

Section 10

General Provisions

The provisions of this Section shall apply to all signs except to the extent modified by the provisions of Sections 9 and 11.

10.1 Awning Signs

10.1.1 Number

No awning sign shall be permitted unless:

- (a) 80 percent of the length of the awning projects 1 m or more from a building except that the 80 percent requirement shall not apply to an awning that projects from a building in a semi-circle; or
- (b) A professional engineer registered in the Province of British Columbia certifies that the building cannot support the minimum 1 m projection without structural alterations which would exceed the cost of the awning, in which case an awning sign shall be permitted where the awning is at the maximum projection that can be supported without structural alterations exceeding the cost of the awning.

10.1.2 Location and Spacing

An awning sign shall be located only on the exterior front or the exterior or interior side face of an awning within 75 mm of the awning, and the awning supporting the sign shall not project within 600 mm of any curb line.

10.1.3 Height and Clearance

- (a) The upper limit of an awning sign shall not exceed a height of 6 m or extend above the window sill of any window located directly above the awning on the second storey or, in the absence of a second storey, shall not extend more than 1.8 m above the roof line,
- (b) The clearance of an awning sign shall not be less than 2.75 m except that:
 - (i) where the grade below the sign slopes more than 0.1 m over the length of the awning, the clearance shall not be less than 2.6 m;
 - (ii) a sign painted on the soft awning fringe may have a clearance of not less than 2.3 m.
- (c) Notwithstanding clause (b), the clearance of an awning sign may be less than specified where the sign does not encroach over a street.

10.1.4 Area and Dimensions

The copy area of an awning sign, calculated using the vertical dimensions of both the copy and the awning face, shall not exceed 40 percent of the area of the face of the awning on which it is located.

10.1.5 Decal

- (a) No awning sign shall be installed unless it has a decal issued by the Director of Development Services permanently attached to the awning.

- (b) Where a sign permit applies to more than one awning, a decal is required for each awning.
- (c) Where an awning has signs for more than one premises, a decal is required for each premises.
- (d) The decal shall be attached:
 - (i) where a premises awning has an interior side face to the right of the front face when viewed from the street, with no other premises awning sign intervening, on the lower right hand corner of the interior side face; or
 - (ii) in all other cases, in a position on a face which enables the decal to be seen from the ground.

10.2 Under-Awning Signs

10.2.1 Number

One under-awning sign only in respect of any premises shall be permitted for each separate premises entrance, provided that no under-awning sign shall be permitted unless the awning extends over an entrance to a building.

10.2.2 Location and Spacing

An under-awning sign shall be located perpendicular to the wall to which the awning is attached and shall not project beyond the front edge of the awning.

10.2.3 Height and Clearance

The clearance of an under-awning sign shall be not less than 2.75 m, except that a sign painted on a soft material may have a clearance of not less than 2.3 m.

10.2.4 Area and Dimension

The vertical dimension of an under-awning sign shall not exceed 300 mm, and the horizontal dimension shall not exceed 1.5 m.

10.3 Billboards

10.3.1 Number

No more than four billboards in respect of any site shall be permitted, and for this purpose:

- (a) Two copy areas mounted parallel and back to back on the same structural support shall be considered to be one billboard; and
- (b) Indexing of the copy area is permitted and shall not affect this number.

10.3.2 Location, Spacing and Finishing

- (a) A billboard shall not encroach over a street.
- (b) When any part of a billboard is within 20 m of a building face which fronts a street, excluding a lane, and contains a pedestrian entrance, the billboard shall be not closer to the street than:
 - (i) the building face, when there is not more than one such face fronting the same street; or

- (ii) a straight line connecting the nearest points of two such faces fronting the same street.
- (c) A billboard shall be located no closer than:
 - (i) 60 metres to any Residential Area identified in Section 9.2 except for any Residential Area that is used as a rail right-of-way solely for non-passenger trains;
 - (ii) 5 m to a street when the sign face is parallel to or forms an angle of less than 30 degrees with such street;
 - (iii) 30 m to any parking lot advertising sign;
 - (iv) 15 m to any third-party sign located in a bus shelter;
 - (v) 50 m to any other billboard, except that this measurement shall not be applied between two billboards mounted parallel on opposite sides of a building; and
 - (vi) 60 m perpendicularly distant from the centre line of any set of rail tracks forming part of the rapid transit guideway currently known as Skytrain, any other rapid transit guideway, or any rail tracks that carry passenger trains.
- (d) The back of a single-faced billboard shall be constructed with an outer finish which conceals all structural components of the back of the copy area.
- (e) A wall mounted billboard shall project not more than 600 mm, excluding externally mounted lighting.

10.3.3 Height and Clearance

The height of a billboard shall not exceed:

- (a) 6.25 m where it exceeds 3.7 m in width; or
- (b) 7 m where it is 3.7 m or less in width.

10.3.4 Area and Dimensions

The sign area of a billboard shall not exceed 21.5 m².

10.3.5 Application

Sections 10.6 and 10.7 do not apply to billboards.

10.4 Canopy Signs

10.4.1 Number

Each frontage or separate entrance of any premises may bear one canopy sign only but may not bear any canopy sign unless 80 per cent or more of the length of the canopy projects 1 m or more from the building which houses the premises.

10.4.2 Location and Spacing

The face or structural elements of a canopy, but not the canopy roof, may bear a canopy sign but the canopy sign must not project more than 600 mm from the face or structural elements of the canopy or within 600 mm of any curb line.

10.4.3 Height and Clearance

The clearance of a canopy sign must be at least 2.75 m.

10.4.4 Area and Dimension

- (a) If a canopy sign has a frame, border, or background, the copy area must not exceed 40 per cent of the sign area.
- (b) If a copy area is not on the front face of a canopy that copy area must not exceed the size of any copy area that is on the front face of the canopy.
- (c) The vertical dimension of a canopy sign must not exceed 1 m except for canopies on theatres and cinemas where the vertical dimension must not exceed 1.5 m.
- (d) Despite clause (c) of subsection 10.4.4, the vertical dimension of a canopy sign may increase to a maximum of 2 m except for canopies on theatres and cinemas where the vertical dimension may increase to a maximum of 3 m but only, in each case, if:
 - (i) any portions of the sign which exceed the vertical dimension set out in clause (c) of subsection 10.4.4 will not exceed, in aggregate, 20 per cent of the horizontal dimension of the canopy; and
 - (ii) no portion of the sign may project more than 1 m above any face of the canopy.

10.5 Under-Canopy Signs

10.5.1 Number

One under-canopy sign only in respect of any premises shall be permitted for each separate premise's entrance, provided that no under-canopy sign shall be permitted unless the canopy extends over an entrance to a building.

10.5.2 Location and Spacing

An under-canopy sign shall be generally perpendicular to the wall to which the canopy is attached and shall not project beyond the front edge of the canopy.

10.5.3 Height and Clearance

The clearance of an under-canopy sign shall be not less than 2.75 m, except that a sign painted on a soft material may have a clearance of not less than 2.3 m.

10.5.4 Area and Dimension

The vertical dimension of an under-canopy sign shall not exceed 300 mm and the horizontal dimension shall not exceed 1.5 m.

10.6. Facia Signs

10.6.1 Number

The number of facia signs permitted in respect of any premises shall be:

- (a) one facia sign for each frontage when the sign is painted on the wall of a building; and
- (b) as determined by the provisions of Section 10.6.2 for all other types of facia signs.

10.6.2 Location and Spacing

- (a) In this subsection:
 - (i) "name" includes a number; and
 - (ii) "building face" means a side of a building, and for the purpose of this section a building shall be deemed to consist of no more than 4 faces consisting of 2 sets of opposite sides, but where a building does not have an obvious side the Director of Planning shall determine what constitutes a building face.

- (b) A fascia sign shall, except as provided for in clauses (c), (d), (e) and (g) and sub-clause (b)(iv), below, be located on the building face of the frontage of the premises, in the same location as the business to which it applies, and within an area defined as follows:
- (i) the bottom of the area shall be the lintel or window head of the first storey, but in no case shall it be lower than 2.75 m above grade; and
 - (ii) the top of the area shall be the window sill of the floor immediately above the bottom of the area or, in the absence of a window, 750 mm above such floor; except that in the case of a one-storey building the top of the area shall be the roof line, or 1 m above the roof line if there is a parapet, provided it does not extend above the parapet;
 - (iii) for premises with a restaurant or retail use located on the second storey, a fascia sign consisting of symbols, logos, or the name of the business may be located between the top of windows of the second storey and the window sill of the third storey (including a mezzanine) or 750 mm above the floor of such third storey, whichever is less, but in no case above the roof line of the building face; and
 - (iv) subject to sub-clauses (i), (ii), and (iii), on a wall which faces onto a vacant area, or parking area which is part of the same premises or development, provided such vacant area or parking area has a site frontage of not less than 7.5 m, and the sign when illuminated does not face any dwelling units occupying the adjoining property.
- (c) A fascia sign shall only be permitted to be located above the area defined by clause (b) of this subsection, but not exceeding 20 m above grade, if the following conditions are complied with:
- (i) the sign shall consist only of either a logo, the name of the building, street address, a principal tenant or the date of erection;
 - (ii) the sign, in the form of individual letters, symbols and logos, shall be directly attached to, or inscribed on, the building face;
 - (iii) no more than one sign per building face and a maximum of 4 per building shall be permitted, provided that all such signs are identical or identify the same company, business, or establishment; and
 - (iv) the copy area of the sign shall not exceed 1/40th of the area formed by the distance from the grade to the bottom of the sign multiplied by the width of the building face at the bottom of the sign.
- (d) A fascia sign shall only be permitted to be located above a height of 20 m above grade if the following conditions are complied with:
- (i) the sign shall consist only of a logo or a name identifying the building or principal tenant, except that in the case of an office building no sign shall be permitted to be located above a height of 55 m above grade unless it consists of a logo only;
 - (ii) the sign shall consist only of individual letters, numbers or a logo;
 - (iii) no more than 4 signs shall be permitted on a building and of this number only 2 may consist of a name;
 - (iv) signs consisting of a name shall not be located on adjoining building faces;
 - (v) no more than one sign shall be located on any building face;
 - (vi) all signs shall be located on the building face between the roof line and the uppermost windows, but no sign shall be located closer to the roof line or the top of the uppermost windows than a distance equivalent to 20 percent of the vertical height of the sign, and shall be centered vertically, but need not be centered horizontally provided that:
 - (A) a sign shall not be located so as to physically overlap a major vertical architectural element forming part of the building design; and
 - (B) no 2 signs shall be located on adjoining building faces adjacent to the same corner, within a distance equal to 1/4 of their corresponding building faces; and

- (vii) the copy area of the sign shall not exceed 1/40th of the area formed by the distance from the grade to the bottom of the sign multiplied by the width of the building face at the bottom of the sign.
- (e) Notwithstanding clause (b), a sign may be located below the specified lower limit where:
 - (i) the sign does not encroach over a street; and
 - (ii) the sign is located more than 1 m above grade and is guarded against access by vehicles or pedestrians so as not to present a hazard to the public.
- (f) A fascia sign shall not cover a balustrade.
- (g) One fascia sign is permitted to face a lane subject to compliance with the following:
 - (i) the sign is located over a major or public entrance to the premises;
 - (ii) the sign is located in accordance with clauses 10.6.2(b) (i) and (ii);
 - (iii) the sign is not illuminated when facing a residential district or premises; and
 - (iv) the sign message is limited to the name of the building or business.

10.6.3 Height and Clearance

- (a) Except as provided in Section 10.6.2(e), the clearance of a fascia sign shall be not less than 2.75 m.
- (b) Where a fascia sign encroaches over a lane, the clearance of such sign shall be not less than 4.5 m.

10.6.4 Area and Dimensions

- (a) Except where the sign is a logo, the copy area of a fascia sign shall not exceed 40 percent of the sign area when there is a frame, border or background, provided that in no case shall the copy area exceed 0.6 m² per metre of width of the applicable building face.
- (b) The vertical dimension of a fascia sign permitted under Section 10.6.2(b)(iii) shall not exceed 800 mm.
- (c) Notwithstanding clauses (a) and (b) above, the vertical dimension of a fascia sign painted directly on the wall of a building shall not exceed 1.2 m, the horizontal dimension shall not exceed 6 m and the sign area shall not exceed 4 m².
- (d) The sign area of a fascia sign permitted under Section 10.6.2(e) shall not exceed 0.3 m² per metre of width of continuous building face without any door or window opening to a maximum limit of 3 m².
- (e) The dimensions of a sign permitted in clause 10.6.2(g) shall not exceed 600 mm high and 2.5 m wide.

10.6.5 Application

Any fascia sign which is a billboard shall be governed by the provisions of Section 10.3 only.

10.7 Free-Standing Signs

10.7.1 Number

- (a) One free-standing sign only in respect of any site with one or two frontages shall be permitted, and one additional free-standing sign shall be permitted for every additional frontage over the first two frontages.
- (b) Notwithstanding clause (a), one additional free-standing sign shall be permitted where the site is located on or constitutes:
 - (i) a corner site with one frontage which is not less than 60 m, and the other not less than 30 m; or
 - (ii) a double-fronting site.

10.7.2 Location and Spacing

- (a) No part of a free-standing sign shall be located within 1.5 m of any intersecting property lines or within 1 m of any building.
- (b) A free-standing sign shall not encroach over a street more than 25 percent of the distance between the sign and the nearest intersecting property lines, provided that in no case shall such encroachment exceed 3 m, nor shall any sign project within 600 mm of the nearest curb line.
- (c) A free-standing sign shall not encroach over a street other than at right angles to the property line abutting such street.
- (d) Notwithstanding clauses (b) and (c), a free-standing sign shall not encroach over a lane.
- (e) Where more than one free-standing sign is permitted on a site, a spacing of 45 m shall be provided between such signs, measured along the frontages.
- (f) A free-standing sign shall not be located within 25 m of any site in a Residential Area, as identified in Section 9.2, containing residential premises, which abuts the same street as the sign.

10.7.3 Height and Clearance

- (a) Except as provided in Section 11.8.7, the height of a free-standing sign shall not exceed 8 m except where the applicable frontage of the site exceeds 30 m, the height may be increased by 1 m for each 10 m of frontage beyond 30 m, but no sign shall exceed a height of 10 m.
- (b) The clearance of a free-standing sign shall be not less than 2.75 m, except that where a sign encroaches over any surface used by vehicular traffic, the clearance shall not be less than 4.5 m.
- (c) Notwithstanding clause (b), the clearance of a free-standing sign may be less than specified where:
 - (i) the sign does not encroach over a street; and
 - (ii) the sign is guarded against access by vehicles or pedestrians so as not to present a hazard to the public.

10.7.4 Area and Dimensions

- (a) The maximum sign area of a free-standing sign shall be determined by the applicable Schedule, except that in no case shall the sign area exceed 0.3 m² per metre of the nearest site frontage.
- (b) Embellishments which are purely decorative or ornamental and do not contain any identification or advertising messages shall not be included in the sign area, provided they do not exceed 20 percent of the sign area excluding embellishments.
- (c) The sign area of a free-standing sign which encroaches over a street shall be subject to the provisions of Section 10.11.4(a) as if such sign were a projecting sign.
- (d) Where the non-structural or integrated support portion of a free-standing sign starts at grade, and the sign message is located not less than 2.75 m above grade, the lower 2.75 m shall be excluded from sign area calculations.
- (e) Except for a sign containing only a logo, the copy area of a free-standing sign shall not exceed 40 percent of the sign area.

10.7.5 Application

Any free-standing sign which is a billboard or parking lot advertising sign shall be governed by the provisions of Section 10.3 or 10.10 only, as applicable.

10.8 Mansard Roof Signs

10.8.1 Number

One mansard roof sign only in respect of any premises shall be permitted for each frontage.

10.8.2 Location and Spacing

(a) A mansard roof sign shall be located only on the front face of a building except that it may be located on a building face which faces onto a vacant area, or parking area which is part of the same premises or development, provided such vacant area or parking area has a frontage of not less than 7.5 m, and the sign when illuminated does not face any dwelling units occupying the adjoining property.

(b) A mansard roof sign shall project not more than 250 mm at its base.

10.8.3 Height and Clearance

(a) The height of a mansard roof sign shall not exceed 8 m; and

(b) A mansard roof sign shall not be located within 300 mm of a roof line.

10.8.4 Area and Dimensions

(a) The sign area of a mansard roof sign shall not exceed 0.6 m² per metre of width of applicable building face.

(b) The copy area of a mansard roof sign shall not exceed 40 percent of the sign area.

(c) The vertical dimension of a mansard roof sign shall not exceed 1 m.

10.9 Marquee Signs

10.9.1 Number

One marquee sign only in respect of any premises shall be permitted on each face of a marquee.

10.9.2 Location and Spacing

A marquee sign shall be located only on any face of a marquee, but not on the roof of a marquee.

10.9.3 Height and Clearance

The clearance of a marquee sign shall not be less than 2.75 m.

10.9.4 Area and Dimensions

The copy area of a marquee sign shall not exceed 40 percent of the area of the face of the marquee.

10.10 Parking Lot Advertising Signs

10.10.1 Number

One parking lot advertising sign only in respect of any premises shall be permitted except that on a site where the combined frontage exceeds 100 m, two such signs shall be permitted if the distance between them exceeds 100 m.

10.10.2 Location and Spacing

No parking lot advertising sign shall be permitted on a site unless:

- (a) that area of the site used for parking has a minimum frontage of 30 m;
- (b) the sign is located at or close to a corner or vehicular entrance to the parking area, but not so as to obstruct safe vision clearance for motorists manoeuvring within or immediately adjacent to the site;
- (c) the sign is at least 30 m from any billboard and 15 m from any sign located in a bus shelter; and
- (d) the sign is at least 15 m from any other free-standing sign permitted under Section 10.7, except that where a driveway separates these signs, then the required clearance may be reduced to not less than 7.5 m.

10.10.3 Height and Clearance

The height of a parking lot advertising sign shall not exceed 4.5 m.

10.10.4 Area and Dimension

A parking lot advertising sign may be in any form or shape which fits within a cylindrical form having a circular cross-sectional diameter of not more than 2.3 m, except that all sign faces shall fit into a similar interior cylindrical form of not more than 1.8 m in diameter, and in the case of a cylindrical sign the diameter shall not exceed 1.5 m, and in the case of a single- or double-faced sign the width shall not exceed 1.4 m.

10.11 Projecting Signs

10.11.1 Number

A projecting sign shall be permitted on each street frontage as follows:

- (a) one sign for each ground floor premises, in the same location as the business to which it applies; or
- (b) one combined sign for any or all of the tenants of the premises including, if so desired, the name of the building.

10.11.2 Location and Spacing

- (a) A projecting sign shall not encroach over a street except as follows:
 - (i) the encroachment does not exceed 25 percent of the distance between the sign and the nearest intersecting property lines;
 - (ii) the encroachment does not exceed 25 percent of the distance between the sign and the point where frontages of adjoining premises meet;
 - (iii) the encroachment does not exceed 3 m; and
 - (iv) the sign does not project within 600 mm of the nearest curb.
- (b) Notwithstanding clause (a),
 - (i) where a projecting sign is located at the corner of a building at or adjacent to the intersection of two frontages of a corner site, and is situated at an equal angle from each of the corner building faces, it may encroach over the street, excluding a lane, a distance not exceeding 120 percent of the maximum encroachment permitted for the sign as if located at the centre of the shorter of the two frontages; and

- (ii) where a projecting sign serves two or more adjoining premises, it may encroach over the street, excluding a lane, a distance based on the combined frontage thereof, provided that in no case shall such encroachment exceed 3 m.
- (c) The space between a projecting sign and the building face to which the sign is attached, shall not exceed 300 mm, excluding architectural features, and the distance from the building face to the outermost point of a projecting sign shall not exceed 4.5 m.
- (d) A projecting sign shall be located perpendicular to the face of the building to which it is attached, except that when the sign is located at intersecting frontages of a corner site, it may be placed at equal angles to the two frontages.

10.11.3 Height and Clearance

- (a) The height of a projecting sign shall not exceed:
 - (i) 21 m, or the height of the roof line, whichever is less, in respect of any building two or more storeys in height;
 - (ii) 6 m, or extend more than 1.8 m above the roof line, whichever is less, in respect of any one-storey building or the first storey of any multi-storey building in which the second storey is set back more than 4.5 m from the front face of the first storey at the place the sign is located. If the second-storey setback is less than 4.5 m, the sign shall not exceed the height of the roof line of the first storey.
- (b) The height of a support structure of a projecting sign shall not extend more than 300 mm above the roof line.
- (c) The clearance of a projecting sign shall be not less than 2.75 m or more than 6 m, except that where a sign projects over any surface used by vehicular traffic, the clearance shall be not less than 4.5 m.

10.11.4 Area and Dimension

- (a) The maximum sign area of a projecting sign shall be determined by the applicable Schedule.
- (b) When the sign is located at the corner formed by two frontages, the average length of the frontages shall be used to determine the sign area.
- (c) Embellishments which are purely decorative or ornamental and do not contain any identification or advertising messages shall not be included in the sign area, provided they do not exceed 20 percent of the sign area, excluding embellishments.
- (d) Except for a sign containing a logo only, the copy area of a projecting sign shall not exceed 40 percent of the sign area.