning or the Director of Development Services.

No Permit Fee Refund After Processing

2.7 No sign permit application fee will be refunded after a sign permit application has been approved or refused by the Director of Planning.

**SECTION 3
ENACTMENT**

Force and effect

3.1 This by-law is to come into force and take effect on January 1, 2018.

ENACTED by Council this _____ day of _____, 2017

Mayor

City Clerk

Schedule 1

1.1 Permit Application Fee

- (a) For each sign requiring a permit, other than a billboard, including one building field inspection \$294.00
- (b) For each sign subject to Part 15 Director of Planning Review, including one building field inspection..... \$694.00
- (c) For each billboard sign, including one building field inspection \$694.00
- (d) For each sign requiring an electrical connection, including one electrical field inspection..... \$149.00
- (e) For a change of scope to require Part 15 Director of Planning Review, the additional fee is the difference between the fees set out in subsections (a) and (b) above

1.2 Re-Inspection Fee

Where a re-inspection is required to finalize approval of the installation of a sign after any field inspection, fee for each additional inspection or re-inspection..... \$169.00

1.3 Fee for Sign Erected without Permit

If a sign has been erected for which a sign permit is required, before a sign permit has been issued the fee is double the applicable fee or fees under section 1.1.

1.4 Fee for Revisions to Sign Permit

Where a sign permit has been issued and must be revised, the fee for review by city staff\$45.00/hour

1.5 Sign By-law Amendment Application Fees

Amendment to Schedule A

For an application to initiate an amendment to Schedule A only to assign a new Comprehensive Development District to a Sign District Schedule at the time of re-zoning \$600.00

Minor Sign By-law Amendment

For an application to initiate an amendment to the Sign By-law for each sign requiring a *minor amendment* \$3,000.00

For every additional sign requiring a *minor amendment* under the same application \$600.00

Major Sign By-law Amendment

For an application to initiate an amendment to the Sign By-law for one sign requiring a *major amendment* \$6,800.00

For every additional sign requiring a *major amendment* under the same application \$1,360.00

By-law Amendment for new Sign District

For an application to initiate amendments to the Sign By-law to create a new Sign District \$20,000.00

1.6 Fees for Removal and Storage of Unsafe Signs

(a) Fee for removal and transportation of signs that are certified by the City Building Inspector to be structurally unsafe at cost

(b) Daily storage fee \$25.00

EXPLANATION

Sign Fee By-law

Enactment of this by-law will implement Council's resolution of , 2017 to

Director of Legal Services
, 2017

SIGN BYLAW **TABLE 1: LISTING OF NEW REGULATIONS AND ADDITIONS**

PART 1	INTEPRETATION
Intent Statements	Part 1 of the new by-law includes eight new intent statements (or guiding principles) to assist staff and applicants in applying the by-law. The statements focus on supporting local commercial activity though business identification and wayfinding, respecting neighbourhood context, heritage preservation, encouraging good design, reducing light pollution, ensuring public safety and preventing visual clutter.
Updated, Modified Definitions	<p>Over 70 new and revised definitions are included in the new by-law under Part 1 to provide clarity and introduce a number of new signs types that are listed in Table 2. The definition of sign has been redefined to include any visual medium used to:</p> <ul style="list-style-type: none"> • attract attention or convey information of any kind by way of words, numbers, pictures, graphics, logos or emblems; • provide direction, information, identification or advertisement; or • promote a product, business, activity, service or idea. <p>It also includes a supporting structure, sign face, lighting fixtures and all other components of sign, but does not include any work of art (e.g., mural, electronic screen, light banding) approved by the City through a public art program or a development permit.</p>
PARTS 2, 3, 4	<p>APPLICATION OF BY-LAW, AUTHORITIES AND PERMITS, RESPONSIBILTIES OF OWNERS</p> <p>Parts 2, 3 and 4 of the new by-law include updated and consolidated regulations pertaining to the scope of the by-law, the sign application and permit process, the City’s authorities, and the responsibilities of owners. These provisions are currently scattered throughout various sections of the existing by-law. Most notably the new Parts include updated language that refers to <i>Director of Planning, City Building Inspector, City Electrician or Chief Licence Inspector</i> in keeping with the authorities laid out in the Vancouver Charter.</p>
PART 5	<p>GENERAL SIGN REGULATIONS</p> <p>Part 5 consolidates all of the general sign regulations that apply to signs across the city, and includes updated general provisions, regulations for signs encroaching on streets, minimum clearances, as well as illuminated sign and electronic</p>

	<p>sign regulations. It also includes regulations for first and third party advertising. Part 5 replaces portions of section 10 and most of section 11 in the current by-law.</p> <p>The following sections highlight some of the significant changes to the City's sign regulations.</p>
<p>General Provisions</p>	<p>The new by-law's general provisions (section 5.1) have been updated and strengthened to ensure signs do not:</p> <ul style="list-style-type: none"> • obstruct natural lighting, air intakes or interfere with building ventilation; • cover or obstruct architectural features of buildings; • damage or destroy trees; • emit sound or noise; or • obstruct or interfere with the flow of pedestrian traffic. <p>Section 5.7 allows for any premise at the rear of the building or located below grade with no street frontage to have a sign on the frontage of another occupant or at a common entry (this regulation formerly applied to restaurant and retail uses only).</p>
<p>Encroachment/ Clearance</p>	<p>Sections 5.8 and 5.9 consolidate regulations pertaining to sign clearances and signs encroaching on streets. To provide greater flexibility, the new by-law will allow fascia signs that project less than 0.10 m to encroach into lanes. There will also be no minimum clearance for any fascia sign that encroaches less than 0.10 m.</p>
<p>New Illuminated Sign Regulations</p>	<p>Section 5.11 contains the illuminated sign regulations designed to minimize the overspill of light into adjacent residential units. Under the by-law, all signs may be illuminated, unless otherwise specified. The regulations state that:</p> <ul style="list-style-type: none"> • all illuminated signs located on a second storey of a building or facing a lane that are within 30 m of a dwelling unit that faces the copy area of the sign, must be turned off between 11 pm and 7 am or when the business is not in operation (exemptions apply to the Granville Street Sign District, the CBD and shoulder areas, Alberni Retail District and the Denman, Davie and Robson Street Commercial Villages where there is little or no residential development); and • in the Residential Sign District, illuminated signs located within 30 m of a dwelling unit facing the copy area of the sign, must be turned off between 11 pm and 7 am or when the business is not in operation. <p>No illuminated sign can increase the level of ambient light by more than 3.0 lux.</p> <p>Together, the illuminated and electronic sign regulations will provide applicants with clear rules to manage light, based</p>

	<p>on measurable criteria. The regulations replace the existing by-law provisions that state “the illumination for any sign shall not create a direct glare upon any surrounding site, street or lane” and “that a sign located on or at the rear or side of a building shall not be illuminated if the sign is across from any residential premises or area”.</p>
<p>New Electronic Sign Regulations</p>	<p>Section 5.13 contains regulations that govern the operation of electronic message signs, electronic static image window signs and electronic video window signs.</p> <p>The regulations stipulate that electronic signs must be located at least 30 metres from a dwelling unit facing the copy area of a sign; and if located within 60 m of dwelling unit facing the copy area of the sign, must be turned off between 11 pm and 7 am or when the business is not in operation (the Granville Street Sign District is exempted from this regulation). In addition, all electronic message, static image and video signs must:</p> <ul style="list-style-type: none"> • be equipped with ambient light sensors to automatically adjust the luminance of the sign; • not exceed a luminance of 300 nits between sunset and sunrise and 5000 nits between sunrise and sunset; • must not increase the level of ambient light by more than 3.0 lux; • default to a black screen if the sign malfunctions; and • not be located within 15 m of a traffic control signal. <p>Electronic static image signs must display images that are static and do not change for a minimum of 10 seconds or transition between images faster than 0.5 seconds to avoid a flashing or distracting effect.</p>
<p>Manual Changeable Copy/ 1st and 3rd Party Advertising</p>	<p>Part 5 concludes with regulations for manual changeable copy signs and first and third party advertising. Manual changeable copy signs will be allowed in conjunction with more entertainment, recreational and institutional uses.</p> <p>Except as otherwise permitted in the by-law, third party advertising continues to be restricted to billboard signs. The new by-law more clearly distinguishes between first and third party advertising and reflects the common understanding of what typically constitutes these forms of advertising. To align with the City’s Naming Rights Policy and to allow acknowledgement of sponsors of public art, the definition of third party advertising has been amended to exclude:</p> <ul style="list-style-type: none"> • the name of a sponsor on signs on a civic community facility leased to and operated by a non-profit organization; and • any acknowledgement that identifies the artist, owner or sponsor of a work of art or mural approved by the City as a condition of a development permit or pursuant to a public art program.
<p>PART 6</p>	<p>EXEMPTIONS</p> <p>Part 6 of the by-law lists all the signs that do not require a sign permit. The section has been further expanded and revised to include a number of new sign types, including identification signs, temporary signs, projected image signs and window signs. For a full list of new sign types see Table 2.</p>

	<p>Part 6 also includes revised regulations for a number of sign types, including election signs, small hoarding signs and real estate signs. Collectively the new regulations, along with the revised definitions, will provide more flexibility and limit the number of appeals to the by-law. For example, the type of information that may now be displayed on hoarding signs has been increased to reflect industry practices.</p>
<p>PART 7</p>	<p>SIGN DISTRICTS</p> <p>The new by-law divides the city into seven unique sign districts including the Residential, Commercial, Mixed-Use and Industrial, Chinatown and Gastown Historic, West End, Granville Street, Rogers Arena and the International Village Sign Districts. Part 7 of the By-law lists the zones and areas associated with each district.</p> <p>A key feature of the new by-law is that each sign district now includes a comprehensive set of regulations. The regulations in each district reflect the character of the area, but follow a similar form and structure. All site-specific regulations are grouped at the end of each Part. The intent of the sign district is briefly summarized in an introductory statement and where possible maps and tables are provided for easy reference.</p> <p>Collectively, the new sign districts replace sections 10 and 11 and schedules A-D and G-I of the current by-law. The Bridge and Freeway District (Schedule F), which was established to ensure billboard signs were not located near bridges and highway ramps, has been included in Part 9, the Commercial, Mixed Use and Industrial Sign District.</p>
<p>NEW SIGN REGULATIONS PERTAINING TO ALL SIGN DISTRICTS</p> <p>Before listing the major changes specific to each sign district, the overall changes made to the regulations governing each sign type are described. The changes listed below are intended to provide staff and applicants with greater clarity and flexibility in applying the by-law and apply to most areas of the city (unless otherwise noted).</p> <p>Throughout the by-law, all of the sign regulations have been substantially rewritten and revised to improve clarity and user friendliness. The regulations will be supplemented by an illustrated user guide.</p>	
<p>Awning Signs</p>	<p>The awning sign regulations have been amended to:</p> <ul style="list-style-type: none"> • include awnings that project from buildings and are supported by posts (formerly referred as to marquee signs); • ensure signs project no more than 5 mm from the face of the awning or extend no more than 0.5 m above the roof line of a one-storey building; and • allow copy area covering up to 80% of the sides of an awning.

	To help reduce visual sign clutter, awning signs are not allowed on the same frontage of a premise as a fascia sign (except in Chinatown).
Under-Awning Signs	The under-awning sign regulations will continue to allow for one under-awning sign at each frontage of a premise with an entrance. The sign may now, however, be located anywhere under the awning at the premise frontage.
Canopy Signs	<p>The new canopy sign regulations will:</p> <ul style="list-style-type: none"> • allow signs to be placed at the front or side edge of a canopy; • allow signs to be located on canopy roofs within 0.45 m of a front or side edge of a canopy; • allow canopy signs at common entryways that display primary tenant and/or building names; • ensure canopy signs use individual letters, numbers, symbols and logos only (frames, borders, backgrounds including light boxes are only allowed in Chinatown); and • increase the vertical dimension of signs with letters and logos to accommodate ascending and descending letters and signs on premises with a frontages longer than 30 m. <p>To help reduce visual clutter, canopy signs are not allowed on the same site frontage as a fascia sign (except in Chinatown).</p>
Under-Canopy Signs	<p>The new under-canopy regulations will allow:</p> <ul style="list-style-type: none"> • under-canopy signs to be located at common entryways for ground floor premises visible from a street; • one sign to be located anywhere under a canopy for a premise with an entrance under a canopy and a frontage less than 15 m in length; • two signs for premises with frontages 15 m or more in length; and • a greater vertical dimension for under-canopy signs (0.4 m).
Fascia Signs	<p>The definition of a fascia sign has been amended to allow fascia signs to be painted, inscribed, constructed on or attached to the exterior of a building, including transparent glass or glazing, on a plane parallel to a building face. The new definition will address many past appeals of the regulations relating to upper storey fascia sign placement, attaching fascia signs to curtain walls or glass or raised planes parallel to a building face. The new by-law also includes the following new regulations to provide greater flexibility:</p> <p>First storey fascia signs will now be allowed:</p>

- in a recessed entry area to a premises;
- above common entry way if identifying the primary tenant or building name;
- for second storey premises with dedicated entrances at the first storey ; and
- below the minimum clearance or the window of the first storey, if they do not project more than 0.10 m.

Greater flexibility has also been provided for the placement of painted wall signs on the first floor.

Second storey fascia signs will now be allowed:

- for all permitted uses (these signs were previously limited to retail and restaurant uses);
- in the form of letters, symbols and logos only (no backers, borders or frames will be permitted except in Chinatown); and
- in the case of premises occupying the first and second floor, one sign will be permitted on the first or second floor.

To accommodate the increased second floor signage, copy area will generally be restricted to 0.4 m² for each metre of length at the frontage of the premises and maximum vertical dimension of 1.0 m. These rules differ slightly in the West End due to its residential character and in the Chinatown and Gastown Historic Sign District which already allows for second storey signage.

Upper level fascia signs:

The regulations for fascia signs above the second floor have been simplified and now include one set of regulations for fascia signs above the second storey. Upper level fascia signs:

- will be limited to one per building face to a maximum of 2 signs per building (with no restrictions on identical copy);
- may be positioned so that any two signs can be located on adjoining building faces, but not within 2.0 m of the common corner;
- need not be located between the roof line and the uppermost windows; and
- will be subject to a maximum copy area of 47m².

Together these regulations will help limit the amount of signage on the upper floor of a building and prevent visual clutter. They also provide more flexibility in sign placement to accommodate signs on buildings with unique structures and roof lines.

In keeping with the existing by-law, signs will continue to be in the form of individual letters, numbers, symbols or logos and signs above 55 m in height will consist of logos only.

<p>Freestanding Signs</p>	<p>The regulations for free standing signs (number of signs per site, height, maximum sign area for encroaching signs) have also been amended by sign district, to provide greater flexibility for signs on larger sites and to better reflect the character of those areas. Further details of the amendments to the freestanding sign regulations are listed below in each district.</p>
<p>Projecting Signs</p>	<p>The City's projecting sign regulations have been simplified. As a result it is now easier to determine the maximum permitted size and how far a sign may encroach over a street. The regulations will also provide more flexibility for projecting signs located at the corners of buildings. Every business will also now be able to have a projecting sign that is at least 0.75 m² in size, regardless of the length of the frontage. In addition to ground floor premise signage, the by-law will allow for:</p> <ul style="list-style-type: none"> • one sign for each building frontage less than 100 m long, which may include the names of occupants and the building name; and • two signs for each building frontage that is at least 100 m long, which may include the names of occupants and the building name.
<p>Other Noteworthy Amendments</p>	<ul style="list-style-type: none"> • the copy area for a sign in conjunction with a mural, which is permitted in all districts except International Village, has been capped at a maximum of 10% of the mural area in keeping with other city best practices; and • most hospitals have been re-assigned to the Commercial, Mixed Use and Industrial Sign District provide more flexibility for signage, particularly for freestanding and wayfinding signs.
<p>PART 8</p>	<p>RESIDENTIAL SIGN DISTRICT</p> <p>Significant amendments to this sign district include allowing:</p> <ul style="list-style-type: none"> • first storey and upper storey fascia signage on community centres, fire halls, libraries, museums or archives, neighbourhood houses, places of worship, purpose-built child care facilities and schools; • fascia signs identifying the names of buildings at common entry ways on residential apartment buildings; • smaller free-standing signs identifying cultural, recreational or institutional uses on sites less than or equal to 2000 m², providing they are not within 30 m of a dwelling unit facing the sign's copy area; • limited electronic message signs and partially illuminated free-standing signs for cultural, recreational and

	<p>institutional uses subject to the illumination and electronic copy regulations; and</p> <ul style="list-style-type: none"> • large hoarding signs for new construction with permitted size based on whether the sign is located on an arterial street or non-arterial street.
<p>PART 9</p>	<p>COMMERCIAL, MIXED USE AND INDUSTRIAL SIGN DISTRICT</p> <p>Significant amendments to this sign district include:</p> <ul style="list-style-type: none"> • clarifying the combined maximum copy area limit for all fascia signs on a building; • allowing fascia signs no greater than 40% of the length of a frontage to have an increased copy area - up to 60% of the sign area to encourage smaller signs; • relaxing the provisions for painted wall signs to allow more flexibility in the placement of these signs; • providing for larger painted wall signs on industrial buildings - that may have a copy area up to 20% of a building's façade, up to 3 stories in height; • allowing up to 6 freestanding signs on large sites, subject to distance requirements; • reducing the maximum height of a freestanding sign to 8 m to reflect Vancouver's mixed-use character and the fact that larger sites may now have more signage; • introducing new free-standing wayfinding and large hoarding sign types; and • introducing electronic static and electronic video signs for a small portion of the downtown core.
<p>PART 10</p>	<p>CHINATOWN AND GASTOWN HISTORIC SIGN DISTRICT</p> <p>The Chinatown and Gastown Historic Sign District has been amended to allow for the use of neon-like LED technology on projecting signs in Chinatown, and extends the bonus available to larger neon projecting signs to include those projecting signs using this technology. In the HA-1 and HA-1A zoning districts the sign area of a projecting sign may be increased by up to 100% if the sign is illuminated using neon or neon-like LED lighting.</p> <p>The district will also now allow large hoarding signs.</p> <p>No other significant changes have been made the district in order to maintain the character of Chinatown and Gastown's historic areas. Electronic signs continue to not be permitted in the district.</p>
<p>PART 11</p>	<p>WEST END SIGN DISTRICT</p> <p>Significant amendments specific to this sign district include:</p>

	<ul style="list-style-type: none"> • incorporating the RM-5D zone into the regulations; • clarifying the combined maximum copy area limit for all fascia signs on a building; • relaxing the provisions for painted wall signs to allow more flexibility in the placement of these signs (and providing a maximum sign area limit of 3m² in keeping with the residential nature of the area); • allowing one freestanding sign per site for sites containing community centres, fire halls, neighbourhood houses, places of worship and schools, which may include electronic copy (electronic message signs only) - these new signs will be limited to 6 m in height and a maximum sign area of 3.3 m²; and • introducing large hoarding signs.
<p>PART 12</p>	<p>GRANVILLE STREET SIGN DISTRICT</p> <p>Significant amendments specific to this sign district include:</p> <ul style="list-style-type: none"> • requiring signs on canopy roofs to include neon; • relaxing the provisions for painted wall signs to allow more flexibility in the placement of these signs; • limiting freestanding signs to one per site if it does not encroach into a street, to better reflect the district’s built form; • no longer allowing signs facing vacant areas or parking lots, reflecting the built form; • clarifying that moving signs must be projecting signs; • requiring signs illuminated by neon lighting to include the name of the business in exposed neon; and • introducing large hoarding signs and electronic static and electronic video signs.
<p>PART 13</p>	<p>ROGERS ARENA SIGN DISTRICT</p> <p>Few amendments have been made the regulations for the Rogers Arena Sign District, other than to reflect the changes made to the sign regulations in all sign districts to provide greater flexibility and clarity.</p>
<p>PART 14</p>	<p>INTERNATIONAL VILLAGE SIGN DISTRICT</p> <p>Significant amendments specific to this sign district include:</p> <ul style="list-style-type: none"> • clarifying the combined maximum copy area limit for all fascia signs on a building; • allowing up to 4 freestanding signs on a site (subject to distance requirements) if they are no more than 6.0 m in height and do not encroach on a street; and

	<ul style="list-style-type: none"> introducing large hoarding signs.
PART 15	<p>SIGN BY-LAW RELAXATIONS</p> <p>Part 15 of the new by-law outlines the Director of Planning’s authority to relax the Sign By-law for unnecessary hardship, heritage, special events and new technology. Unnecessary hardship is defined in the new bylaw as hardship results from unique physical circumstances that are peculiar to the site and does not include mere inconvenience, preference for a more lenient standard or a more profitable use, or self-induced hardship resulting from the actions of an owner or applicant. The by-law also clearly defines what is considered ‘heritage property’ for the purpose of relaxing the by-law and what constitutes heritage value and historic sign.</p> <p>The by-law includes specific considerations for determining whether there is sufficient hardship or heritage value to justify a relaxation to the bylaw.</p>
PART 16	<p>SIGN CONSTRUCTION</p> <p>Part 16 updates and consolidates the building and electrical regulations pertaining to signs, and replaces sections 14 and 15 in the current by-law.</p>
Permit Fees	<p>The new Sign Fee By-law replaces section 13 of the current by-law which pertains to fees and charges.</p>

SIGN BYLAW

TABLE 2: NEW SIGN TYPES

<p>Electronic Static Image</p>	<p>Electronic static image signs are signs with electronic copy that remain static on the screen for a stipulated period time. The signs are only permitted in a specific area of the downtown core (in the Commercial, Mixed-use and Industrial Sign District) and the Granville Street Sign District (sections 9.23 and 12.17) and are subject to the new electronic sign regulations in section 5.</p>
<p>Electronic Video Sign</p>	<p>Electronic video signs are signs with electronic copy consisting of video. The signs are only permitted in a specific area of the downtown core (in the Commercial, Mixed-use and Industrial Sign District) and the Granville Street Sign District (sections 9.24 and 12.18) and are subject to the electronic sign regulations.</p>
<p>Identification Sign</p>	<p>Identification signs are non-illuminated signs that display the name of a building, business or licensed home occupation. These are small signs that are primarily intended to allow signs for home-based businesses in residential areas. Section 6.12 contains the regulations pertaining to identification signs.</p>
<p>Free-Standing Wayfinding Signs</p>	<p>Free-standing wayfinding signs are self-supporting signs that are attached to the ground and are located on a large campus or site. The signs display site information and maps for the purpose of wayfinding.</p> <p>These signs are permitted in the Commercial, Mixed Use and Industrial Sign District only, and are limited to one sign per site frontage to a maximum of 4 signs per site, on larger sites at least 25,000 m² in size, as regulated in section 9.16.</p>
<p>Large Hoarding Signs</p>	<p>Large Hoarding Signs are non-illuminated signs that are painted on or attached to any hoarding, that:</p> <ul style="list-style-type: none"> • identify consultants and contractors including but not limited to architects, engineers, landscape architects, developers, financiers or builders; • display the name of the building under construction on the site; or • display public service messages about municipal programs, services and initiatives that relate to the building under construction. <p>The signs are allowed throughout the city subject to height, size and copy area restrictions and may be displayed through the construction period only. Smaller hoarding signs continue to be allowed throughout the city and exempted from sign permit requirement.</p>

<p>Projected Image Sign</p>	<p>A projected image sign is a static image that is projected onto a building or surface for a specified period of time from a source external to the sign and is visible from a street or another site. Projected image signs do not require a sign permit and may be used on a time-limited basis to advertise events held or sponsored by civic, charitable, cultural or community organizations. The signs are permitted in all areas of the city, except the Residential and West End Sign Districts, as regulated in section 6.14.</p>
<p>Temporary Signs</p>	<p>Temporary Signs are non-illuminated signs that are not permanently attached to a structure or building and are erected for a specified period of time. The signs do not require permits and may be used to:</p> <ul style="list-style-type: none"> • advertise events held or sponsored by civic, charitable, cultural or community organizations; • announce sales and business openings; • provide information about farmers' markets; • display public service messages about municipal programs, services and initiatives; or • address issues in the public interest. <p>Section 6.17 contains the regulations pertaining to temporary signs.</p>
<p>Window Signs</p>	<p>Window signs are signs that are etched, painted, attached to or displayed in or on a window and that are visible from outside a building. In the case of an exterior window sign, the sign must be within 0.10 m of the window; in the case of an interior window sign, the sign must be located within 1.2 m of a window.</p> <p>Window signs are exempt from sign permit requirement and are allowed throughout the city, except in the Residential Sign District. They are limited in size to 30% of the total area of contiguous glass on the first storey of a building or 10% on the second storey. They may include small electronic message sign (up to 0.34 m² in size) advertising hours of operation and whether a business is open or closed.</p> <p>Window signs do not include signs that form part of a window display of products available in the premises.</p>



PHOTO CREDIT: ROBIN HORN (FLICKR)

SIGN BY-LAW REVIEW CONSULTATION SUMMARY

FALL 2016



Background

The City of Vancouver's Sign By-law was first adopted in 1989 and since then, the city has grown and technology has advanced. In the summer of 2016, the City began a Sign By-law review to update and modernize its regulations.

Phase I of the review focused largely on business identification signs and an update of how they are regulated in the Sign By-law. As part of Phase 1, members of the public were invited to share their thoughts on the different types of signs seen in Vancouver, how they should be regulated, and perceptions of some new sign types being considered.

Results from Phase 1 of the review will help the City draft the regulations for the new Sign By-law, which will be reported to Council in June 2017. It will also provide preliminary feedback on how Vancouverites feel about advertising signs in the city. This will help inform a broader review on advertising and signage that will be launched later in 2017.

The Survey

From August 17 to September 18, 2016, 3229 respondents completed the Sign By-law Review Survey. The survey was accessible via:

- Email invitation sent to Talk Vancouver panel members;
- Open invitation to the general public on the Sign By-law Review page on vancouver.ca
- Email invitation sent to external vendor panel members – Angus Reid Forum*
- Social media promotion posts with links to the survey

A sample of this size provides a margin of error of +/-1.0%. The results were minimally weighted on age and residential zone in Vancouver to match census data for the city on these variables. Consistent with COV census data, the respondents were:

- 49% male, 47% female, 4% Other/Prefer not to say
- 24% under 30 yrs of age, 53% between 30 and 59 yrs, 23%, 60 yrs and over
- 22% lived Downtown or the West End, 16% lived in the NE (North of 16th and East of Main St.) , 17% in the NW, 26% in the SE, and 19% in SW.

Of the respondents, 4% were business owners.

*To help ensure a representative sample of respondents, members from an external vendor panel were invited to complete the survey to supplement and help balance the overall sample on key demographics



General Attitudes Toward Signs

Vancouverites recognize the necessity of signs, but have a mix of positive and negative attitudes toward them.

- 70% say signs are a normal part of a city and necessary for the economy
- 63% say signs add character, vibrancy and interest to the City of Vancouver
- 54% say signs detract from the streetscape and are a source of visual pollution

Vancouver is perceived to have less signage when compared to other cities. Vancouverites would like it to remain the same or decrease.

- 65% believe Vancouver has less signage than other cities
- 73% want the level of signage to stay the same or decrease

Business Identification Signs

General Attitudes

General attitudes toward business identification signs were mixed. 56% of respondents were able to identify a business identification sign they liked and 53% were able to identify one that they disliked.

Principles

Seven principles for regulating business identification signs were presented in the survey. Each of the principles received high levels of support.

- 92% agree with the regulations to support local commercial activity by allowing appropriate identification of businesses and wayfinding
- 92% agree with the regulations to ensure that the design, size and type of signs respect and enhance the character of the neighbourhood
- 88% agree with the regulations to encourage exceptional design and to enhance public spaces
- 85% agree with the regulations to encourage the preservation of signs with historic value
- 84% agree with the regulations to prevent sign proliferation and visual clutter
- 82% agree with the regulations to promote and maintain public safety
- 76% agree with the regulations to minimize unnecessary light pollution



Electronic Signage

Electronic sign regulations on brightness, location and hours of illumination were supported by nearly 75% of respondents. Other regulations under consideration for electronic message signs and business identification signs with electronic images and videos received varying levels of support.

- **Electronic message signs:** Approximately 47% agreed with allowing the use of electronic message signs in residential areas by cultural, recreational and institutional organizations; 17% were neutral and 35% disagreed.
- **Electronic images and videos on window signs:** Approximately 47% agreed with allowing electronic images and videos on first storey window signs in the downtown commercial area; 21% were neutral and 31% disagreed.
- **Electronic image and video on other business identification signs:** Approximately 25% agreed with allowing electronic images and videos on business identification signs other than window signs; 18% were neutral and 56% disagreed.
- **Location:** All types of electronic signage were seen as most appropriate in entertainment areas (e.g. BC Place, Rogers Arena, etc).
 - Electronic message signs (68%)
 - Electronic image and video signs (in windows) (67%).
 - Electronic image and video signs (not in windows) (56%)

Projected image signs had different levels of support depending on the purpose of the sign. Respondents agreed (61%) with the use of projected image signs for the promotion of civic, non-profit or cultural community events but were less supportive (33%) if it was used for businesses and other for-profit organizations.

Many respondents believed that projected image signs would be beneficial for community events (67%) and would enhance the vibrancy of the city (56%), but some thought they detracted from the look and feel of the city (41%).



Third Party Advertising Signs

General Attitudes

Third party advertising signs were seen less favourably than business identification signs. Approximately 82% of respondents could not think of a 3rd party advertising sign they thought was attractive or interesting and 53% were able to identify a 3rd party advertising sign that they disliked.

All types of 3rd party advertising signs were seen as intrusive to some degree. People believed that large and/or electronic signs were the most intrusive type of 3rd party advertising sign while transit shelter ads and ads on newspaper boxes were seen as the least intrusive.

- Digital billboards (68% say they are intrusive)
- Digital video screens (57% say they are intrusive)
- Paper billboards (48% say they are intrusive)
- Transit shelter ads (20% say they are intrusive)
- Ads on newspaper boxes (12% say they are intrusive)

Paper billboards in particular were seen as a normal part of a large city (63%). At the same time, 64% felt that these signs detracted from the ability for people to enjoy public spaces and streets and 50% felt that there were too many billboards in the city.

Sponsorship

Just over half of respondents (53%) believed that non-profit organizations operating in facilities not owned or leased by the City should be able to use sponsorship on signs; 20% were neutral and 26% disagreed.

However, people recognized some of the benefits of sponsorship on signs with 70% or more agreeing that its usage was necessary for non-profit and cultural organizations, that it was effective in helping the City offset the cost of services and programs, and that it encouraged philanthropy.



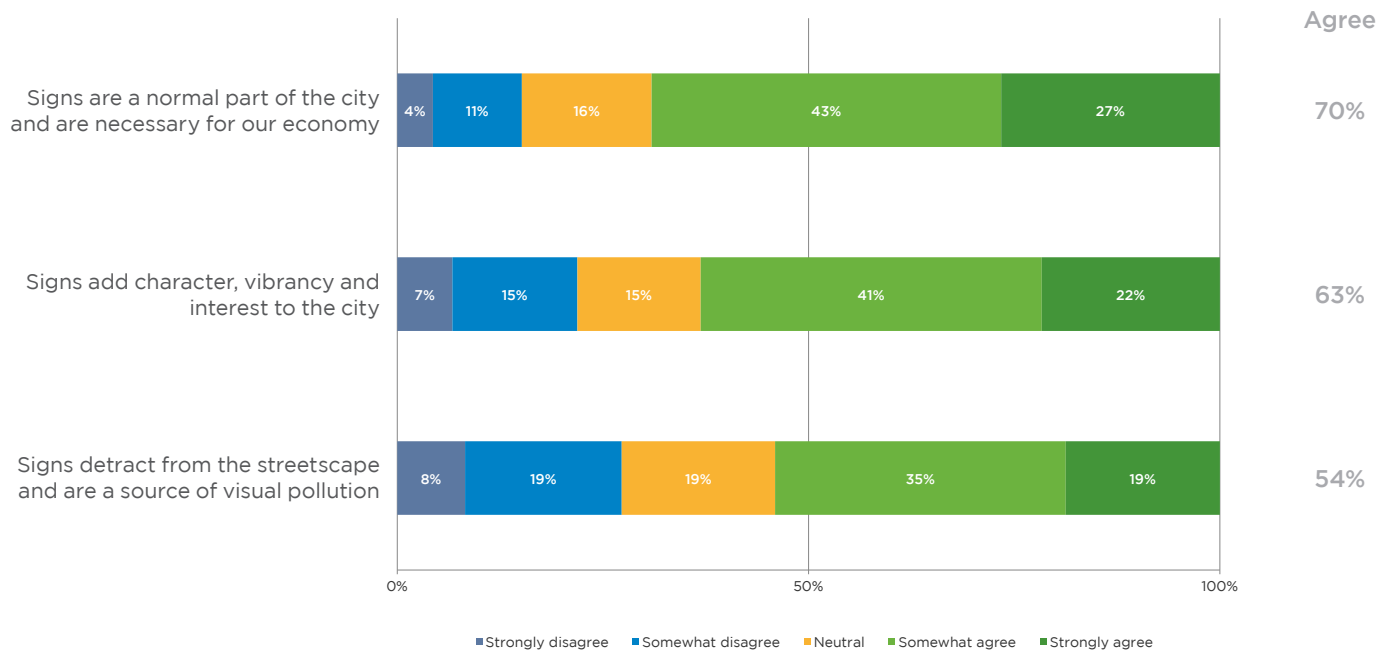
**Detailed Questionnaire Results:
Look and Feel of Vancouver**



General Attitudes Toward Signs in Vancouver



Vancouverites appear ambivalent about signage in the city. 70% believe signs are a normal, necessary part of the city and 63% believe that they add character, vibrancy and interest to the city, but just over half believe they detract from streets and are a source of visual pollution.



Survey question: In general, how do you feel about signs and advertising in Vancouver?

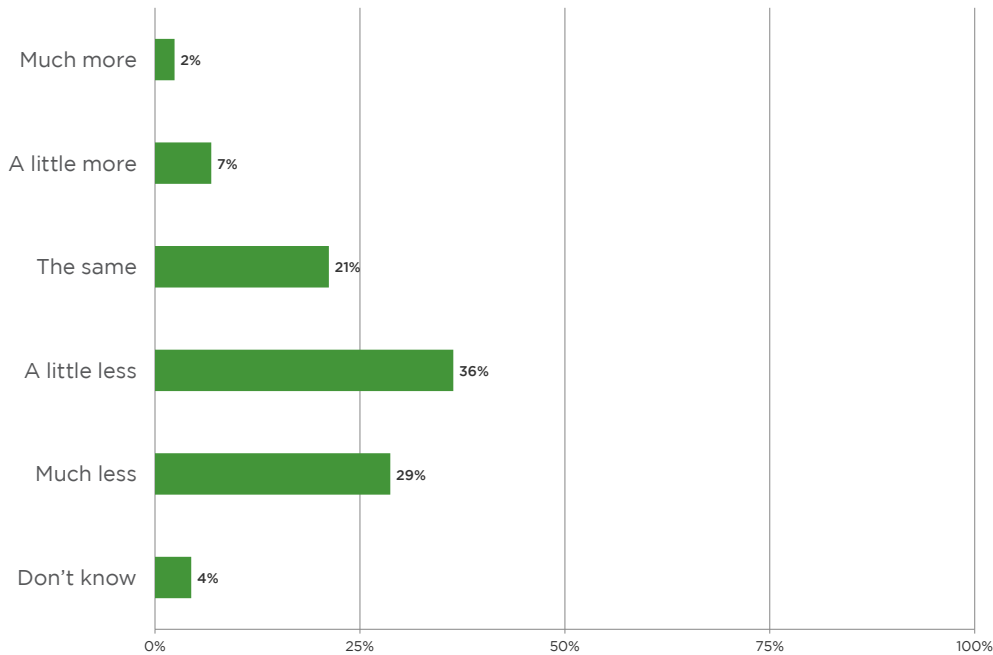
Base: All respondents (n = 3329)



Comparison to Other Cities: Preferences for Quantity



Compared to other signs in other cities, Vancouver has...



The majority of Vancouverites believe the city has **less** signage than other cities (65%)...

Survey question: In your opinion, how does Vancouver compare to other cities in terms of the amount of signs and advertising you see on buildings and city streets? Vancouver has...

Base: All respondents (n = 3329)

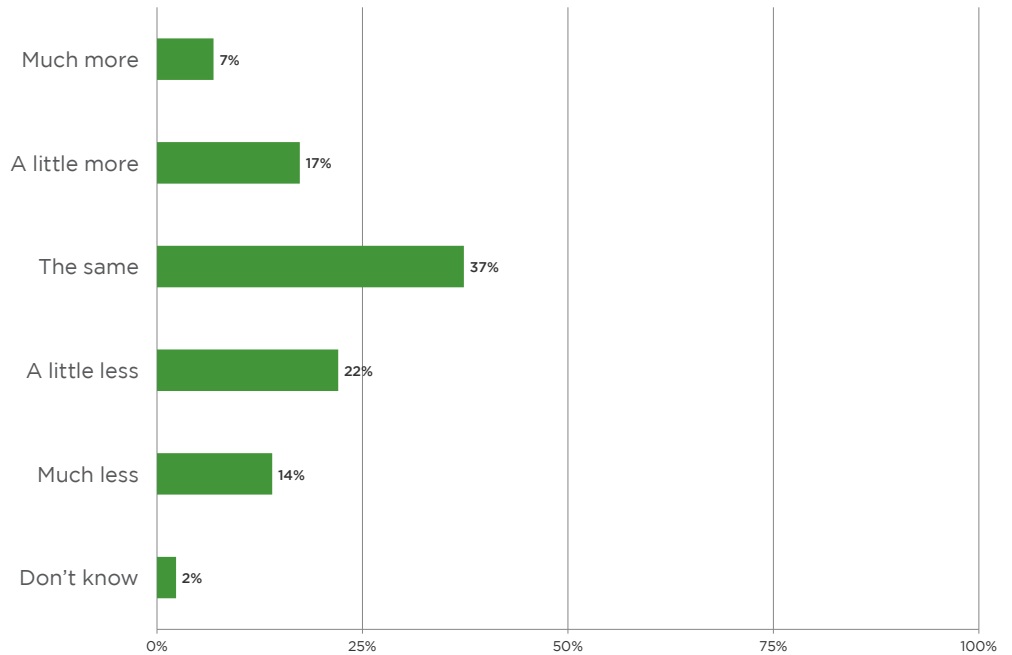


Comparison to Other Cities: Preferences for Quantity



...and they would like to **keep it that way**, with 73% wanting the level of signage to remain the same or decrease.

And regarding signage, Vancouverites would like to see...



Survey question: And thinking about the amount of signs and advertising you currently see in Vancouver, would you like to see more, less or the same amount?

Base: All respondents (n = 3329)



**Detailed Questionnaire Results:
Business Identification Signs**



Business Identification Signs: Liked and Why

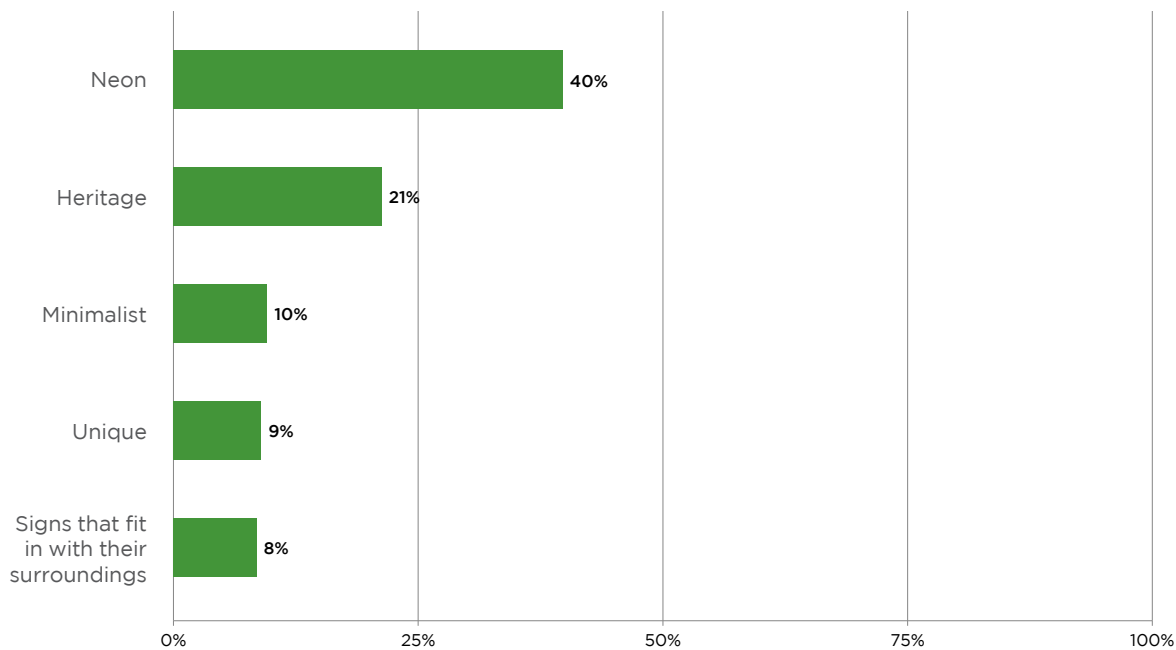


Many respondents think that there are some attractive or interesting business identification signs in the city.



Survey question: Are there any business identification signs you've seen in the city that you think are attractive or interesting?
Base: All respondents (n = 3329)

Respondents listed a variety of business identification signs that they liked. The top 5 responses were:



Survey question: Where is it located and what does it look like? Why do you think the sign is attractive or interesting?
Base: Provided a response (n = 1650)



Business Identification Signs: Disliked and Why



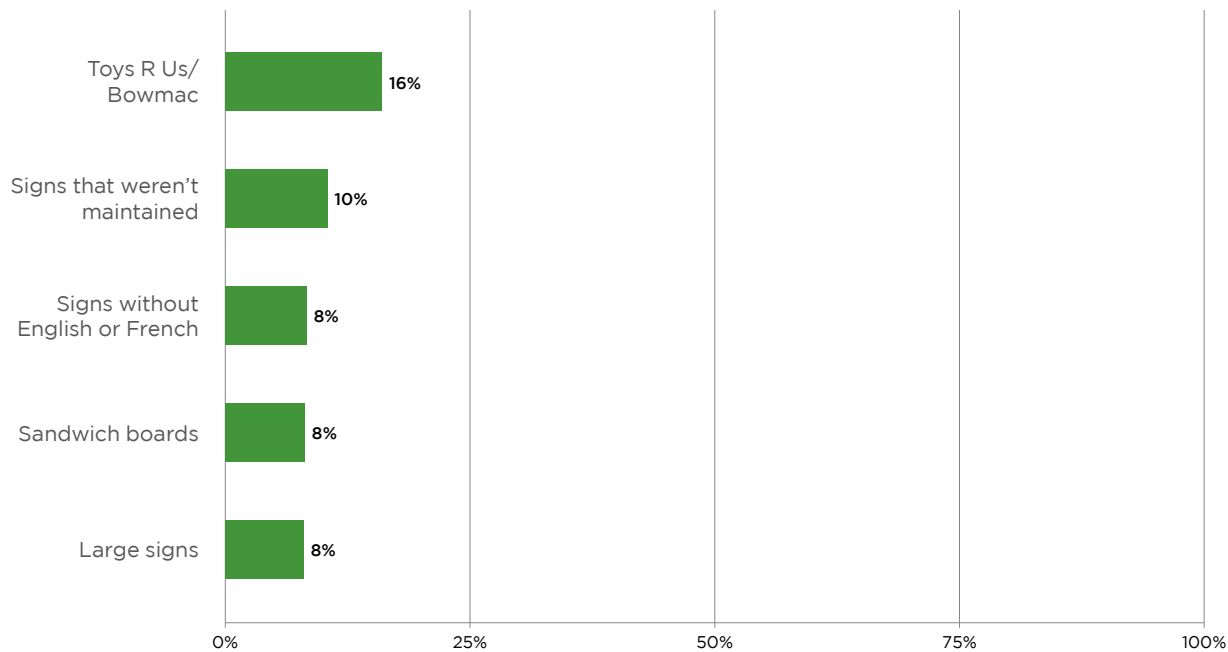
At the same time, many respondents think that there are some signs that detract from the look and feel of an area.



Survey question: Are there any business identification signs you've seen in the city that you think detract from the look and feel of an area?

Base: All respondents (n = 3329)

Respondents listed a variety of business identification signs that they disliked. The top 5 responses were:



Survey question: Where is it located and what does it look like? Why do you think the sign detracts from the surrounding area?

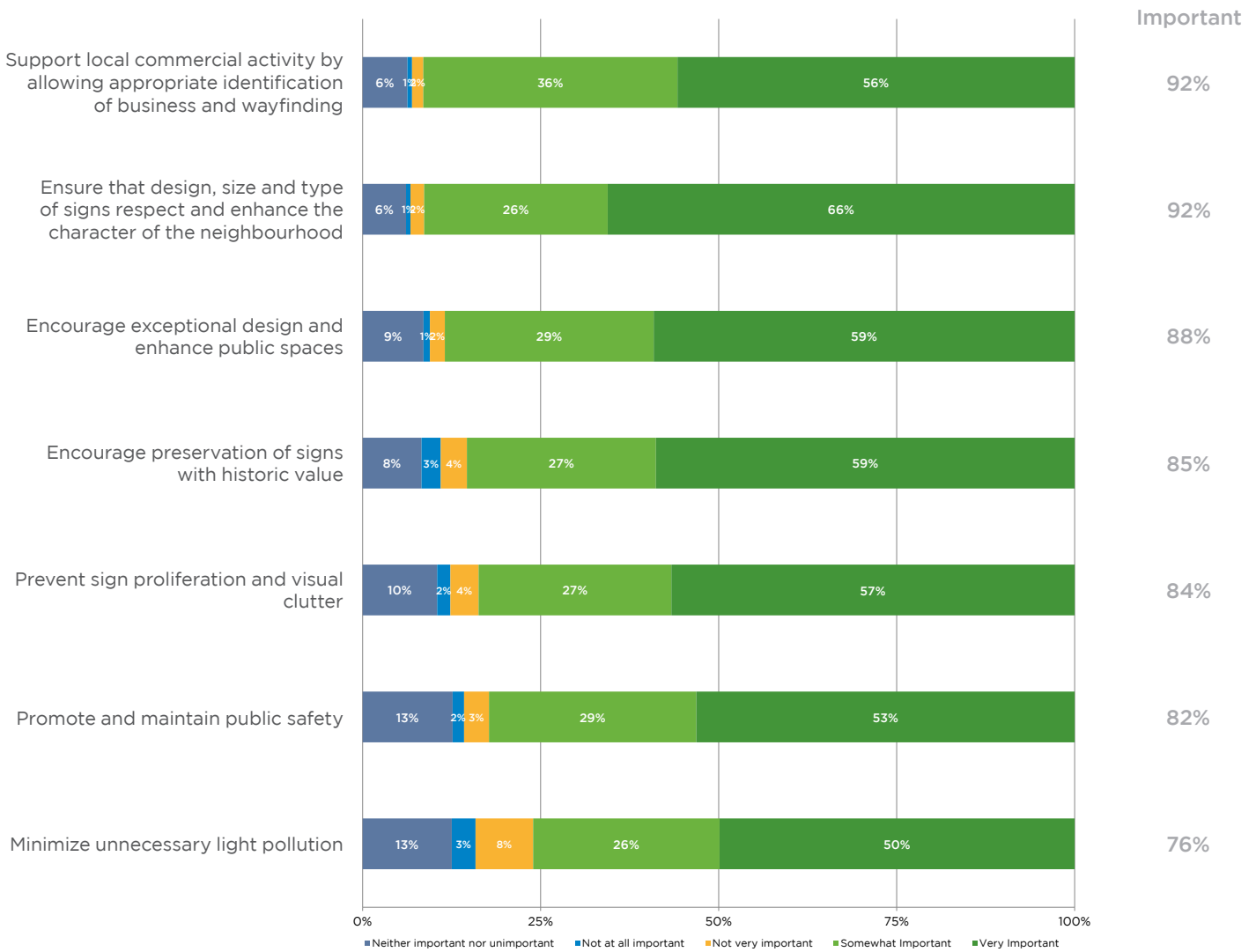
Base: Provided a response (n = 1650)



Importance of Principles for Regulating Business Identification Signs



All of the proposed principles for managing business identification signs were seen as important by respondents. Relatively higher importance was placed on supporting commercial activity and ensuring signs fit with the character of the neighbourhood they are located in. Slightly lower importance was placed on minimizing unnecessary light pollution.



Survey question: In your opinion, how important are the following principles in managing business identification signs in the city? Regulations for business identification signs should:

Base: All respondents (n = 3229)



Principles Missing from Regulation of Business Identification Signs



No other principles were identified to be missing from the list above. Respondents answering this question focused instead on the importance of principles in managing business identification signs, ensuring good design, respecting neighbourhood and architectural context, preserving heritage, and ensuring the maintenance and cleanliness of signs.

Survey question: Do you think any principles are missing from the list above?

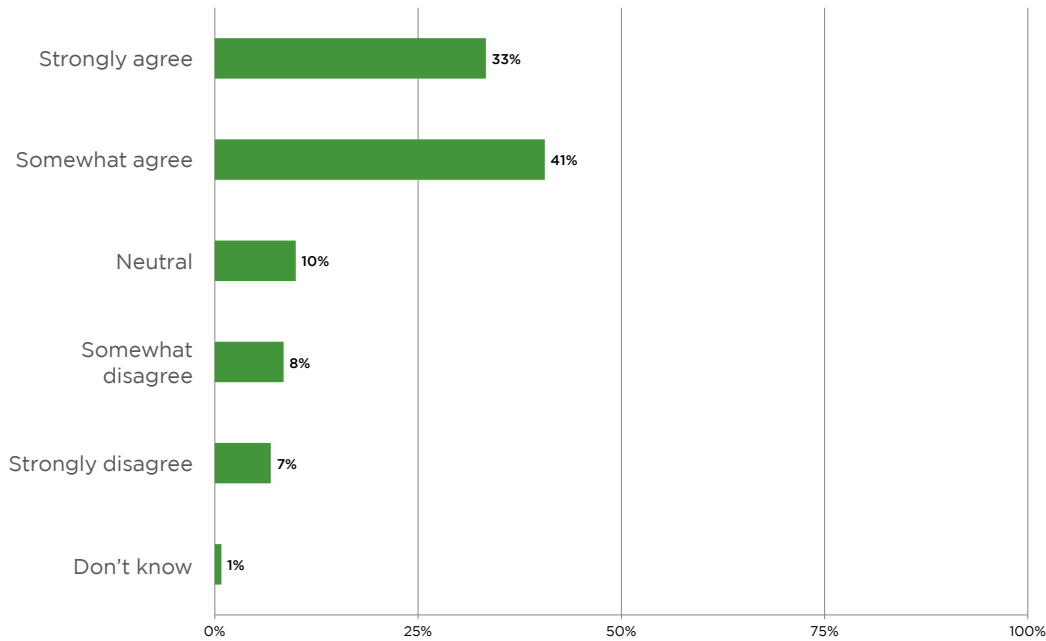
Base: Provided a response (n = 1263)



Agreement with General Electronic Sign Regulations



Three-quarters of those surveyed agreed with the general electronic signs regulations under consideration, which include regulations around brightness, location and hours of illumination.



74% agree
with the
general
electronic sign
regulations

Survey question: Do you think these regulations are appropriate for electronic signs in Vancouver? Do you agree or disagree?

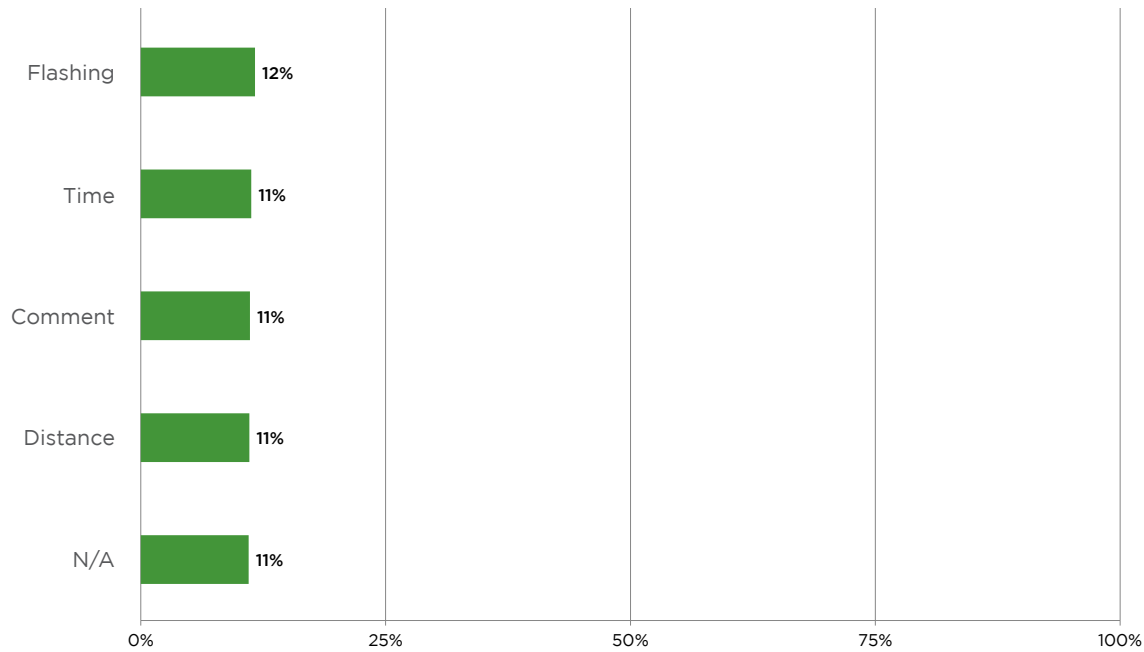
Base: All respondents (n = 3229)



Regulations Missing for General Electronic Signs



When asked if there was anything missing from the proposed electronic sign regulations, respondents noted there should be regulations to minimize, control or ban flashing and bright signs which can cause pedestrian and driver distraction, and visual and light pollution. The top responses were:



Survey question: Is there anything missing that you would add to the regulations above?

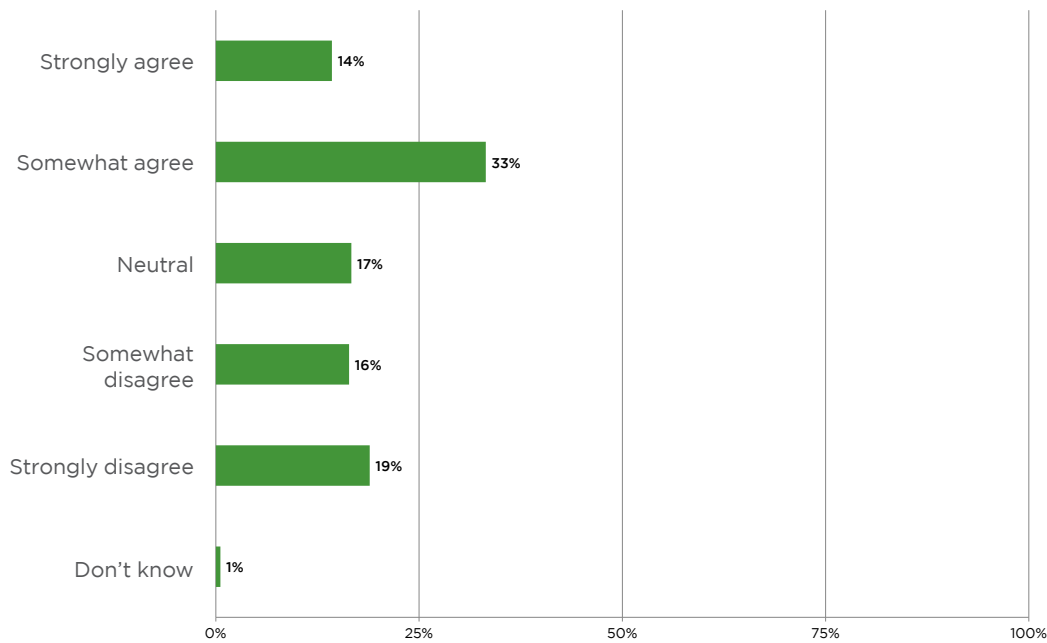
Base: Provided a response (n = 1543)



Agreement with Electronic Message Signs for Organizations in Residential Areas



Nearly half of the respondents (47%) were supportive of allowing the use of electronic message signs in residential areas for cultural, recreational and institutional organizations; 17% were neutral and 35% disagreed.



Survey question: The City is also now considering allowing organizations located in residential areas to have free-standing electronic message signs. Specifically, this would apply only to cultural, recreational and institutional organizations in residential areas (e.g. churches, community centres, schools, hospitals). Do you agree or disagree with this idea?

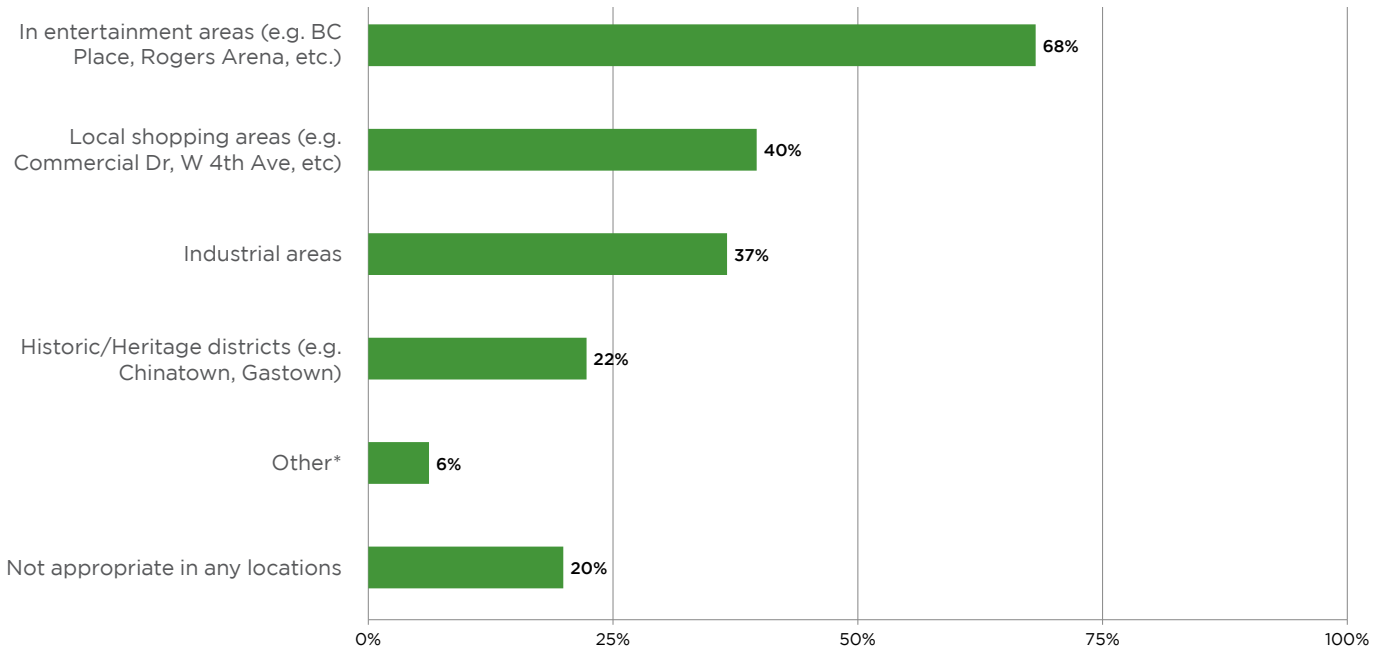
Base: All respondents (n = 3229)



Other Appropriate Locations for Electronic Message Signs



Overall, electronic message signs were seen as most appropriate for entertainment areas (68%), local shopping areas (47%) and industrial areas (37%).



Survey question: Where else would electronic message signs be appropriate in the city?

Base: All respondents (n = 3229)

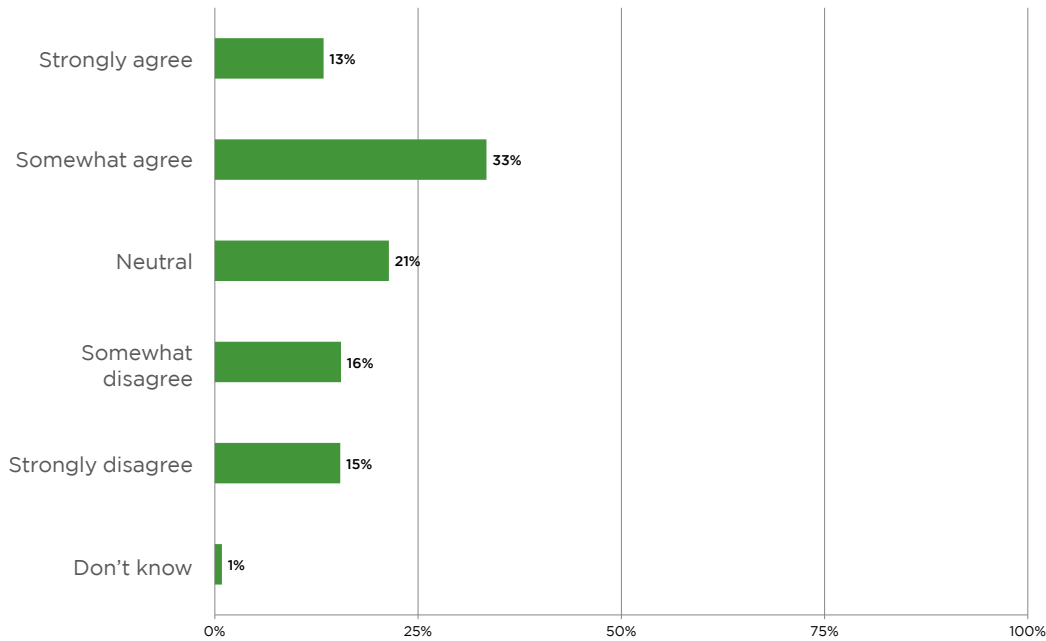
*Other appropriate locations identified by respondents included major roads, streets and sidewalks for providing information on transit, traffic, construction and other public service messages and a small percentage indicated that electronic message signs would be appropriate everywhere.



Agreement with Electronic Images and Videos on Window Signs



Many respondents (46%) were receptive to allowing electronic images and videos on window signs in the City's downtown commercial area; 21% were neutral and 31% disagreed.



Survey question: The City is considering allowing electronic signs (image or video) in the first storey window of businesses located in the downtown commercial area (e.g. Robson and Burrard). The signs would be allowed to cover up to 30% of the window area, or a maximum area of 2.5 m² (26 ft²). Do you agree or disagree with this approach?

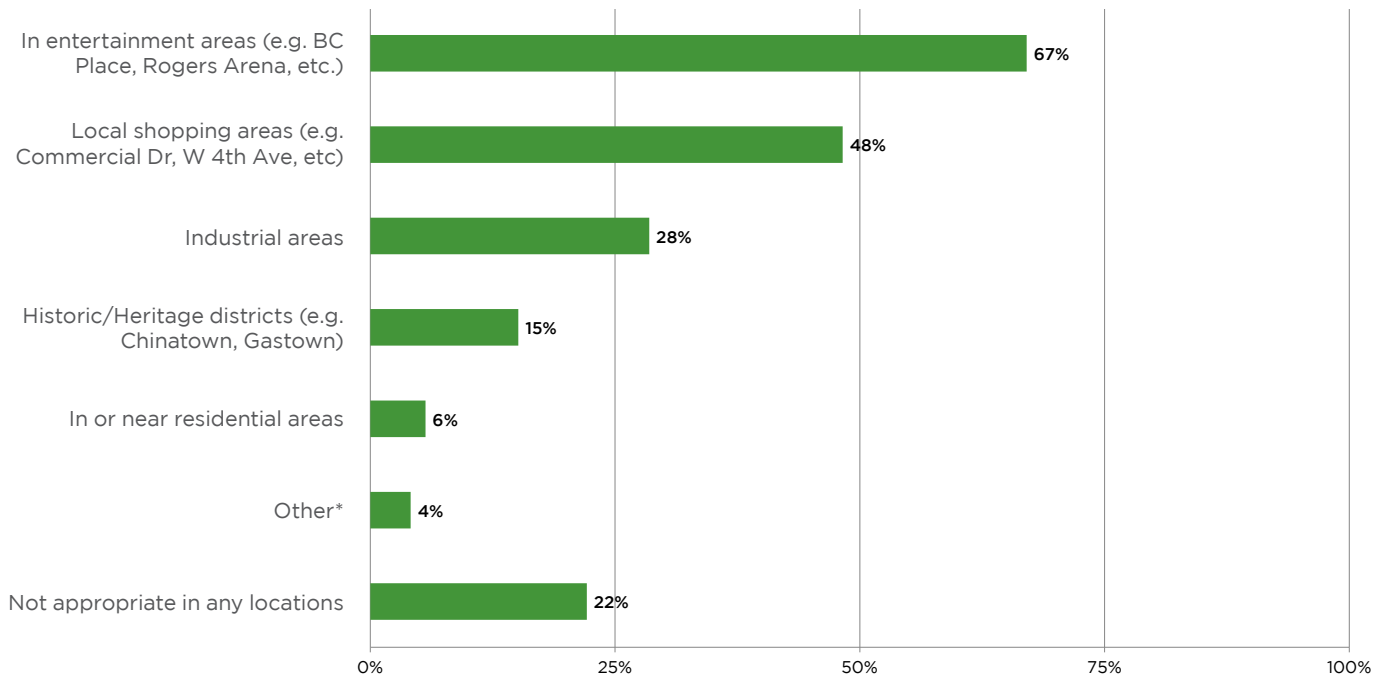
Base: All respondents (n = 3229)



Other Appropriate Locations for Window Signs with Electronic Images and Videos



Other locations identified as appropriate for window signs with electronic images and videos included entertainment (67%), local shopping areas (48%) and industrial areas (28%).



Survey question: Where else would electronic window signs (with static images and/or video) be appropriate in the city?

Base: All respondents (n = 3229)

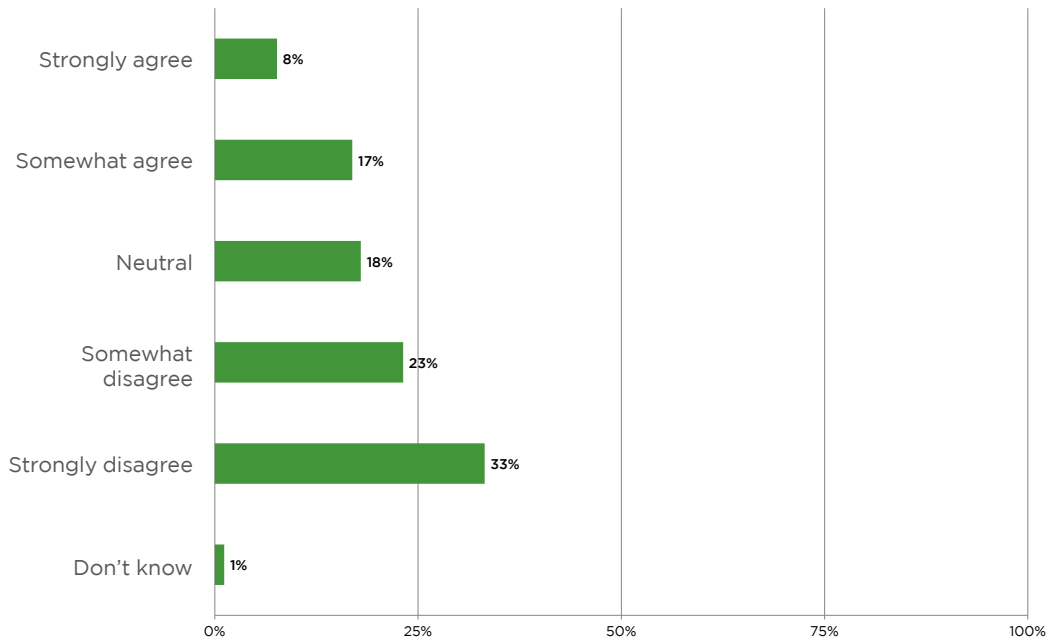
*Other appropriate locations identified by respondents included downtown, transit stations and bus stops, cultural/recreational institutions, indoors only, and those who favoured allowing for this type of signage throughout the city.



Agreement with Electronic Images and Videos on Other Types of Business Identification Signs



Electronic images and videos were more acceptable on window signs rather than on other types of business identification sign. Just over half (56%) disagreed with allowing electronic images and videos on business identification signs that were not window signs.



Survey question: What do you think of allowing electronic images and video on other types of business identification signs besides windows?

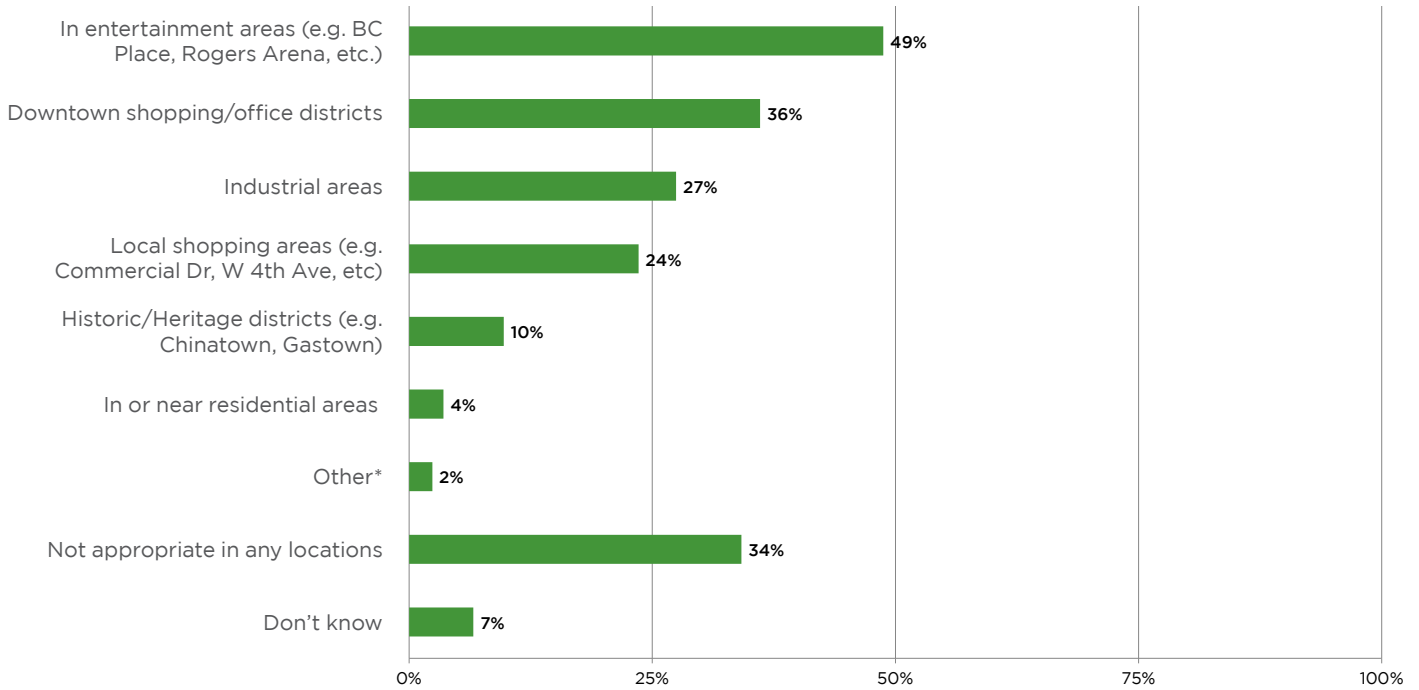
Base: All respondents (n = 3229)



Other Appropriate Locations for Other Business Identification Signs with Electronic Images and Videos



Consistent with other survey responses, electronic images and videos on other types of business identification signs were seen as most appropriate in entertainment areas (49%). One-third of respondents thought they were not appropriate in any location.



Survey question: And where do you think these signs would be appropriate?

Base: All respondents (n = 3229)

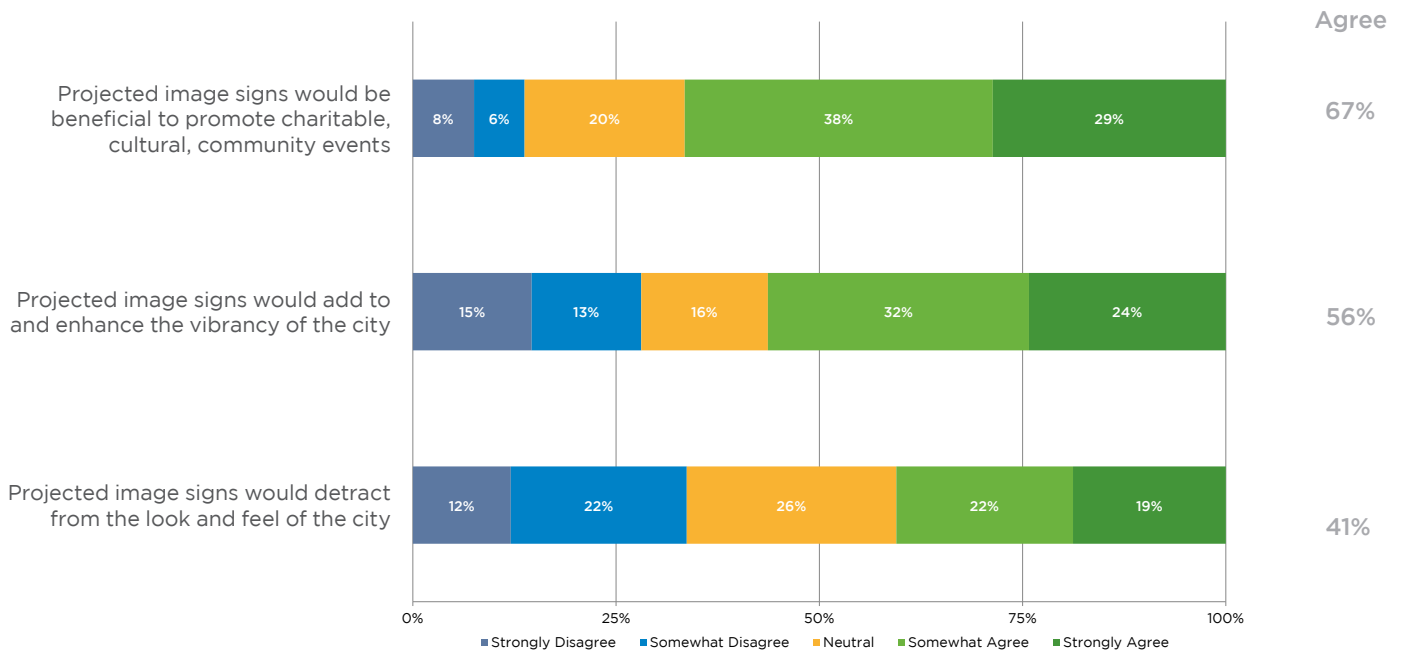
*Other appropriate locations identified by respondents included major roads and highways for the purposes of providing transit, traffic and construction information and service messages, locations where they won't distract drivers, indoors only, or those who favoured allowing for this type of signage across the city



Perceived Impact of Projected Image Signs



Vancouverites see both positives and negatives associated with the use of projected image signs – 67% believe they would be beneficial for the promotion of community events and over half believe they can add to and enhance the vibrancy of the city. At the same time 41% believe they detract from the look and feel of the city.



Survey question: What kind of impact do you think these signs have? Projected image signs would:

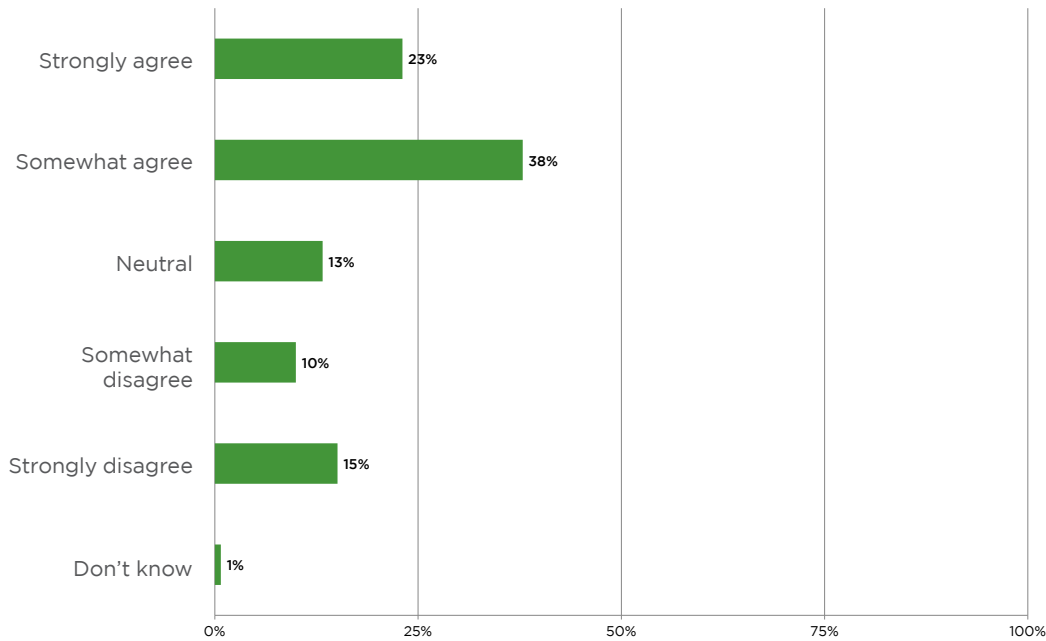
Base: All respondents (n = 3229)



Agreement with Projected Image Signs for Civic, Charitable, Cultural or Community Events



Reflecting the perceived benefits of projected image signs, 61% agreed with allowing such signs in the promotion of civic, charitable, cultural or community events; 13% were neutral and 25% disagreed.



Survey question: The City is considering allowing projected image signs on a time-limited basis to promote civic, charitable, cultural, or community events. Do you agree or disagree with this idea?

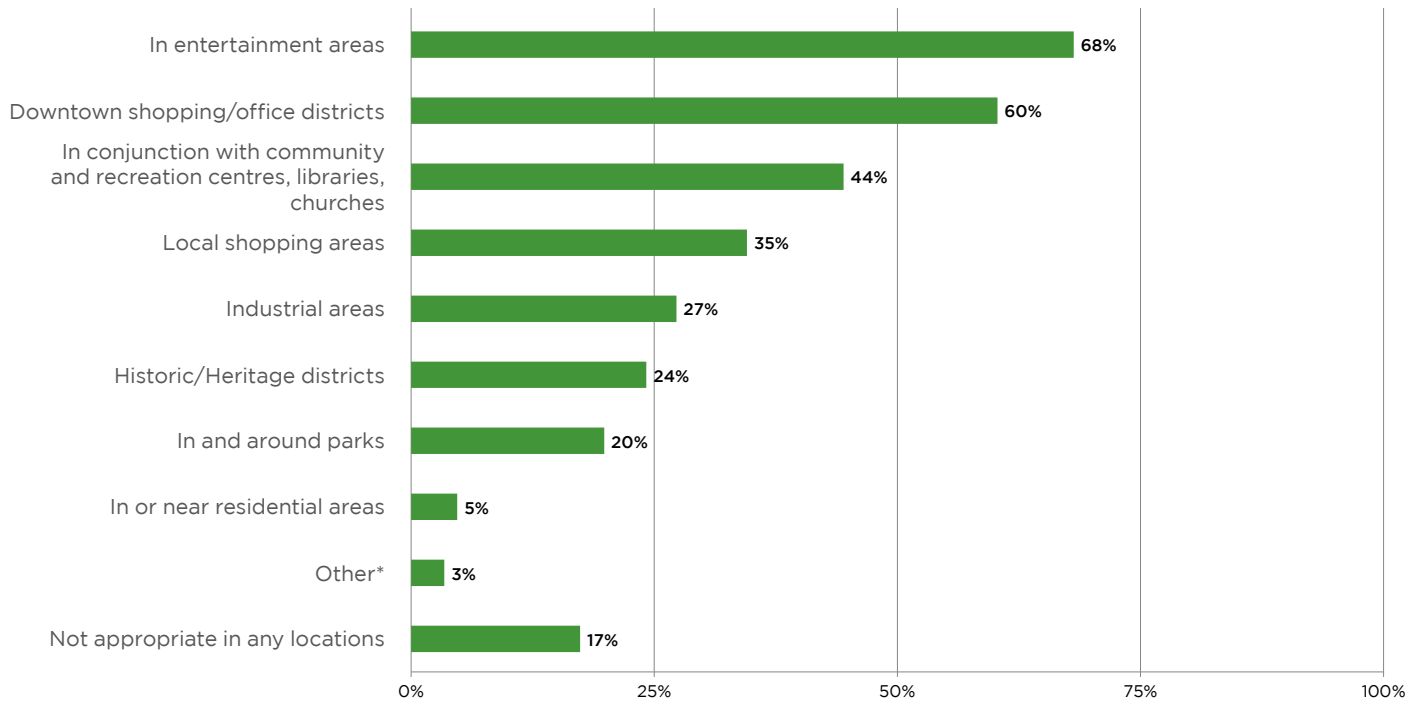
Base: All respondents (n = 3229)



Appropriate Locations for Projected Image Signs for Civic, Charitable, Cultural or Community Events



The use of projected image signs for civic, charitable, cultural or community events was seen as most appropriate in entertainment areas (68%), in downtown shopping and office districts (60%) and in conjunction with community and recreation centres, libraries and churches (44%).



Survey question: Where do you think projected image signs promoting civic, charitable, cultural or community events would be appropriate?

Base: All respondents (n = 3229)

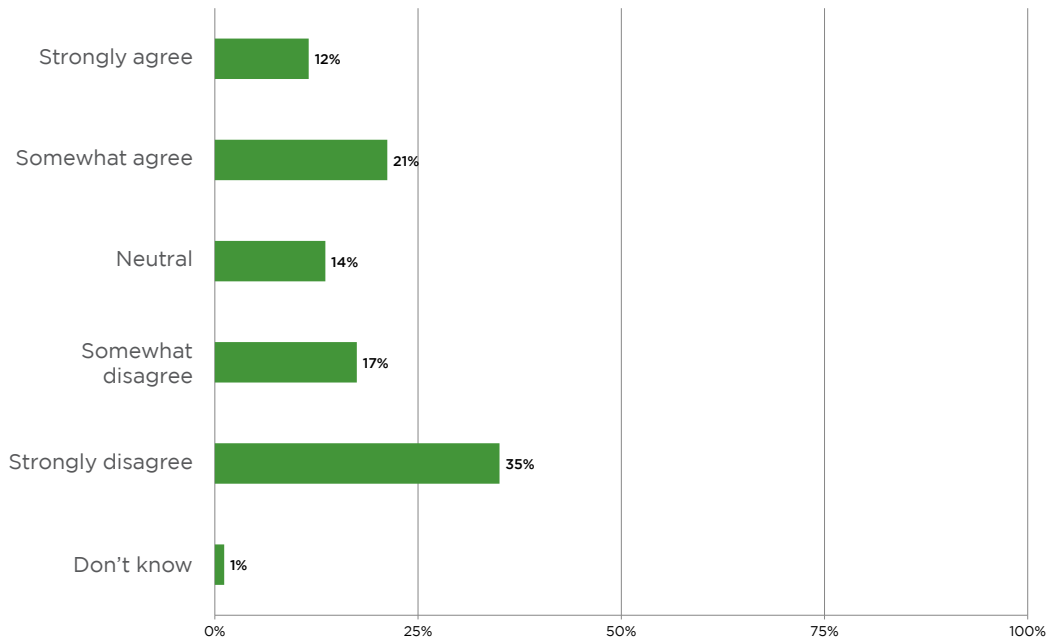
*Other appropriate locations identified by respondents included projected image signs at or close to event locations, on a case-by-case basis, near transportation hubs, away from residential areas and a small percentage favoured allowing for this type of sign everywhere.



Agreement with Projected Image Signs for Businesses, Restaurants and Entertainment Venues



Only 33% of respondents agreed with the use of projected image signs for the promotion of private companies such as restaurants, entertainment venues and other businesses; 14% were neutral and 52% disagreed.



Survey question: Do you think the City should also allow businesses, restaurants and entertainment venues to use projected image signs on a time-limited basis, to advertise and promote special events and openings etc.? Do you agree or disagree with this idea?

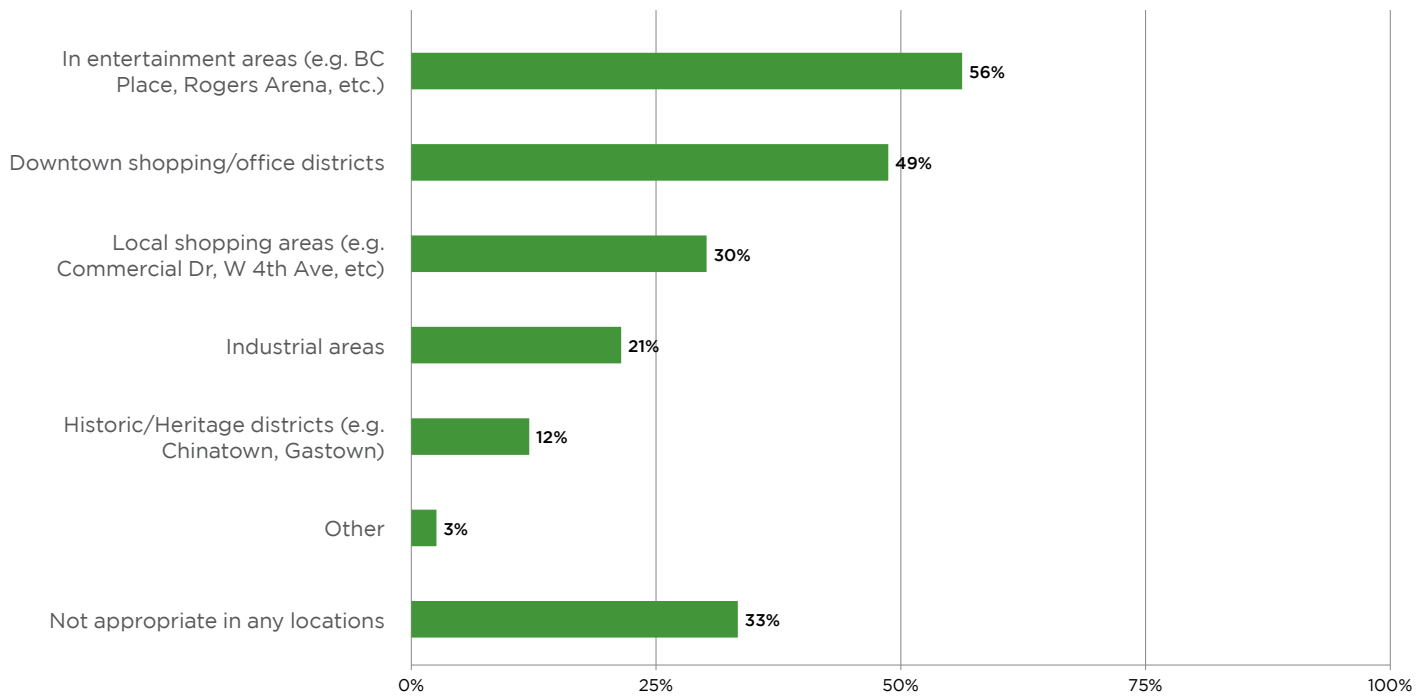
Base: All respondents (n = 3229)



Appropriate Locations for Projected Image Signs for Businesses, Restaurants and Entertainment Venues



The use of projected image signs for commercial uses were seen as most appropriate in entertainment areas (56%), followed by downtown shopping and office districts (49%) and local shopping areas (30%). 33% of respondents thought projected image signs for commercial uses were not appropriate in any location.



Survey question: Where do you think projected image signs advertising the special events and openings of businesses, restaurants and entertainment venues, would be most appropriate? (this would be on a time-limited basis).

Base: All respondents (n = 3229)

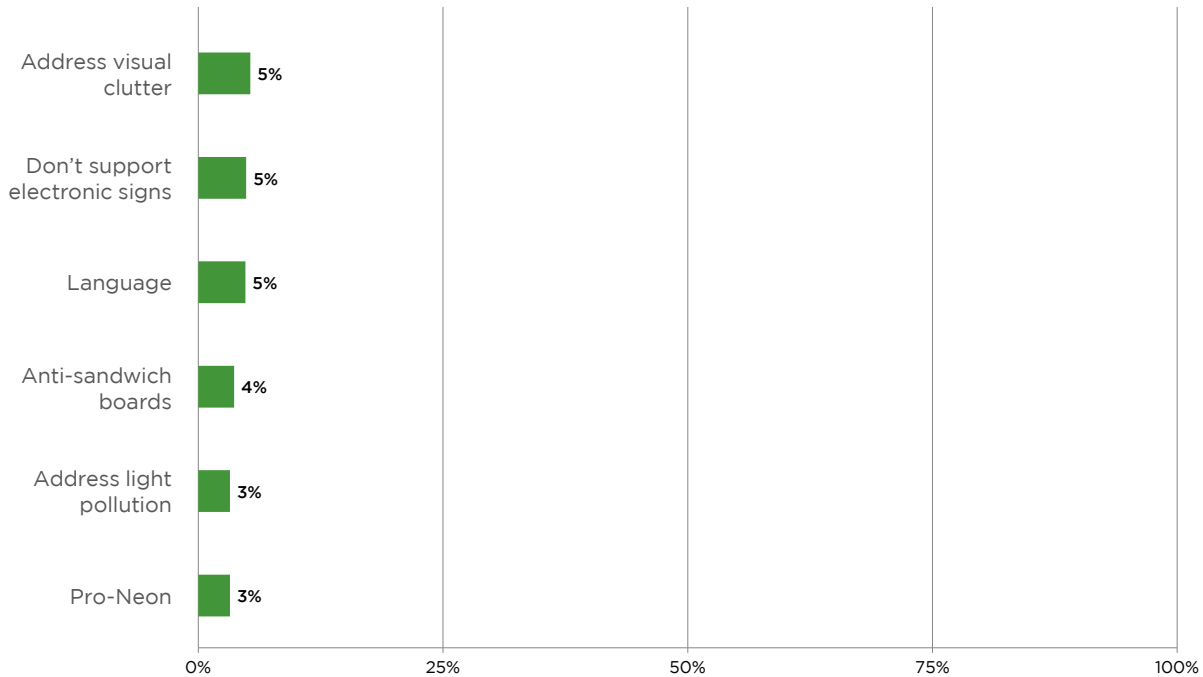
*Other locations identified by respondents included at projected image signs or close to an event location, on a case-by-case basis, on the sidewalk, away from residential areas and a small percentage favoured allowing for this type of sign everywhere.



General Comments about Business Identification Signs in the City



Respondents had a wide range of comments regarding business identification signs in the city. The top responses were:



Survey question: Are there any other comments you'd like to add about business identification signs?

Base: Provided a response (n = 1391)



Detailed Questionnaire Results: 3rd Party Advertising Signage



Liked 3rd Party Advertising Signs and Why



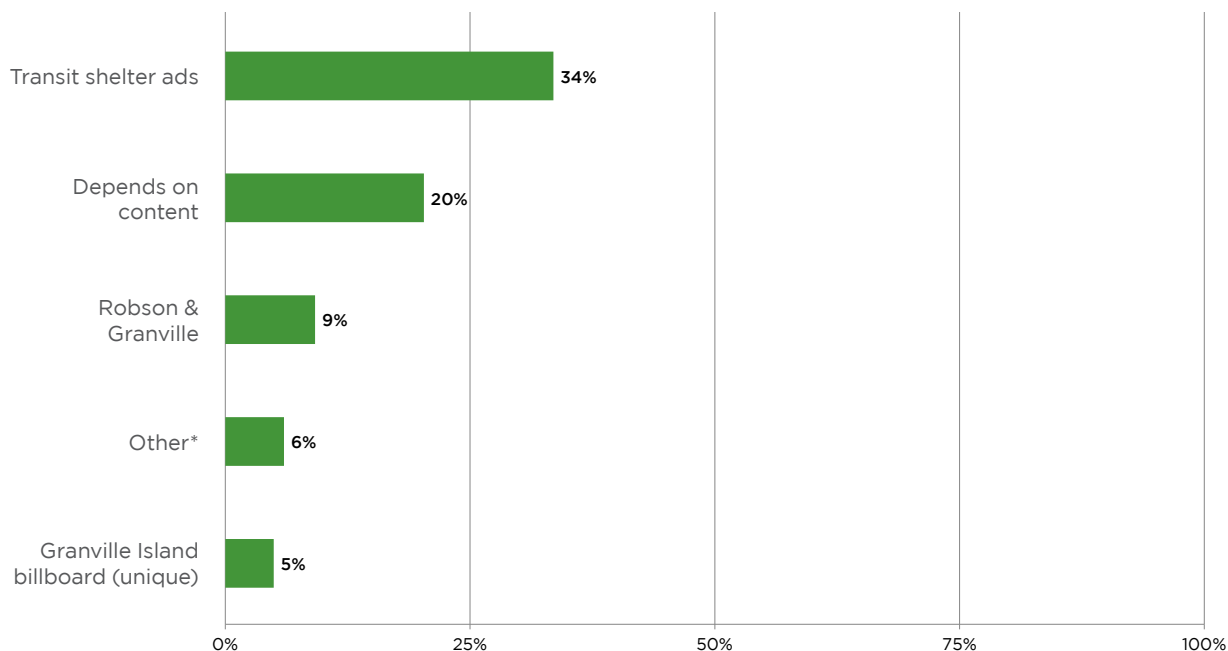
The majority of Vancouverites (82%) could not identify a 3rd party advertising sign that they found attractive or interesting.

Only 18% could identify a 3rd party advertising sign they liked. Of these respondents, 34% pointed to transit shelter ads and 20% said that it depended on the contents of the 3rd party advertisement. Many of these respondents liked 3rd party advertising signs because they were creative, aesthetically pleasing, small in size, non-distracting, and added to the vibrancy of the street.



Survey question: Are there any advertising signs (third party) in Vancouver that you think are attractive or interesting?

Base: All respondents (n = 3329)



Survey question: Where is it located and what does it look like? Why do you think the sign is attractive or interesting?

Base: Provided a response (n = 567)

*All miscellaneous responses including non-3rd party advertisements or signs in neighbouring cities



Disliked 3rd Party Advertising Signs and Why



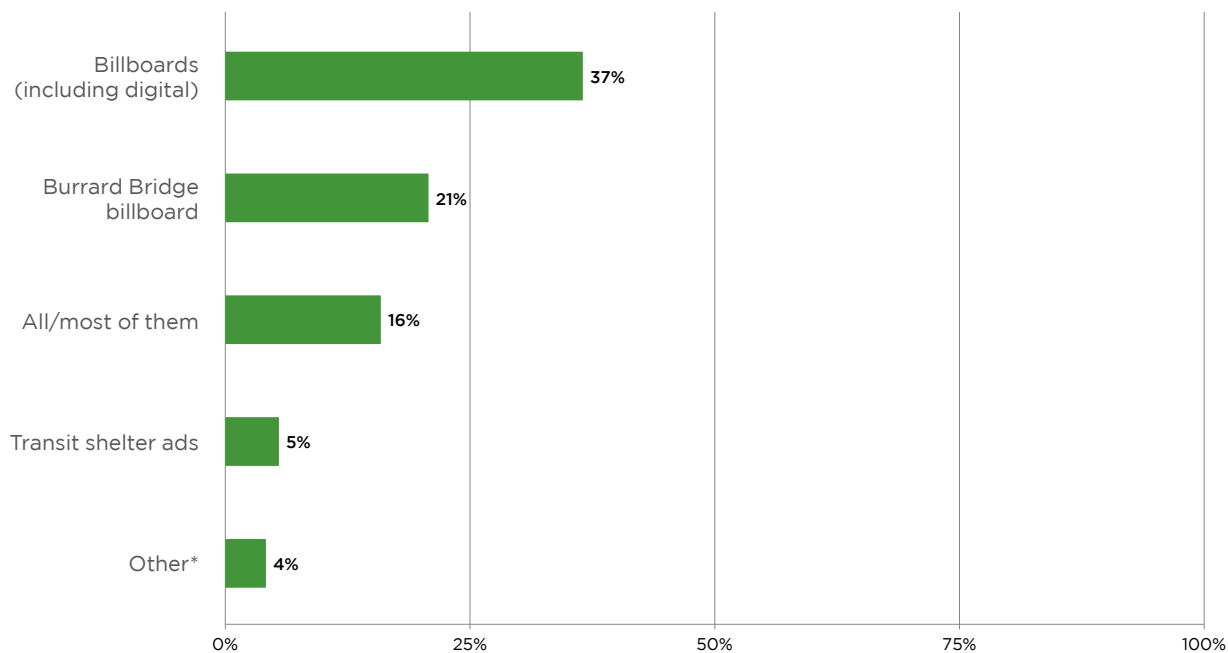
In contrast, more than half of respondents (53%) were able to identify a 3rd party advertising sign that they disliked in the city.

The top 5 types of 3rd party advertising signs that people disliked are listed below. Of those who did identify one they disliked, 37% pointed to billboards, 21% specifically identified the Burrard Bridge billboard. Many of these respondents thought 3rd party advertising signs detracted from the surrounding area because the signs were distracting, visually unappealing, blocked natural views, or contributed to the visual clutter in the city.



Survey question: Where is it located and what does it look like? Why do you think the sign detracts from the surrounding area?

Base: All respondents (n = 3329)



Survey question: Where is it located and what does it look like? Why do you think the sign detracts from the surrounding area?

Base: Provided a response (n = 1517)

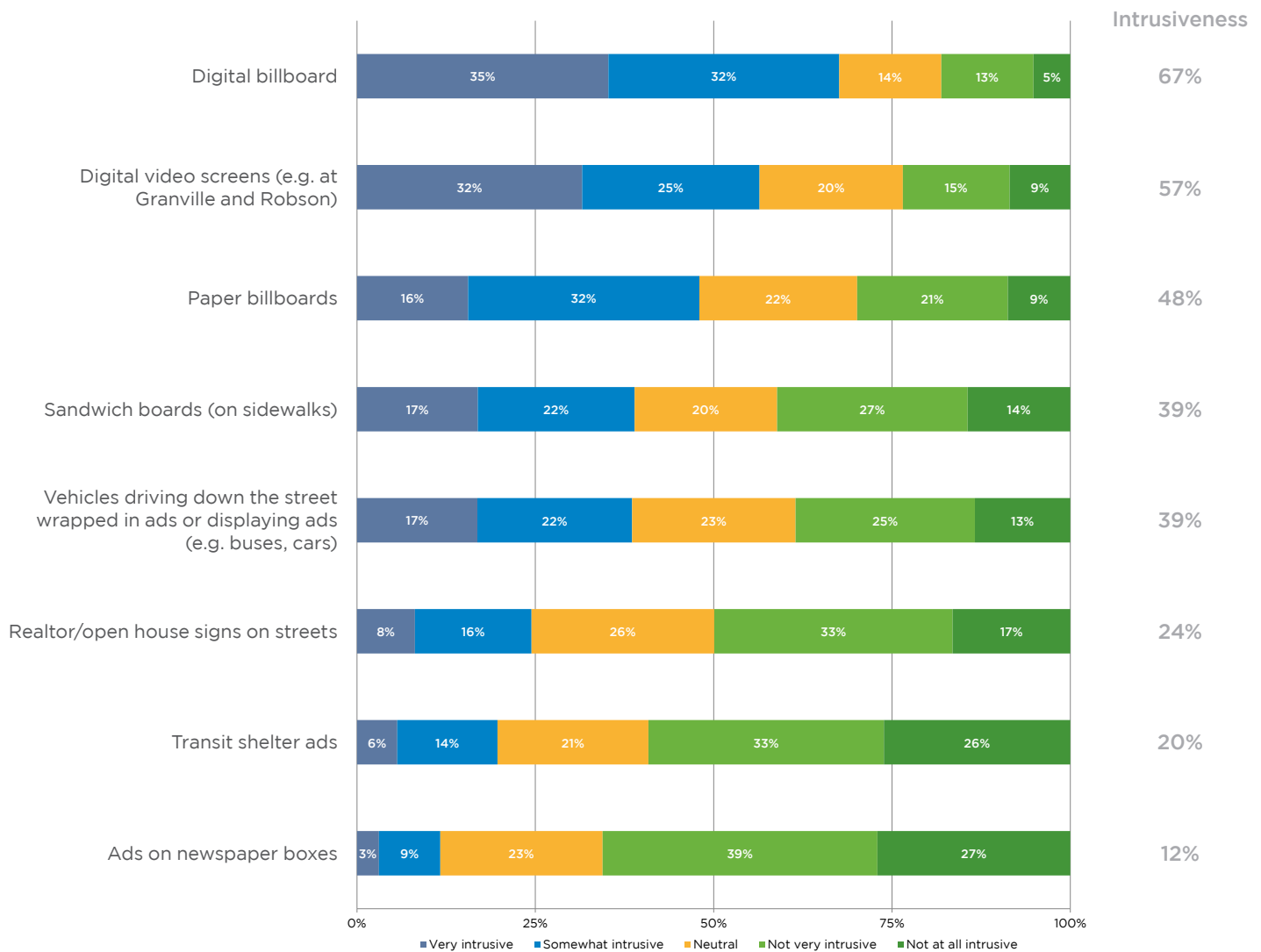
*All miscellaneous responses including non-3rd party advertisements and signs in neighbouring cities



Perceived Intrusiveness of Different Types of 3rd Party Advertising Signs



Digital advertising signs were seen as most intrusive type of 3rd party advertising sign. 67% of respondents agreed that digital billboards were intrusive, and over half thought digital video screens were intrusive. Transit shelter ads (20%) and ads on newspaper boxes (12%) were seen as the least intrusive.



Survey question: How do you feel about different types of advertising signs? Please rate the following advertising signs from the least intrusive to the most intrusive.

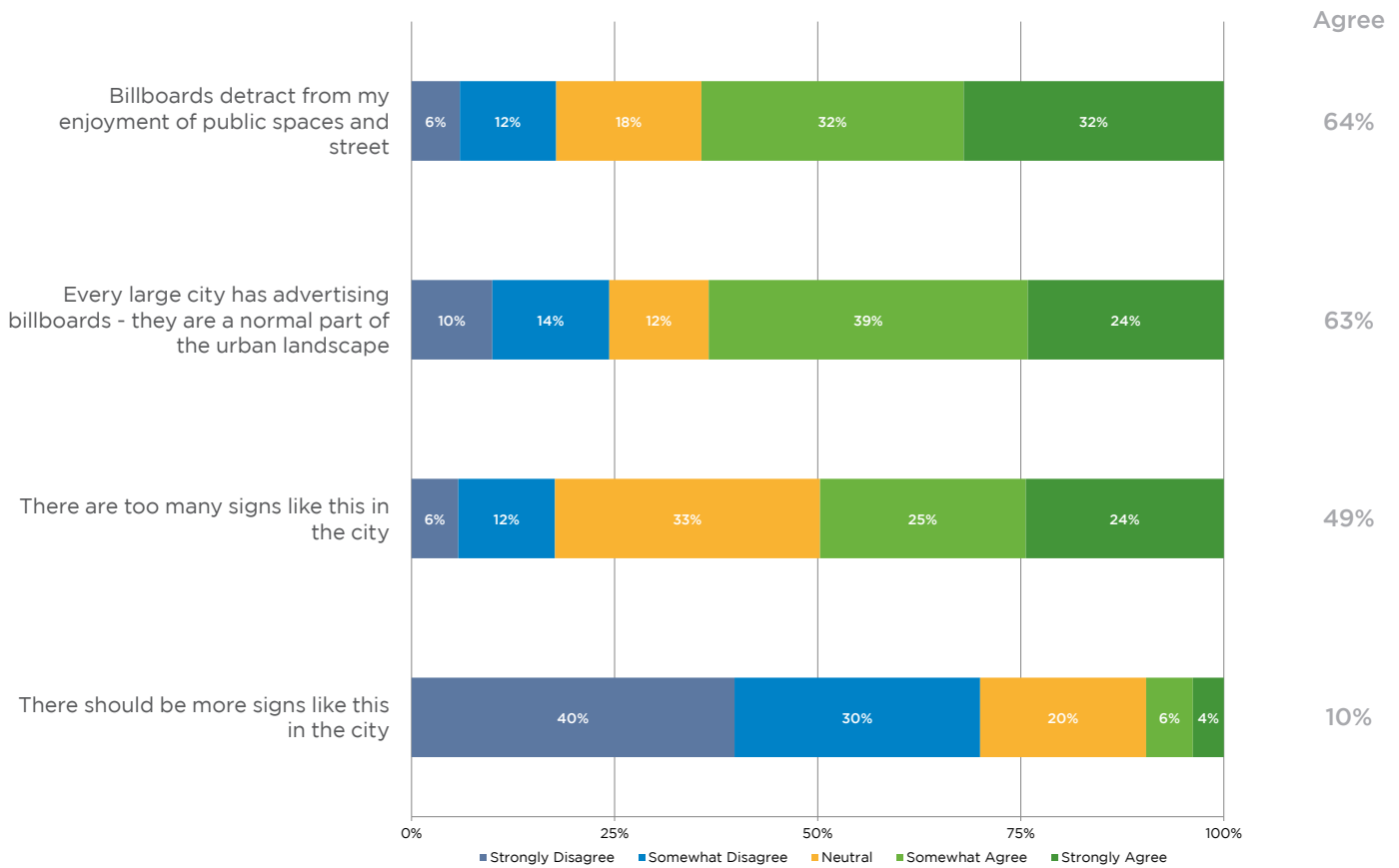
Base: All respondents (n = 3229)



Perceptions of Paper Billboards



Vancouverites were ambivalent toward paper billboards. A majority (63%) thought paper billboards were a normal part of the urban landscape, but at the same time thought they detracted from the enjoyment of public spaces (64%). Few respondents wanted more signs of this type (10% only).



Survey question: Do you agree or disagree with the following statements about paper billboards?

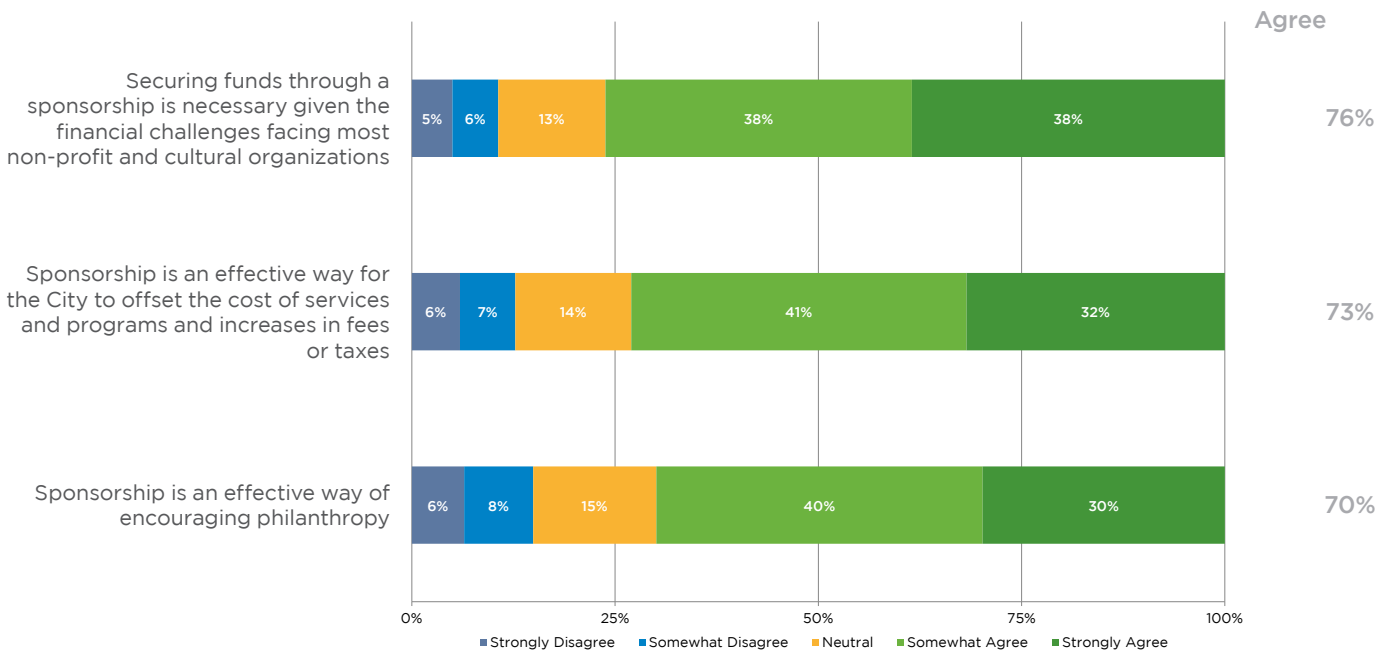
Base: All respondents (n = 3229)



Perceptions of Sponsorship on Signs



Respondents see a role for sponsorship in assisting cities and non-profit organizations. Most respondents see sponsorship on signs as a necessary tool for managing the financial challenges community organizations face (76%), offsetting the cost of services and programs in cities (73%) and encouraging philanthropy (70%).



Survey question: Generally, do you agree or disagree with the following statements about sponsorship on signs?

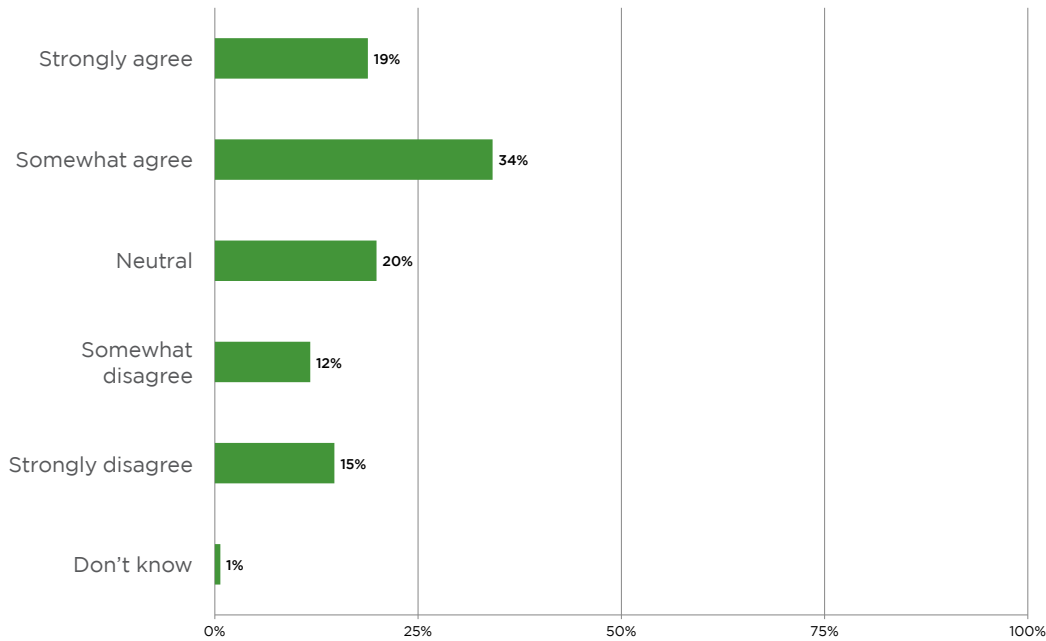
Base: All respondents (n = 3229)



Agreement with Sponsorship on Non-City Buildings



More than half of respondents (53%) agreed with allowing non-profit organizations to place sponsorship signs on non-city buildings they operate; 20% were neutral and 27% disagreed.



Survey question: The City is considering allowing sponsor names on other facilities operated by non-profit organizations - that is, in facilities not owned or leased by the City (e.g., museums, science centres or art galleries such as the Vancouver Art Gallery). Do you agree or disagree with this idea?

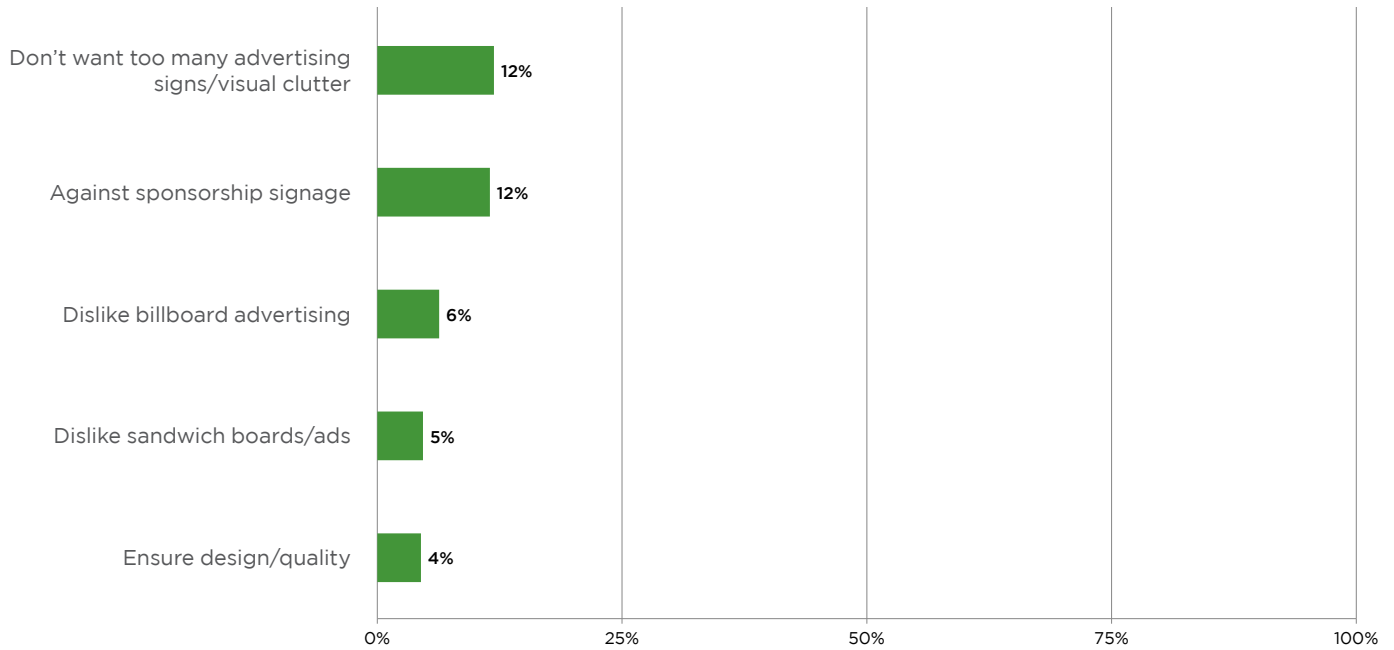
Base: All respondents (n = 3229)



General Comments about 3rd Party Advertising Signs in the City



Respondents had a wide range of comments regarding 3rd party advertising signs in the city. The top responses were:



Survey question: Do you have any other comments about advertising signs in the city?

Base: All respondents (n = 965)

Sign By-law Review Phase I

SUMMARY OF STAKEHOLDER ENGAGEMENT

In addition to the Talk Vancouver Survey and website announcing the launch of the Sign By-law review, staff met with a number of external stakeholder groups, panels and committees concerning Phase I of the Sign By-law update. From March 2016 to January 2017, staff met with 8 different groups including over 80 individuals with an interest in the Sign By-law including the following:

- Downtown Business Improvement Association
- Sign Industry Representatives - Workshop with Consultants, Manufacturers and Sign Association of Canada Members
- Vancouver Business Improvement Associations (BIAs)
- Vancouver Public Space Network
- Chinatown Historic Area Planning Committee
- Gastown Historic Area Planning Committee
- Heritage Commission
- Representatives of Persons with Disabilities Advisory Committee
- Urban Design Panel

The significant comments and feedback from these meetings and subsequent staff response is summarized below

1. Downtown Vancouver Business Improvement Association (DVBIA)

September 13, 2016

On September 13, 2016, staff met with the members of the Downtown Vancouver Business Improvement Association (DVBIA) on the Sign By-law review. Following a presentation, the discussion focused primarily on the new regulations for window, electronic static image and video signs, as well as the DVBIA's desire to create a new sign district for the Alberni Street shopping area. Many of the businesses in this area have appealed to the Board of Variance to achieve desired signage. Several members of the DVBIA voiced concern about removing the Board of Variance from the sign appeal process as they were concerned about the expediency of appeals to Council.

Follow Up Correspondence

In January 2017, in a follow up letter to the September meeting, the DVBIA also expressed concern that the proposed limits on hours of operation for second storey illuminated signs and electronic signs were too restrictive for the downtown core.

In response, staff amended the illumination regulations to exclude a portion of the downtown core (including the CBD and shoulder areas, Alberni Street and the Davie, Denman and Robson villages) from limits on the hours of illumination. There are few residential units in this area that would be impacted by second storey illuminated signs.

The regulations for electronic signs were not amended given the potential impact of this sign type on the public realm. Staff also indicated support for creating a sign district for the Alberni Street shopping area as part of West End Plan Public Realm Strategy.

2. Workshop with Sign Industry Representatives - Consultants, Manufacturers and Sign Association of Canada Members **October 5, 2016**

On October 5, 2016, a workshop was held with representatives from the sign industry including manufacturing and design firms, consultants and applicants and members of the Sign Association of Canada. The workshop was primarily targeted at firms involved in providing and consulting on business signage on private property.

Overall the industry group was very supportive of the work to modernize and streamline the Sign By-law and permitting process. A number of themes came up in the discussion, including:

- The need for enforcement: The representatives in attendance emphasized the need to enforce the new Sign By-law. They were concerned that many signs are erected without a permit, and without enforcement there is no penalty or incentive to do otherwise. They felt it creates an inequity for those who do abide by the regulations. It also presents a potential safety issue if signs are erected without the necessary permits.
- The cost of sign permit requirements: There was concern that the requirement for stamped and sealed engineering drawings, which are required in certain circumstances (e.g. signs that weigh more than 200 lbs, fascia signs above the 2nd floor, all projecting signs) make the cost of getting a sign permit prohibitive for clients. Attendees asked whether there could be a way of reducing costs by having pre-engineered drawings for simple signs. The Sign Association of Canada has a guide for members providing for engineering-compliant signage.

Prior to enactment of the new by-law, staff will look into options regarding required engineering drawings in conjunction with the Engineering and Development, Building and Licensing Departments.

- The need for revised hoarding sign regulations: The City's current regulations do not provide for adequately sized hoarding signs on new developments and limit the amount information that can be displayed. It was noted that some cities, such as the City of Toronto, require a proportion of the hoarding include public art. In response, staff created new regulations for large hoarding signs that allow for additional contractor information to be displayed. Prior to enactment, staff will also look into how public art may be included or considered on larger hoarding signs through the development permit process.

- The appeal process: Representatives at the workshop voiced concerns that the proposal to provide for relaxations would remove the Board of Variance from the appeal process. While many approved of faster turnaround times for simple sign applications, others worried the relaxations might be inconsistently applied. To ensure consistency in the application of relaxations, requests for relaxations will be reviewed by a staff design committee.

Still others noted that the Board of Variance presented a unique opportunity to have informal discussions about proposals, as opposed to a more formal appeal to Council and wanted the Board of Variance to continue to consider appeals. In response staff noted that the provisions of the Vancouver Charter clearly stipulate that the only opportunity for an appeal for hardship, heritage, special events and new technology is to Council.

3. Vancouver Business Improvement Associations (BIAs), Vancouver Public Space Network (VPSN) October 6, 2016

In early October, staff met with members of six Business Improvement Associations (BIAs) and the Vancouver Public Space Network (VPSN).

The attendees at the meeting stressed the need for a simpler, faster sign permit process, along with co-ordinated inspections. They also asked whether character areas outside the downtown could be considered for future area sign districts. Staff noted that this would be done through the implementation of local area plans.

BIA members also indicated interest in allowing sandwich board signs on private property and allowing businesses located at the second floor and in basements to have sandwich board signs the street level. However, given concerns about the impact of these signs on the path of travel on sidewalks, they will not be allowed on private property through the Sign By-law.

Concern was also expressed about the expediency of Director of Planning administered relaxations. Finally, the BIAs requested that any fee and enforcement updates be sent to them to inform their constituents. They also requested that sign permit checklists be provided at the Commercial Renovation Centre. Staff will be updating the current checklist, which will be available at the centre and on-line.

4. Chinatown Historic Area Planning Committee October 13, 2016

On October 13, 2016, the Chinatown Historic Area Planning Committee (CHAPC) was presented with the work to update the Sign By-law.

The discussion at the Committee focused on compliance with the Sign By-law, the need for pro-active enforcement and education, and heritage signage in Chinatown. The group also discussed whether to allow window signs and banners on historic buildings, third party advertising on hoarding signs and wayfinding.

The Committee was particularly interested in the regulations for Chinatown's sign district (the HA-1 and HA-1A districts) and encouraged staff to consider the following:

- Encourage new signs to include Chinese text to better reflect the local cultural and historic character of the area,;
- Create flexible sign regulations to accommodate evolving lighting technologies such as LED, instead of traditional neon which is expensive; and
- Limit the hours of illumination for second storey signs in close proximity to residences given the number of residential developments in the area.

In response to CHPAC's concerns, the intent statement for the district was revised to encourage the use of Chinese text to reflect the rich history and multi-cultural character of the area. The proposed regulations were also amended to allow for LED signs that are similar in appearance to neon and to extend the provisions for hours of illumination of second storey signs.

5. Gastown Historic Area Planning Committee

October 19, 2016

On October 19, 2016, staff presented to the Gastown Historic Area Planning Committee (GHAPC). Discussion focused on the lack of compliance with the current Sign By-law, the need for pro-active enforcement and heritage conservation, and the need to promote signage consistent with Gastown's historic character.

The Committee was interested in the conservation of signs with heritage or historic value and was supportive of the Director of Planning administered relaxations which will allow for the preservation and refurbishment of these signs on non-protected buildings. The Committee also supported the proposed illumination regulations that would restrict the hours of operation of second storey signs facing residential units

GHAPC expressed support for the Sign By-law review. The Committee also encouraged staff to consider creating a sign district for the Yaletown historic area in the future.

6. Vancouver Heritage Commission

October 24, 2016

In October 24, 2016, staff provided information on the Sign Bylaw at a regular meeting of the Vancouver Heritage Commission. The Commission stressed the need to allow signage for all office and retail uses on the second storey of heritage buildings, as is being proposed in the new by-law. Staff also noted that 'protected or designated' heritage sites are subject to Heritage Alteration Permits which supersede the by-law and may or may not allow second storey signage to protect heritage character.

7. Persons with Disabilities Advisory Committee

January 5, 2017

On January 5, 2017, staff met with representatives of the Persons with Disabilities Advisory Committee. At the meeting, Committee members advised staff against allowing sandwich board signs on private property. Sandwich board signs are already allowed on public property through Engineering's Streets and Traffic By-law and impede the path of travel on sidewalks. They are often located under canopies and awnings on private property, limiting access to weather protection.

In addition, the Committee members asked that wayfinding signs on private property be encouraged to make use of bright and contrasting colours for those with impaired vision. Materials published by the Canadian National Institute for the Blind (CNIB) and the City's own visual standards contain a wealth of best practices. The Committee also recommended that changes in landscaping and pavement around free-standing signs on private property be used as subtle barriers to alert people to their presence and improve public safety.

In response to these concerns, sandwich board signs will not be permitted on private property and information regarding visual standards and landscaping will be included in the user guide that will accompany the by-law.

8. Urban Design Panel

January 11, 2017

On January 11, 2017, staff presented the Urban Design Panel. The Panel expressed support for the Sign By-law updates and acknowledged the lack of discretion afforded to the City in administering the by-law and the difficulties in drafting sign by-law regulations to enable encourage creative and innovative signs.