

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 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;
- (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.

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) 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.

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;
- (n) may face a lane, if it:
 - (i) contains copy that identifies the principal occupant or building name only, and
 - (ii) 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.

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) 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) 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 1/40th 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.

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 1/40th 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.

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 m² for each metre of length of frontage of the site, to a maximum of 11 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;
- (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 m², or 0.30 m² 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) has a space no greater than 0.30 m between the sign and the building face, excluding architectural features;
- (c) 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) on a one-storey building, is the lower of 6.0 m in height or 1.8 m above the roof line;
- (e) 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;
- (f) has a support structure extending no more than 0.30 m above the roof line;
- (g) projects no more than 4.5 m from the building face;
- (h) has a sign area that may be 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;
 - (i) has a copy area no greater than 40% of the sign area;
 - (j) may have a copy area that is greater than 40% of the sign area, if the sign consists of a logo only;
- (k) is not on the same frontage of a site as a free-standing sign that identifies the same occupant;
- (l) 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
- (m) 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.

