

## 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 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.

#### 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 m<sup>2</sup> 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) 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.

### 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 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;
- (j) has a combined copy area of all fascia signs that does not exceed 0.60 m<sup>2</sup> 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 m<sup>2</sup> for each metre of length of continuous building face with no 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;
- (l) 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
- (m) 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.

#### 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) 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 m<sup>2</sup> 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 1/40th 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.

#### 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<sup>2</sup> for each metre of length of the frontage of premises to a maximum of 9.0 m<sup>2</sup>, 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<sup>2</sup> 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 m<sup>2</sup>,
  - (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 m<sup>2</sup>;
- (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.

