

Markup of Proposed Text Amendment to Zoning Bylaw 12800

6.2 General Sign Definitions

Copy Area means the total area ~~within of~~ one or more ~~rectangles, or geometric shapes,~~ which ~~enclose the entire limits of the~~ contain all of the Copy on a Sign.

Digital Copy Signs means ~~the portion of a Sign that contains Copy any Sign~~ that is remotely changed on or off Site and incorporates a technology or method allowing the Sign to change Copy without having to ~~manually physically~~ or mechanically replace the Sign face or its components.

Fascia Signs means ~~any~~ Sign that is painted on or attached to an exterior building wall, or any other permitted structure, on which a two dimensional representation may be placed. Fascia Signs do, so that the Sign does not extend more than 40 cm out from the building wall or structure ~~nor beyond the horizontal limits of the wall. Fascia Signs may or may not be permanent.~~ Fascia Signs ~~This definition includes~~ banners or any other two dimensional medium.

Freestanding Signs means ~~a any On-premises or Off-premises~~ Sign supported independently of a building. ~~The Sign may take the form of single or multiple icons, product or corporate symbol, may involve a three dimensional or volumetric representation, may have single or multiple faces and may or may not be permanently fixed to the ground;~~

Local Advertising Signs On-Premises Advertising means Copy that a Sign or portion of a Sign on which the Copy refers only directs attention to a business, activity, products, service products, or entertainment merchandise produced, offered for sale, or obtainable at on the premises Site where on which the Sign is displayed. ~~and which are related to the principal function of such premises;~~

6.2 Simplifying general sign definitions to make definitions easier to interpret and enforce, and to help distinguish between different sign use classes.

Updating the term Local Advertising to On-premises Advertising to match the use of this term in sign use classes and regulations.

Off-Premises Advertising Sign means ~~any Sign displaying~~ Copy that directs attention to a business, activity, product, service, or entertainment that cannot be considered as the principal products ~~produced, offered for sale, or obtainable sold nor a principal business, activity, service or entertainment provided~~ on the ~~premises or~~ Site where the Sign is displayed.

Permanent Signs means ~~a any~~ Sign that is anchored to a footing extending below ground level, Grade or is affixed to, or painted on, a building or other structure ~~that cannot be readily relocated or removed from a Site in which the Copy has been painted or affixed in a durable manner. The Copy on the Sign shall relate to an activity, Use or event of indefinite time duration.~~

Projecting Signs means ~~any~~ Sign that is attached to supported by an exterior building wall, or any other structure, or suspended below the ceiling of a canopy, awning, or other structure. ~~Projecting Signs extend and projects outward from the building wall by~~ more than 40 cm out from the building wall or structure. ~~Projecting Signs may or may not be permanent. Such Signs may have either a flexible or rigid structure which extends outward from a building's exterior wall; may include icon, symbolic representations or Volumetric Signs, and includes Signs suspended below the ceiling or roof of a building canopy. Typical Signs include canopies and awnings;~~

Roof Signs means ~~a any~~ Sign erected upon, against, or above a roof, or on top of or above, the parapet of a building.

Window Signs means ~~a any~~ Sign painted on, attached to, displayed on, or displayed behind or affixed to, the inside or outside of a window, so that it is ~~or installed inside a window and~~ intended to be viewed from outside the premises. Window Signs do not include merchandise on display.

7.9 Sign Uses

- (1) Fascia Off-premises Signs means a Fascia Sign, which is a Permanent Sign, displays Off-premises Advertising and contains no Digital Copy. painted on or attached to an exterior building wall, or any other permitted structure, on which a two dimensional representation may be placed. The Copy on such a Sign directs attention to a business, activity, product, service or entertainment that cannot be considered as the principal products sold nor a principal business, activity, entertainment or service provided on the premises or Site where the Sign is displayed.
- (2) Fascia On-premises Signs means a Fascia Sign, which is a Permanent Sign, displays On-premises Advertising and contains no Digital Copy. means any Sign painted on or attached to an exterior building wall, or any other permitted structure, on which a two dimensional representation may be placed. The Copy on such a Sign identifies or advertises a business, activity, service or product located on the premises or Site where the Sign is displayed.
- (3) Freestanding Off-premises Signs means a Freestanding Sign, which is a Permanent Sign, displays Off-premises Advertising and contains no Digital Copy. means any Sign supported independent of a building, displaying Copy that directs attention to a business, activity, product, service or entertainment that cannot be considered as the principal products sold nor a principal business, activity, entertainment or service provided on the premises or Site where the Sign is displayed.
- (4) Freestanding On-premises Signs means a Freestanding Sign, which is a Permanent Sign, displays On-premises Advertising and contains no Digital Copy. means any Sign supported independent of a building, displaying Copy that directs attention to a business, activity, product, service or entertainment that cannot be considered as the principal products sold nor a principal

7.9 simplifying all sign use classes to ensure each use class is separate and distinct from every other use class and to improve interpretation when applying regulations.

Also clarifying in some cases which use classes include Digital Copy to avoid confusion between sign type and copy type.

7.9(3) The current wording has allowed the interpretation that digital copy can be located on any Freestanding Sign, even if digital signs are not a listed use in the zone. The new wording clarifies that Freestanding Sign Use Classes do not include digital copy.

~~business, activity, entertainment or service provided on the premises or Site where the Sign is displayed.~~

(5) Major Digital Signs means a Freestanding or Fascia Sign that contains Digital Copy, and is a Permanent Sign. Major Digital Signs may have On-premises Advertising or Off-premises Advertising, or a combination of both, and may include static images, moving effects, message transition effects, video images, or animation. ~~any Sign that is remotely changed on or off Site and has a varying Message Duration that may be less than 6 seconds. Major Digital Signs incorporate a technology or method allowing the Sign to change Copy without having to physically or mechanically replace the Sign face or its components. Major Digital Signs include moving effects, message transition effects, and video images.~~

(6) Minor Digital Off-premises Signs means a Freestanding or Fascia Sign that contains Digital Copy, is a Permanent Sign, displays Off-premises Advertising, and does not include moving effects, message transition effects, video images, or animation. ~~means any Sign that is remotely changed on or off Site and has a Message Duration greater than or equal to 6 seconds. Minor Digital Off-premises Signs incorporate a technology or method allowing the Sign to change Copy without having to physically or mechanically replace the Sign face or its components. The Copy on such Sign directs attention to a business, activity, product, service or entertainment that cannot be considered as the principal products sold nor a principal business, activity, entertainment or service provided on the premises or Site where the Sign is displayed.~~

(7) Minor Digital On-premises Off-premises Signs means a Freestanding or Fascia Sign that contains Digital Copy, is a Permanent Sign, displays On-premises Advertising and/or Off-premises Advertising, and does not include moving effects, message transition effects, video images, or animation. ~~means any Sign that is remotely changed on or off Site and has a Message Duration greater than or equal to 6 seconds. Minor Digital On-premises Off-premises Signs incorporate a technology or method allowing the Sign to change Copy without having to~~

7.9(5) Major Digital Signs do not have a minimum message duration since video effects are permitted with this sign type therefore the message duration does not need to be included in the definition or as a regulation.

~~physically or mechanically replace the Sign face or its components. The Copy on such Sign may include Copy from Minor Digital On-premises Signs and Minor Digital Off-premises Signs.~~

(8) Minor Digital On-premises Signs means a Freestanding or Fascia Sign that contains Digital Copy, is a Permanent Sign, displays On-premises Advertising, and does not include moving effects, message transition effects, video images, or animation. ~~means any Sign that is remotely changed on or off Site and has a Message Duration greater than or equal to 6 seconds. Minor Digital On-premises Signs incorporate a technology or method allowing the Sign to change Copy without having to physically or mechanically replace the Sign face or its components. The Copy on such Sign identifies or advertises a business, activity, service or product located on the premises or Site where the Sign is displayed.~~

(9) Projecting Off-premises Signs means a Projecting Sign, which is a Permanent Sign, displays Off-premises Advertising and contains no Digital Copy. ~~means any Sign that is supported by an exterior building wall and projects outward from the building wall. The Copy on such a Sign identifies or advertising a business, activity, service or product located on the premises or Site where the Sign is displayed.~~

(10) Projecting On-premises Signs means a Projecting Sign, which is a Permanent Sign, displays On-premises Advertising and contains no Digital Copy. ~~means any Sign that is supported by an or building wall and projects outward from the building wall. The Copy on such a Sign identifies or advertising a business, activity, service or product located on the premises or Site where the Sign is displayed.~~

(11) Roof Off-premises Signs means a Roof Sign, which is a Permanent Sign, and displays Off-premises Advertising. ~~means any Sign erected upon, against, or above a roof, or on top of or above, the parapet of a building displaying Copy that directs attention to a business, activity, product, service or entertainment that cannot be considered as the principal products sold nor a~~

Further conversations will be held as part of Phase 2 of the sign review project to determine

~~principal business, activity, entertainment or service provided on the premises or Site where the Sign is displayed.~~

(12) Roof On-premises Signs ~~means a Roof Sign, which is a Permanent Sign, and displays On-premises Advertising. means any Sign erected upon, against, or above a roof, or on top of or above, the parapet of a building displaying Copy that identifies or advertises a business, activity, service or product located on the premises or Site where the Sign is displayed.~~

23.1 Offences

(16) Notwithstanding subsection 23.1(2), it is an offence to display a Freestanding ~~On-premise and Off-premise~~ Sign ~~including Digital Sign~~, without a valid and approved Development Permit when a Development Permit is required.

(17) Notwithstanding subsection 23.1(2), it is an offence to display a Freestanding ~~On-premise and Off-premise~~ Sign ~~including Digital Sign~~, in contravention of Development Permit.

(18) Notwithstanding subsection 23.1(2), it is an offence to display a Fascia Sign, ~~including Digital Sign~~, Roof Sign or Projecting Sign without a valid and approved Development Permit when a Development Permit is required.

(19) Notwithstanding subsection 23.1(2), it is an offence to display a Fascia Sign, ~~including Digital Sign~~, Roof Sign or Projecting Sign in contravention of Development Permit.

whether digital copy should be allowed on roof signs.

23 The term Digital Signs is proposed to be replaced with Digital Copy. All references to Digital Sign need to be removed.

For the Enforcement and Penalties Section, referring to general sign definitions, rather than a mix of sign definitions and sign use classes, will improve clarity of interpretation. The general definitions for Freestanding and Fascia Signs encompass sign use classes with digital copy.

Section 23A - Specified Penalties for Offences

Offence	Section	Minimum Penalty First Offence	Minimum Penalty Subsequent Offence
Sign Offences			
Freestanding On-premise and Off-premise Sign, including Digital Sign, without a Development Permit	23.1(16)	\$1,000.00	\$2,500.00
Freestanding On-premise and Off-premise Sign, including Digital Sign, in contravention of Development Permit	23.1(17)	\$1,000.00	\$2,500.00
Fascia Sign, including Digital Sign, Roof Sign or Projecting Sign without a Development Permit	23.1(18)	\$500.00	\$1,000.00
Fascia Sign, including Digital Sign, Roof Sign or Projecting Sign in contravention of Development Permit	23.1(19)	\$500.00	\$1,000.00

59. Sign Regulations

59.2(18) Minor Digital On-premises Signs, Minor Digital Off-premises Signs, and Minor Digital On-premises Off-premises Signs shall have a Message Duration of no less than 6 seconds.

59.2(18) Moving the minimum message duration for minor digital signs out of the definitions for these use classes and into a separate regulation for ease of

Attachment 2

59.2(19) Fascia On-premises Signs and Fascia Off-premises Signs shall not project more than 30 cm above the roof or parapet.

59.2(20) Fascia On-premises Signs and Fascia Off-premises Signs shall not extend beyond the horizontal limits of the wall.

59.2(21) Any Sign Use that is a Freestanding Sign shall have a minimum 45.0 m radial separation distance from any other Sign Use that is a Freestanding Sign on the same Site. This separation distance does not apply to different Sign Uses that are co-located on the same Freestanding Sign structure.

interpretation and making future amendments.

59.2(19-20) Moving regulations that were part of the definition for Fascia signs into separate regulations for ease of interpretation and making future amendments.

59.2(21) Simplifying the wording for the separation distance regulation and moving it to the General Sign Regulations section clarifies that any Freestanding Sign use class, regardless of the type of copy or whether or not it is digital, should be separated from any other Freestanding Sign on the same site. This prevents sign clutter on a site.

Attachment 2

Replace the term 'Digital Sign' in the following sections with 'Signs with Digital Copy', as shown in the below example.

- proposed Sign locations shall be separated from ~~any other Digital Sign~~ Signs with Digital Copy greater than 8.0 m² or Off-premises Signs as follows:

Proposed Sign Area	Minimum separation distance from other Digital Sign <u>Signs with Digital Copy</u> greater than 8.0 m ² or Off-premises Signs
Greater than 8.0m ² to less than 20 m ²	100 m
20 m ² to 40 m ²	200 m
Greater than 40 m ²	300 m

The separation shall be applied from the location of the larger Off-premises Sign ~~location~~ or Sign with Digital Copy.

- Schedule 59C - regulation 59C.3(3)(d) and 59C.3(4)(d)
- Schedule 59D - regulations 59D.3(3)(d) and 59D.3(4)(d)
- Schedule 59E - regulations 59E.3(2)(g), 59E.3(3)(f), 59E.3(4)(d) 59E.3(5)(d), and 59E.3(6)(d)
- Schedule 59F - regulations 59F.3(2)(g), 59F.3(3)(g), 59F.3(4)(f) 59F.3(5)(d), 59F.3(6)(e), and 59F.3(7)(e)
- Schedule 59G - regulations 59G.2(5)(d), 59G.2(6)(d), 59G.3(1)(d), 59G.3(5)(d), 59G.3(6)(e), and 59G.3(7)(e)
- Schedule 59J - regulation 59J.3(1)(d)

59C - 59G, 59J The term Digital Signs is proposed to be replaced with Digital Copy. All Sign Schedules that reference Digital Sign will need to reference Digital Copy instead.

Schedule 59B

3(3) Minor Digital On-premises Signs, Minor Digital On-premises Off-premises Signs, and Minor Digital Off-premises Signs shall be subject to the following regulations:

- a. an application for the renewal of a Sign with a lawful permit existing at the time of the passage of Bylaw 15892 will not be refused for the sole reason that it does not comply with all development regulations of this Bylaw. Application renewals shall demonstrate that the Sign meets the automatic light level controls outlined in Section 59.2(5) and traffic safety regulations in Section 59.2(2);
- b. the maximum Height shall be 8.0 m;
- c. the maximum Width shall be 8.0 m;
- d. the maximum Area shall be:
 - i. 3.0 m² for proposed Signs that are Fascia Signs; or
 - ii. 8.0 m² for proposed Signs that are Freestanding signs. The maximum combined Area of Digital Copy and any other type of Copy included on the same Sign face shall not exceed 20 m²;
- e. proposed Sign locations shall be separated from Signs with Digital Copy greater than 8.0 m² or Off-premises Signs as follows:

<u>Proposed Sign Area</u>	<u>Minimum separation distance from Signs with Digital Copy greater than 8.0 m² or Off-premises Signs</u>
<u>Greater than 8.0m² to less than 20 m²</u>	<u>100 m</u>
<u>20 m² to 40 m²</u>	<u>200 m</u>
<u>Greater than 40 m²</u>	<u>300 m</u>

The separation shall be applied from the location of the larger Off-premises Sign or Sign

59B.3(3) Digital sign use classes are included in the HDR Zone only for digital signs that were existing prior to 2011. It was anticipated that no new digital signs would be developed in these areas so no regulations regarding digital signs were included in the associated sign schedule 59B.

This has meant when an existing digital sign in HDR comes in for a new permit there are no regulations to guide review of the digital sign.

Regulations regarding digital signs are copied from Sign Schedule 59C to ensure that digital signs are developed in a manner that is appropriate for the site and context of land zoned HDR.

with Digital Copy.

- f. the top of proposed Signs that are Fascia Signs shall not extend more than 30 cm above the building roof or parapet wall;
- g. proposed Signs that are Fascia Signs shall have structural elements concealed from view;
- h. proposed Signs that are Fascia Signs shall not extend more than 40 cm out from the wall or structure and shall not extend beyond the horizontal limits of the wall;
- i. proposed Signs that are Fascia Signs extending over a public right-of-way or passageway intended for pedestrian travel shall maintain a minimum clearance of 2.4 m; and
- j. proposed Signs with an Area greater than 8.0 m² shall not be located within any Setback.

Schedule 59D

2(3)(e) Notwithstanding Section 59.2(21), Freestanding On-premises Signs any Sign Use that is a Freestanding Sign shall have a 30.0 m radial separation distance from any other Sign Use that is a Freestanding Sign or Digital Sign that is a Freestanding Sign on the same Site. This excludes separation distance does not apply to different Sign Uses Digital Signs that are co-located on the same Freestanding Sign structure as the Freestanding On-premises Sign; and

59D.2(3)(e) Simplifying the wording for the separation distance regulation consistent with all sign schedules.

Schedule 59E

2(3)(e) Freestanding On-premises Signs shall have a 45.0 m radial separation distance from any other Freestanding On-premises Sign, Major Digital Sign, Minor Digital On-premises Sign, Minor Digital Off-premises Sign or Minor Digital On-premises Off-premises Sign that is a Freestanding Sign on the same Site. This excludes Digital Signs that are located on the same Freestanding Sign structure as the proposed Freestanding On-premises Sign; and

59E.2(3)(e) Deleting the separation distance regulation as it is now covered by the General Sign Regulations section.

3(8) Roof Off-premises Signs shall be subject to the following regulations:

- a. the maximum Sign Area of a Roof Off-premises Sign shall be 20 m²;
- b. Roof Off-premises Sign permits may be approved for a period of up to five years;
- c. all proposed Roof Off-premises Sign locations shall be reviewed in context with the surrounding development, such as (but not limited to): the architectural theme of the area; any historic designations; the requirements of any Statutory Plan; any streetscape improvements; and proximity to residential development. The Development Officer may require revisions to the application to mitigate the impact of a proposed Roof Off-premises Sign or may refuse a permit adversely impacts the built environment;
- d. the combined Height of the Roof Off-premises Sign and building shall not exceed the Height of the Zone;
- e. any Roof Off-premises Sign shall be located 30.0 m from the property line of a Residential Zone;
- f. proposed Sign locations shall be separated from Signs with Digital Copy greater than 8.0 m² or Off-premises Sign as follows:

<u>Proposed Sign Area</u>	<u>Minimum separation distance from Signs with Digital Copy greater than 8.0 m² or Off-premises Signs</u>
<u>less than 20 m²</u>	<u>100 m</u>
<u>20 m² to 40 m²</u>	<u>200 m</u>
<u>Greater than 40 m²</u>	<u>300 m</u>

The separation shall be applied from the location of the larger Off-premises Sign or Sign with Digital Copy.

- g. Roof Off-premises Signs may be illuminated;
- h. Roof Off-premises Signs shall have the structural elements concealed from view; and

59E The Griesbach Village Centre Zone (GVC) includes Roof Off-premises Signs as a discretionary use. However, the Sign Schedule that applies to the GVC Zone, 59E, includes no regulations for Roof Off-premises Signs.

This has meant when a Roof Off-premises Sign in GVC comes in for a new permit there are no regulations to guide review of the roof sign.

Regulations regarding Roof Off-premises Signs are copied from Sign Schedule 59F to ensure that this type of sign is developed in a manner that is appropriate for the site and context of land zoned GVC.

- i. the maximum number of Freestanding On-premises Signs, Roof On-premises Signs, Roof Off-premises Signs, Major Digital Signs, Minor Digital On-premises Signs, Minor Digital Off-premises Signs, and Minor Digital On-premises Off-premises Signs on a Site shall be four.

Schedule 59F

~~2(3)(c) Freestanding On-premises Signs shall have a 45.0 m radial separation distance from any other Freestanding On-premises Signs, or Major Digital Signs, Minor Digital On-premises Signs, Minor Digital Off-premises Signs or Minor Digital On-premises Off-premises Signs that is Freestanding Sign on the same Site. This excludes Digital Signs that are located on the same Freestanding Sign structure as the proposed Freestanding On-premises Sign;~~

59F.2(3)(c) Deleting the separation distance regulation as it is now covered by the General Sign Regulations section.

Schedule 59G

~~2(3)(c) Notwithstanding Section 59.2(21), Freestanding On-premises Signs any Sign Use that is a Freestanding Sign shall have a 30.0 m radial separation distance from any other Sign Use that is a Freestanding Sign Freestanding On-premises Sign on the same Site. This separation distance does not apply to different Sign Uses that are co-located on the same Freestanding Sign structure;~~

59G.2(3)(c) Simplifying the wording for the separation distance regulation consistent with all sign schedules.

3(3) Freestanding Off-premises Signs (within 100.0 m of a Residential Zone) shall comply with Sections 59G.2.5(a) to (h) and shall be subject to the following regulations:

59G.3(3) An error in the structure of this Sign schedule left Freestanding Signs close to residential without any regulations for height or size. Freestanding Signs near residential should still have to comply with the regulations

- a. any Freestanding Off-premises Sign shall be located 30.0 m from the property line of any Residential Zone;
- b. any Freestanding Off-premises Sign shall have a minimum Front Setback of 6.0 m; and

- c. An application for the renewal of a Sign with a lawful permit existing at the time of the passage of this Bylaw will not be refused for the sole reason that it does not comply with development regulations of this Bylaw

Schedule 59I

~~2(3)(c) Freestanding On-premises Signs shall have a 45.0 m radial separation distance from any other Freestanding On-premises Sign on the same Site;~~

Schedule 59J

~~2(3)(c) Freestanding On-premises Signs shall have a 45.0 m radial separation distance from any other Freestanding On-premises Sign or Major Digital Signs, Minor Digital On-premises Signs, Minor Digital Off-premises Signs or Minor Digital On-premises Off-premises Signs that is Freestanding Sign on the same Site. This excludes Digital Signs that are located on the same Freestanding Sign structure as the proposed Freestanding On-premises Sign;~~

3(3) Minor Digital On-premises Off-premises Signs and Minor Digital Off-premises Signs shall be subject to the following regulations:

- a. the maximum Height shall be 8.0 m;
- b. the maximum Width shall be 16.0 m;
- c. the maximum Area shall be:
 - i. 65.0 m², to a maximum of 25% wall coverage for proposed Signs that are Fascia Signs; or
 - ii. 65.0 m² for proposed Signs that are Freestanding Signs. The maximum combined Area of Digital Sign Copy and any other type of Copy on the same Sign

related to Freestanding Signs farther away from residential development, as well as additional regulations to mitigate the impact on residential development.

59I.2(3)(c) Simplifying the wording for the separation distance regulation consistent with all sign schedules.

59J.2(3)(c) Simplifying the wording for the separation distance regulation consistent with all sign schedules.

59J The Ellerslie Industrial Zones include Minor Digital Off-premises Signs and Minor Digital On-premises Off-premises Signs as discretionary uses. However, these uses are not referenced in Schedule 59J therefore leaving these signs with no applicable regulations.

face shall not exceed 65.0 m²:

- d. proposed Sign locations shall be separated from Signs with Digital Copy greater than 8.0 m² or Off-premises Signs as follows:

<u>Proposed Sign Area</u>	<u>Minimum separation distance from Signs with Digital Copy greater than 8.0 m² or Off-premises Signs</u>
<u>Greater than 8.0 m² to less than 20 m²</u>	<u>100 m</u>
<u>20 m² to 40 m²</u>	<u>200 m</u>
<u>Greater than 40 m²</u>	<u>300 m</u>

The separation shall be applied from the location of the larger Off-premises Sign or Sign with Digital Copy.

- e. the top of proposed Signs that are Fascia Signs shall not extend more than 30 cm above the building roof or parapet wall;
- f. proposed Signs that are Fascia Signs shall have structural elements concealed from view;
- g. proposed Signs that are Fascia Signs shall not extend more than 40 cm out from the wall or structure and shall not extend beyond the horizontal limits of the wall;
- h. proposed Signs that are Fascia Signs extending over a public right-of-way or passageway intended for pedestrian travel shall maintain a minimum clearance of 2.4 m.
- i. proposed Signs with an Area greater than 8.0 m² shall not be located within any Setback; and
- j. the maximum number of Freestanding On-premises Signs, Minor Digital On-premises Signs, Minor Digital On-premises Off-premises Signs and Minor Digital Off-premises Signs on a Site shall be four.

Regulations regarding digital signs are copied from Sign Schedule 59F to ensure that digital signs are developed in a manner that is appropriate for the site and context of land zoned EIB and EIM.