

Section 11

Additional Provisions

11.1 General Restrictions

- 11.1.1 A free-standing sign and projecting sign shall together not be permitted on the same frontage where the copy on both pertains to the same tenant or owners.
- 11.1.2 Except as provided in Schedule G, no sign shall obstruct the lighting, ventilation, access, or operation of a window.
- 11.1.3 The illumination for any sign shall not create a direct glare upon any surrounding site, street or lane.
- 11.1.4 A sign located on or at the rear or side of a building shall not be illuminated if such sign is across from any residential premises or any residential area identified in Section 9.2.
- 11.1.5 Except as provided in Section 10.6.2(b)(ii), 10.8 and 10.11.3, and in Schedule G, no sign shall extend above the roof line of the nearest building located within 1 m of the sign.

11.2 Sign Area Calculations

- 11.2.1 The sign area of any double-faced or multi-faced sign shall be calculated as one-half the total sign area of all sign faces.
- 11.2.2 The sign area of a sign composed of individual letters shall be calculated on the basis of the smallest squares or rectangles or other simple geometrical form that will enclose the individual letters or figures of the sign.
- 11.2.3 The sign area of a three-dimensional sign with no easily measurable face shall be calculated as one-half the total of the area of all the vertical faces of the smallest rectangular box encompassing the sign.

11.3 Signs in Landscaped Setback Areas

- 11.3.1 No sign other than a fascia sign or free-standing entrance or exit sign shall be located within or project over a required landscaped setback area as specified in Schedule C of the Zoning and Development By-law, except that one free-standing sign used to identify the principal use or occupancy of the premises only may be permitted provided:
- (a) the area of the sign does not exceed 1.25 m²;
 - (b) the height of the sign does not exceed 1.8 m;
 - (c) the sign is located within the rear two-thirds of the required landscape setback; and
 - (d) the base of the sign is landscaped to the satisfaction of the Director of Planning.

11.4 Signs in Building Line Setback Areas

- 11.4.1 A sign may be located between any building line prescribed by Schedule E of the Zoning and Development By-law and the boundary of the premises, provided the sign complies with all other provisions of this By-law. Such a sign shall be removed at no cost to the City when the street is widened in whole or in part to the established building line, pursuant to the provisions of Section 569 of the Vancouver Charter.

11.5 Signs for Certain Uses with No Frontage

- 11.5.1 Any premises used for retail purposes or as a restaurant, where the use occupies the rear of the building or is located below grade and has no calculable frontage, may be permitted to have a sign within the frontage of another occupant.

11.6 Third-Party Advertising

- 11.6.1 A sign may contain third-party advertising up to 30 percent of the total copy area, provided that the products or services advertised are sold or provided on the premises at which the sign is located.
- 11.6.2 No third-party sign shall be permitted except in the case of:
- (a) a billboard;
 - (b) floating sign;
 - (c) a parking lot advertising sign;
 - (d) a sign in conjunction with a mural; or
 - (e) a fascia sign where the third-party advertising copy area of all of the third-party signs on a frontage of the premises does not exceed thirty percent of the total copy area of all fascia signs on a frontage of the premises, and the products or services advertised are sold or provided on the premises at which the sign is located.

11.7 Manual Changeable Copy

- 11.7.1 The manual changeable copy area of a sign shall form an integral part of the sign.
- 11.7.2 Manual changeable copy shall be permitted on a sign in all areas except in HA-1, HA-1A, HA-2 and HA-3 Districts, except that a gasoline station shall be permitted one such sign only, which may be portable, provided the sign does not exceed 0.7 m² in area, with manual changeable copy to advertise gasoline prices only.
- 11.7.3 The manual changeable copy area of a sign shall not exceed 75 percent of the sign area, to a maximum of 2.3 m², except that no percentage restriction is applicable to theatres, coliseums, other entertainment or recreational uses, or to non-portable gasoline station signs.

11.8 Automatic Changeable Copy

- 11.8.1 Automatic changeable copy shall only be permitted
- (a) in C-2, C-2B, C-3A, IC-2 and DD Districts,
 - (b) on the sites regulated by Schedules H and I,
 - (c) on the site described as 2600 East Broadway (Vancouver Technical Secondary School), and
 - (d) on sites regulated by Schedules G1 and G2 between West Hastings Street and Nelson Street,

except that automatic changeable copy shall not be permitted in areas regulated by Schedule F.

- 11.8.2 Automatic changeable copy shall only be permitted on a fascia, free-standing, or projecting sign, or on a canopy on sites regulated by Schedules G1 and G2, or as provided for by Section 1.0 (j) of Schedule I, but shall not be permitted on a billboard.
- 11.8.3 Automatic changeable copy shall not be located within 60 m of a residential area when facing it.
- 11.8.4 One sign only, with automatic changeable copy, shall be permitted on a frontage, and not more than two signs shall be permitted in respect of any premises.

- 11.8.5 The automatic changeable copy area of a sign shall not exceed 80 percent of the sign area to a maximum of:
- (a) 4 m² for a site less than 0.4 ha; or
 - (b) 8 m² for a site 0.4 ha or more, except as provided in Section 11.8.6.
- 11.8.6 Notwithstanding Section 11.8.5, the automatic changeable copy area of a free-standing sign for a site 2.4 ha or more may be 90 percent of the sign area, to a maximum copy area of 90 m².
- 11.8.7 Except for a sign advertising time and temperature, no sign with automatic changeable copy shall be located above the second storey or a height of 7.6 m above grade, whichever is less, except that a free-standing sign located on a site 2.4 ha or more may exceed that height, to a maximum of 20 m.
- 11.8.8 A free-standing sign with automatic changeable copy area exceeding 5 m² shall not be located closer than 20 m to a street.
- 11.8.9 No sign with automatic changeable copy shall be permitted to display any third-party advertising on the changeable copy.
- 11.8.10 On the site located at 2600 East Broadway (Vancouver Technical Secondary School) the automatic changeable copy area of a sign shall
- (a) not exceed 50 percent of the sign area to a maximum of 2.3 m²,
 - (b) be oriented to traffic on East Broadway,
 - (c) not be located within 60 m, measured perpendicularly to the face of the copy at its midpoints, of any residential premises, and
 - (d) notwithstanding Sections 11.6.2 and 11.8.9, be permitted to display events organized and presented by a non-profit or public agency.

11.9 Animated or Flashing Signs

An animated sign or a flashing sign shall only be permitted

- (a) on Granville Street, between West Hastings Street and Nelson Street on a building face which fronts a street, excluding a lane, and only if any lighting associated with the sign is directed only toward Granville Street, and
- (b) in the area regulated by Section 1.0(n) of Schedule B.

11.10 Moving Sign

A moving sign shall only be permitted

- (a) on Granville Street between West Hastings Street and Nelson Street on a building face which fronts a street, excluding a lane, and
- (b) in that portion of the C-2 District along Kingsway north of Victoria Drive and south of East 12th Avenue provided:
 - (i) the sign is a free-standing sign; and
 - (ii) no two sign faces of the rotating portion of the sign may contain messages identifying the same establishment, business, activity or service.

11.11 Combinations of Sign Types

- 11.11.1 Where a sign is composed of more than one type of sign as regulated in Section 10, the regulations for each type of sign shall be applicable to the appropriate portion of the sign.

11.12 Sign in Conjunction with a Mural

11.12.1 A sign in conjunction with a mural, shall only be permitted in RM-5C, RM-6, C-2, C-3A, C-5, C-6, HA-1, HA-1A, HA-2, HA-3, DD Districts, and the sites regulated by Schedules H and I.

11.12.2 A sign in conjunction with a mural shall be permitted as follows:

- (a) the sign must consist of a corporate logo or similar product or service identifier only, the name of the building, street address, a principal tenant or the date of erection;
- (b) the sign must form an integral part of the design of the mural or is closely allied therewith;
- (c) the sign must be installed at the same time and by the same methods and with the same type and quality of materials as used in the mural; and
- (d) the sign must be removed when the mural is removed.

11.12.3 The copy area of a sign in conjunction with a mural shall not exceed 10 percent of the copy area of the sign and the area of the mural combined, or 20 m², whichever is less.

11.12.4 The maximum height of a sign in conjunction with a mural shall be 20 m.

11.13 Floating Signs

11.13.1 Floating signs, other than those exempt from a permit requirement under section 5.2.1 (s) of this By-law, are prohibited in all zones.