

## 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;
- (i) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as a first storey fascia sign; and
- (j) may not be illuminated.

#### 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 m<sup>2</sup> 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) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as a first storey 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 m<sup>2</sup>;
- (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 m<sup>2</sup> 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 m<sup>2</sup> 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;
- (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 m<sup>2</sup> for each metre of length of continuous building face without any door or window opening to a maximum of 3.0 m<sup>2</sup>, and
  - (ii) does not encroach over a street more than 0.10 m; and
- (n) in the case of premises with a frontage less than 30 m, is not on the same frontage of the premises as an awning sign or canopy sign.

### 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) on a building that has more than two storeys, 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 m<sup>2</sup>;
- (f) includes copy in the form of individual letters, numbers, symbols and logos only;
- (g) has a copy area no greater than 0.40 m<sup>2</sup> 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 m<sup>2</sup> 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 <sup>2</sup>
RM-5C, RM-5D or RM-6 zoning district, other than hotel	3.3 m <sup>2</sup>
Community centre, fire hall, neighbourhood house, place of worship or school	3.3 m <sup>2</sup>

- (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 m<sup>2</sup> 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  $0.60 \text{ m}^2$  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) has a space no greater than 0.30 m between the sign and the building face, excluding architectural features;
- (d) limited to:
  - (i) one sign at the first storey on each frontage of the premises, and
  - (ii) for a multi-storey building with a frontage less than 100 m, one sign, which may include either the names of occupants or the building name, or
  - (iii) for a multi-storey building with a frontage 100 m or longer, two signs, which may include either the names of occupants or 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 which may be at least  $0.75 \text{ m}^2$  and must be the lesser of  $7.0 \text{ m}^2$ , or  $0.23 \text{ m}^2$  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) has a copy area no greater than 40% of the sign area;
- (k) may have a copy area greater than 40% of the sign area if the sign contains 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 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
- (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.

**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.