

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;
- (h) 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
- (i) may not be illuminated.

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) 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.

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;
- (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; and
- (o) 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.

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 that has more than two storeys and 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) on a building that has more than two storeys, 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 m^2 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 m^2 .

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 m^2 for each metre of length of the frontage of the site to a maximum sign area of 1.0 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,
 except that a sign illuminated by neon, or a sign with animated copy may have a maximum sign area of 4.0 m^2 ;
- (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 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.

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 Davie 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) has a space no greater than 0.30 m between the sign and the building face, excluding architectural features;
- (c) is 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;
- (d) 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;
- (e) 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;

- (f) 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 Davie Street and Drake Street, the sign must not extend above the roof line, and
 - (ii) on sites between Robson Street and Davie Street, moving elements of the sign must not extend 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) if illuminated by neon lighting, may extend above the roof line on sites between Davie 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 Davie Street, elements of a moving sign must not project above the roof line;
- (i) has a support structure extending no more than 0.30 m above the roof line;
- (j) projects no more than 4.5 m from the building face;
- (k) 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;
- (l) 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;
- (m) may contain electronic copy in accordance with section 12.16 of this by-law;
- (n) if illuminated by neon lighting, includes the name of the business in exposed neon tubing;
- (o) is not on the same frontage of a site as a free-standing sign that identifies the same occupant;
- (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 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
- (q) 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 Davie 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 Davie 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 Davie 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 southwest corner of the building,
- (ii) are located at the second storey and third storey;
- (iii) each have a sign area no greater than 56 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.