

Guidelines & Regulations related to Freestanding,
Projecting and Exterior Wall Signs

Nov, 2010

west vancouver
THE WATERFRONT COMMUNITY

Guidelines & Regulations related to Freestanding/ Monument Signs

Commercial Zones:

Freestanding signs are restricted to businesses having a street frontage of 30m (98.43 ft.) or more. On a corner site both street frontages would be used to determine the total frontage.

Freestanding signs, do not project into, on, or over public property, and are completely located on private property

Freestanding signs can be used in combination with one fascia, awning, canopy or projecting sign, but no more than two signs are permitted per business premise frontage, to a maximum of 15% of the façade area or a maximum sign area of 3m² (32.29 sq.ft.) whichever is less.

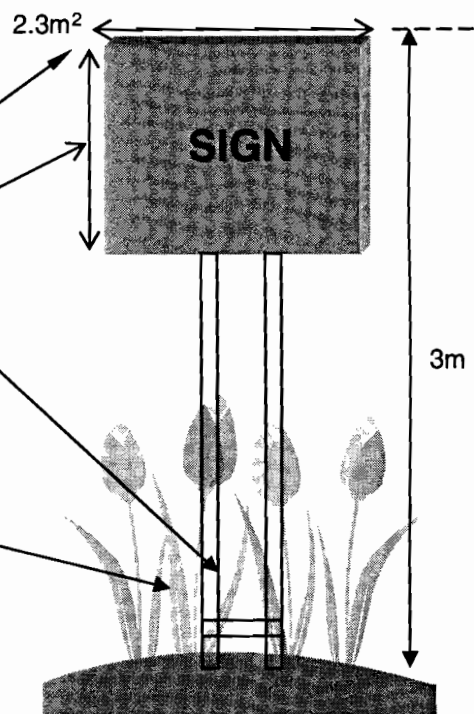
Where a business or commercial premises adjoins premises which are principally in use for residential purposes, no freestanding signs are permitted.

Freestanding signs have independent supports and are permanently affixed to the property

Freestanding signs shall not exceed a maximum area of 2.3m² (24.76 sq.ft.)

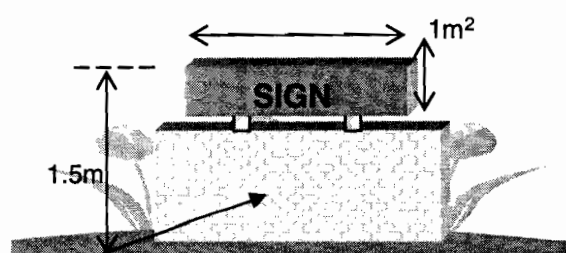
Freestanding signs shall not be backlit

Freestanding signs shall be sited in a designed landscaped area as an integral part of the signage



Signs shall not extend 3m (9.84 ft.) in height above the street or sidewalk grade.

Residential Zones:



Freestanding and monument signs are permitted in apartment, multi-family and residential zones for neighbourhood apartment buildings, schools and churches to a maximum sign area of 1m² (10.76 sq.ft.) and a maximum sign height of 1.5m (4.92 ft.).

Freestanding and monuments signs must not project into, on, or over public property and are completely located on private property, with the exception of monument signs which require approval of the Director of Engineering and Transportation as to siting on Municipal property.

Monument signs are displayed directly on the ground or on a designed base for the purpose of identifying a neighbourhood or area of the Municipality.

Nov, 2010

Guidelines & Regulations related to Projecting Signs

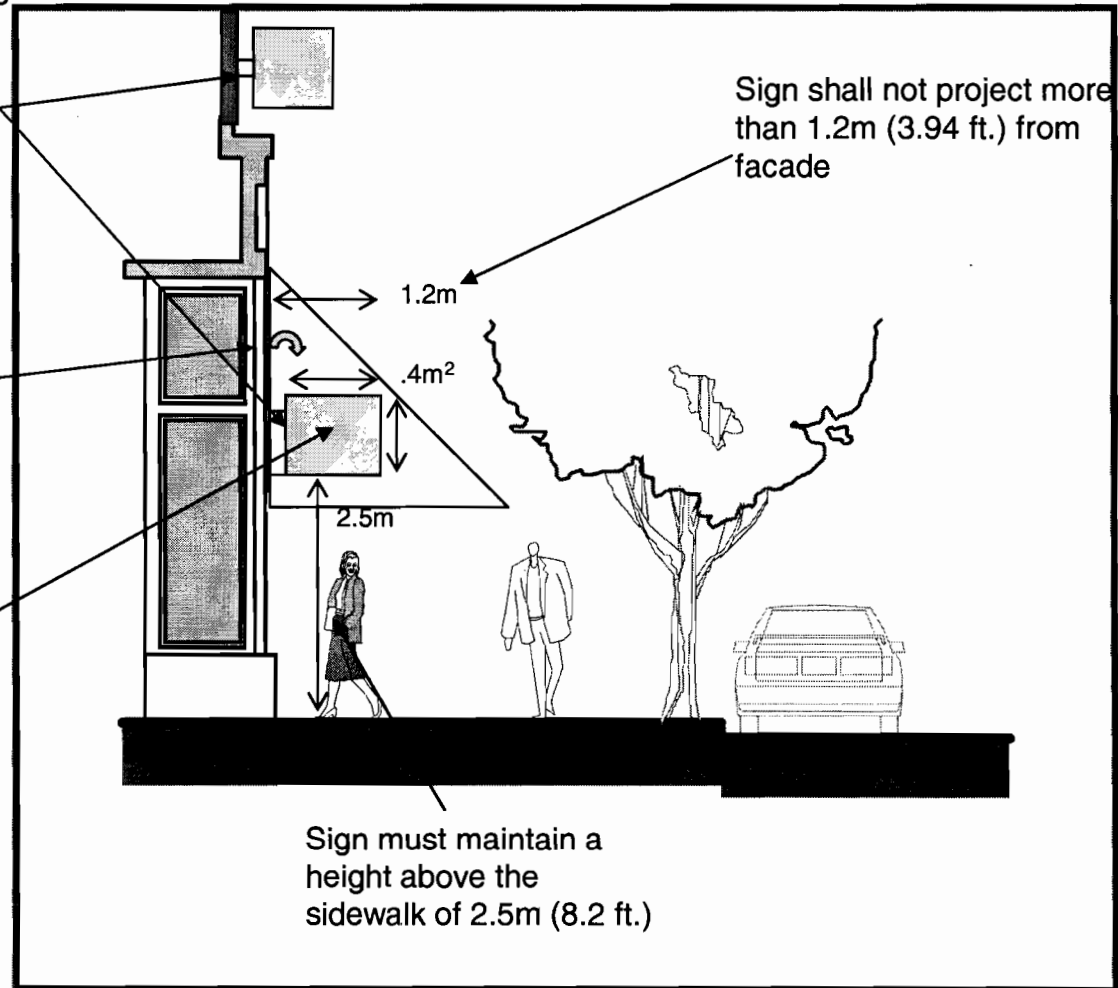
Projecting signs are permitted in commercial zones.

Sign shall be two sided and professionally designed, and may be carved, routed, built up, sculptured or lettered

Projecting signs are permitted in first and second storey locations of a building but must only be associated with a business premise.

May be indirectly illuminated using a shielded light source

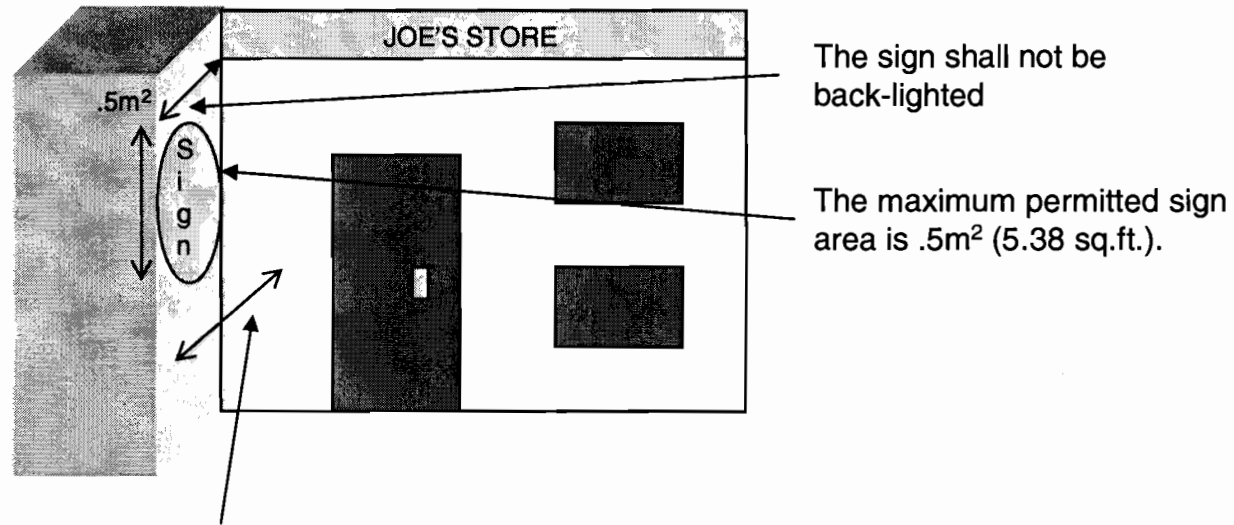
Sign to have a maximum sign area of $.4\text{m}^2$ (4.31 sq.ft.)



Projecting signs can be used in combination with one fascia, awning, canopy or freestanding sign, but no more than two signs are permitted per business premise frontage, to a maximum of 15% of the façade area or a maximum sign area of 3m^2 (32.29 sq.ft.) whichever is less.

Where a business or commercial premises adjoins premises which are principally in use for residential purposes, no projecting signs are permitted.

Guidelines & Regulations related to Exterior Wall Signs



This type of sign is only permitted on premises where the wall is associated to a business within the building or a business premise and the sign shall project towards the building or premise which the sign advertises.

A sign on the inside of an exterior wall projections is permitted in all zones other than residential zones.

This type of sign is only permitted on premises where the owner or tenant has legal use of the wall by agreement or lease

Exterior wall signs can be used in combination with one fascia, awning, canopy, projecting or freestanding sign, but no more than two signs are permitted per business premise frontage, to a maximum of 15% of the façade area or a maximum sign area of 3m² (32.29 sq.ft.) whichever is less.

FREESTANDING, PROJECTING AND EXTERIOR WALL SIGNS

(The following excerpts are taken from Sign Bylaw No. 4499, 2007 relating to Freestanding, Projecting and Exterior Wall Signs; please refer to the full Bylaw for full complete regulations)

Part 4 – Definitions:

“Business Premise” means that part of a building owned, leased or rented by a person or persons for the conducting of a business;

“Copy” means the letters, characters, numbers or graphics which make up the message on a sign, but does not include background colour;

“Copy Area” means the area within a square or rectangle or a combination of these figures, which encloses all of the copy;

“Facia Sign” shall mean and include any flat sign of a permanent nature, illuminated or un-illuminated, running parallel to the face of the building on which it is displayed or on which it is painted and which projects no more than 300 mm (11.8”) from the facade;

“Façade” shall mean and include the main front of the building or business premise;

“Façade Area” shall mean the area of the front of the first floor of a business premises, and calculated only on the area parallel to the street. For those areas on sloping sites in which a second storey is at street level, the façade shall be measured from the finished floor to finished ceiling of the first floor of the business premise;

“Freestanding Sign” shall mean and include any sign standing apart from a building, having independent supports, and permanently affixed to the property;

“Illuminated” shall mean and include illuminated from a source attached to or from within a sign, including open tube neon illumination.

“Maximum Sign Height” means the vertical height of the highest point of a sign measured from finished grade directly below the sign;

“Minimum Sign Height” means the vertical distance between the lowest point of a sign and finished grade directly below a sign;

“Monument Sign” means a sign that is displayed directly on the ground or on a designed base for the purpose of identifying a neighbourhood or area of the Municipality;

“Projecting Sign” shall mean and include any sign, other than a fascia, awning or canopy sign which is attached to and projects from a structure or a building face or wall, such that the sign copy is perpendicular to the façade, or at equal angles to the two frontages of a corner site;

“Sign” means any identification, description, illustration or device, illuminated or unilluminated, whether or not containing words or symbols, which is visible from any public street and which directs attention to a product, place, activity, person, institution, business or other solicitation, and includes any temporary or permanent installation;

“Sign Area” means the area contained within the smallest rectangle that could enclose the outside barriers of the sign, excluding any purely structural supports required for the sign;

“Site, Double-Fronting” means a site having frontage on two parallel or approximately parallel streets;

“Store Window Sign” means a sign on the inside of a window in a commercial business premises that can be read or seen from outside the business premises;

“Street” or **“Highway”** shall mean and include public places, highways, roads, lanes, alleys, avenues, thoroughfares, bridges, viaducts, squares, triangles, courts, courtyards, boulevards, sidewalks and rights-of-way open to the public ;

Part 5 - Application and Exemption

5.1 This Bylaw does not apply to:

5.1.1 Non-illuminated signs inside a store window limited to providing the following information:

- (a) store hours;
- (b) whether the store is open or closed; or
- (c) the existence of a sale, where the sign is present for not more than 30 days in any one six month period;

5.1.2 Display of goods inside store windows or inside store fronts;

5.1.7 Signs containing the building number and street name only, provided the sign area does not 0.18m (2 sq. ft) and the numbers and or lettering shall not exceed 20 cm [8"] in height.

Part 7 - General Prohibitions:

7.1 Signs that are not expressly permitted or exempted by this bylaw are hereby prohibited.

7.2 Without restricting or limiting the generality of the foregoing, the following signs are specifically prohibited:

- 7.2.3 Roof signs, balcony signs and signs mounted or supported on the deck of a canopy.
- 7.2.4 Any sign that obstructs any part of a doorway, balcony, or a window that would otherwise be capable of opening.
- 7.2.5 Any flashing, animated or chasing-border signs or moving signs of any kind (other than the plainly illuminated hands of a clock or temperature indication), or any sign in respect of which any part thereof is flashing, animated or moving. This subsection applies to any strobe light or other devices which have emissions whether audible, visible or otherwise.
- 7.2.6 Any open tube neon sign except;
 - (a) Those exempted pursuant to Part 3 of this Bylaw;
 - (b) Those permitted by a Development Permit; and
 - (c) those permitted inside windows of a business premises pursuant to section Part 20 of this Bylaw;

Part 9 – Limit on Number of Signs for a Business:

- 9.1 Except where specifically provided for in this bylaw, no business shall have more than 2 signs per business premises frontage.
- 9.2 The only combination of signs permitted on a single frontage area is as follows:
 - 9.2.1 One fascia, awning or canopy, and one projecting;
 - 9.2.2 One fascia, awning or canopy sign, and one freestanding;
 - 9.2.3 One projecting and one freestanding;
- 9.3 Notwithstanding the above, where a business premises has more than one frontage, each frontage may have two signs listed in s. 9.2 but only one freestanding sign will be allowed for the two frontages on a corner site.
- 9.6 Where a business or commercial premises adjoins premises which are principally in use for residential purposes, no freestanding or projecting signs are permitted.

Part 20 - Freestanding Signs

- 20.1 Freestanding signs, for businesses, which comply with all other regulations of this section, do not project into, on, or over public property, and are completely located on private property, are permitted in all zones of the Municipality other than residential zones.
- 20.2 Freestanding signs are restricted to business premises having a street frontage of 30 m [98.43 ft"] or more. On a corner site both street frontages would be used to determine the total street frontage
- 20.3 Freestanding signs shall not exceed a maximum area of 2.3m² {24.76 sq. ft} and shall not extend 3 m {9.84 ft} in height above the street or sidewalk grade.
- 20.4 Freestanding signs and monument signs in apartment, multi-family and residential zones, that do not project into, on, or over public property and are completely located on private property, with the exception of monument signs are permitted for neighbourhood apartment buildings, schools and churches to a maximum sign area of 1m² [10.76 sq. ft.] and a maximum sign height of 1.5 m [4.92 ft.].
- 20.5 All freestanding signs shall be sited in a designed landscaped area as an integral part of the signage.
- 20.6 Freestanding signs shall not be back-lit.
- 20.7 Monument signs are subject to the approval of the Director of Engineering and Transportation as to sitting on municipal property.

Part 24 - Projecting Signs

- 24.1 Projecting signs are permitted in commercial zones and are subject to the following regulations:
 - 24.1.1 Shall be two sided and professionally designed, and may be carved, routed, built up, sculptured or lettered.
 - 24.1.2 May be indirectly illuminated using a shielded lighting source
 - 24.1.3 Have a maximum height sign area of .4m² sq. {4.31 sq. ft.}.
 - 24.1.4 Maintain a height above the sidewalk of 2.5 m [8.20 ft.]
 - 24.1.5 Be permitted in first and second storey locations of a building and only associated with a business premise.

24.1.6 Shall not project more than 1.2m [3.94 ft] from façade.

Part 25 - Signs on the Inside of Exterior Wall Projections

- 25.1 A sign on the inside of an exterior wall projection is permitted in all zones of the Municipality other than residential zones.
- 25.2 This type of sign is only permitted on premises where the owner or tenant has legal use of the wall by agreement or lease.
- 25.3 This type of sign is only permitted on premises where the wall is associated to a business within the building or a business premise and the sign shall project towards the building or premise which the sign advertises.
- 25.4 The maximum permitted sign area is .5 m² [5.38 sq. ft.] which shall be used in combination with any other permitted sign when calculating total permitted sign area.
- 25.5 The sign shall not be back-lighted.
- 25.6 This type of sign counts in the number of signs permitted.

Part 26 Signs in Store Windows

- 26.1 Notwithstanding s. 5.1.1, a sign in a store window may replace but cannot be in addition to a permitted outside sign under s. 9.1 of this Bylaw.
- 26.2 Signs in store windows are subject to the same regulations as to the number of signs and maximum sign and copy size as if they were exterior facia signs.
- 26.3 Signs in store windows on the first floor of a building that only identify the business carried on within the building may be illuminated.
- 26.4 Signs in store windows are permitted above the first story of a building subject to the following restrictions:
- 26.5 the maximum sign area shall be no more than 15% of the area of the second storey façade of the business premises;
- 26.6 can be in combination with one street level entry sign of an awning, canopy, facia or an inside of outside wall sign.

Part 27 Double-Fronting Sites:

- 27.1 Notwithstanding s. 9.3 on a double-fronting site between a street and a lane where parking is provided at the lane frontage of the building, the business premises are permitted only one entry identification sign at the lane.
- 27.2 The entry identification signs referred to above are limited to facia signs not exceeding .4 m² [4.30 sq. ft.] in area and located at the grade level entrance to the business premises, not more than 4.5 m [14.76 ft.] nor less than 2.3 m [7.55 ft.] above the street.

Part 30 - General Provisions

- 30.1 The keeping, placing or erection of any sign shall be in conformity with all of the provisions of this bylaw and any other applicable municipal bylaw.
- 30.2 Any person who erects, owns, maintains or who continues the use of any sign which is placed on or projects on or over any sidewalk, street or other highway, shall comply with the Street and Traffic Bylaw and the Boulevard Encroachment Policy.
- 30.3 Every sign shall be maintained at all times in a safe condition and free from any defect whatsoever. The exterior surface of all signs shall be well maintained at all times.
- 30.4 If, at any time, any sign does not conform in every respect with the provisions of this bylaw or any other bylaw applicable thereto or if any sign is, in the opinion of the Building Inspector, in an unsafe or defective condition or in disrepair, the Building Inspector may give notice to the owner of such sign, or owner or occupier of the land or premise upon which it is displayed, to repair or remove the same within the period specified in the notice. It shall be the duty of such owner to repair or remove such sign in accordance with the said notice, failing which Council may order the removal of said sign.
- 30.5 If at any time any sign is, in the opinion of the Electrical Inspector, in an unsafe or defective condition or in disrepair, the Electrical Inspector may give notice to the owner of such sign, or owner or occupier of the land or premise upon which it is displayed, to repair or remove the same within a period of 14 days or sooner if, in the opinion of the Electrical Inspector, the condition so warrants. It shall be the duty of such owner to repair, disconnect or remove such sign in accordance with the said notice, failing which Council may order the removal of

said sign in addition to any other powers or remedies of the Electrical Inspector.

- 30.6 Unless otherwise provided by this bylaw, a sign for a business premises may be erected or placed only on that side of the building fronting a street and on that portion of the building front related to the area of the building occupied by the business or activity to which the sign relates.
- 30.7 When a business or other commercial undertaking vacates premises, all signs on the site which relate to that business or undertaking shall be forthwith removed.
- 30.8 No permit for a sign will be issued to an applicant who already has on the side, rear or frontage of his business premises a sign for which a permit could not be issued under this bylaw.
- 30.9 Wherever in this bylaw a sign is permitted on the side of a building, unless specifically otherwise provided, the sign area shall not be more than 10% of the façade area or the area of the side of the building, whichever is lesser.

Part 31 - General Specifications

- 31.1 All signs shall comply with the District's Building Bylaw where applicable, in addition to the following requirements:
 - 31.1.1 No sign shall be attached to or hung from any building until all wall, roof or other attachments for same have been approved by the Building Inspector.
 - 31.1.2 Any sign shall be so placed and erected such that the distance between such signs and the building or structure to which it is attached shall not be more than 300 mm [11.81"].
 - 31.1.3 No sign, guy, stay, or attachment thereto shall be erected, placed or maintained by any person in such a manner as to contact or interfere with any electric light, power, telephone or telegraph wires, or their supports, or the free use of any exit or means of egress. A clearance of at least 600 mm [23.6"] shall be maintained between the outer edge of any sign and the nearest wire hereinbefore mentioned, or their support.
 - 31.1.4 No supporting cable or side guy shall make an angle of less than 30° with the sign which it is supporting.

- 31.1.5 Bolts or lag screws shall not be fastened to window frames, facia or trim boards.
- 31.1.6 All cables, turn-buckles, links, bolts and screws, and all devices which are used to support or which form a part of any sign, shall be galvanized steel or equal.
- 31.1.7 Turn-buckles shall be provided for all supporting cables. Side guys may have a turn-buckle for one side of any electrical sign. Turn-buckles shall have a breaking strength equivalent to that of the cable to which they are attached.
- 31.1.8 Where two cables are required for the main supports of any sign, such cables shall be independently attached to the sign and to the building or other support.

Part 32 - Sign Specifications

- 32.1 All signs that require electricity shall require an electrical inspector's approval.
- 32.2 All signs shall be designed so as to provide ample strength and rigidity. A wooden sign shall have a minimum rigidity equal to 7-ply 19 mm plywood.
- 32.3 All signs shall have the maker's name and the weight of the sign permanently attached to or painted on the exterior of the sign, and the name and weight located so that they can be readily seen.
- 32.4 It shall be unlawful for any person to change the design or construction of any sign which has been placed or erected until such change shall have been approved by the Building Inspector, and a permit issued therefore.

Part 33 - Permits Applications for Permits

- 33.1 Before any person shall place, erect or alter the design or construction of any sign, he shall make an application in writing for a permit therefore to the Building Inspector unless the sign is specifically exempted from permit requirements by this bylaw.
- 33.2 The applicant shall in no case proceed with the placing, erection, or altering of any sign until the permit has been granted.

- 33.3 An application shall include:
- 33.3.1 the street and street number of the building or structure to which the sign is, or is to be, erected, altered or painted on.
 - 33.3.2 Structural drawings to scale for each side of the sign, giving all pertinent dimensions as well as the colour scheme and the method of attachment and materials.
 - 33.3.3 A site plan to scale showing the entire premises where the sign is to be placed, any streets, sidewalks, or walkways around the premises, and the position of the sign painted on or attached to the building or structure,.
 - 33.3.4 A drawing showing details of the method, type and intensity of illumination.
- 33.4 Where an application for a permit indicates or appears to indicate that the proposed sign will be placed on or encroach over a highway, including a sidewalk, the Building Inspector shall refer the application to the Director of Engineering and Transportation for approval.
- 33.5 Where an application is referred to the Director of Engineering and Transportation for approval, the Director of Engineering and Transportation may require as a term of the permit that the applicant comply with the Street and Traffic Bylaw, and any policies pursuant to that Bylaw, for the occupation or encroachment on or over a highway, including the payment of encroachment fees and provision of a release and indemnity agreement.
- 33.6 The Building Inspector shall consider each application for a permit and if the proposed sign conforms with all the requirements of this bylaw and any other applicable bylaws of the Municipality, then upon payment of the requisite fee, he shall issue a permit to the applicant on any terms that the Building inspector considers advisable or necessary to ensure compliance with this bylaw or any other enactment.
- 33.7 The Building Inspector shall notify the Electrical Inspector when any electrical sign has been erected or attached in accordance with the structural requirements of this bylaw, and the Electrical Inspector shall, upon payment of the requisite fee, issue a connection permit therefor, and when the Electrical Inspector finds the connection work complies in all respects with the Electrical Bylaw, he shall authorize the installer to connect such sign to the power source.

- 33.8 In determining whether to issue a permit under this Part, the Building Inspector may direct that the applicant provide further information regarding siting, placement, tests of materials, equipment, devices, construction methods or structural assemblies be, where such information is necessary to determine whether the siting, placement, material, equipment, device or construction of the proposed sign, meets the requirements of this or another bylaw.
- 33.9 Notwithstanding any provision in this or any other bylaw, neither the acceptance of an application for nor the granting of a sign permit obligates or imposes a duty on the Municipality or the Building or other Municipal Inspector to inspect, approve or provide any other or further services of any kind, nor shall the Municipality, its officers, employees, agents or contractors, be liable for any direct or indirect loss, cost or damage, however occasioned, incurred by an owner or developer or anyone taking under or from them, which arises from the Municipality's or Inspector's failure to inspect, approve or provide any other or further service, where that failure is a result of labour disturbances, Acts of God, actions of governmental authorities, war, lack of funds or personnel or any other cause whatever which, in the sole opinion of the Municipality or Inspector, causes the Municipality or the Inspector not to provide such services.

Part 34 - Penalty and Enactment

- 34.1 Every person who violates a provision of this bylaw, or who consents, allows or permits an act or thing to be done in violation of a provision of this bylaw, or who neglects or refrains from doing anything required by a provision of this bylaw, is guilty of an offence and is liable, upon summary conviction, to a fine not exceeding \$10,000 and not less than \$2,500, and is guilty of a separate offence each day that a violation continues or exists.

Appendix D – Schedule of Sign Size Requirements

| TYPE OF SIGN | MAXIMUM SIGN AREA | MAXIMUM PERCENTAGE OF FAÇADE AREA | MAXIMUM COPY AREA | MAXIMUM SIGN HEIGHT | MINIMUM SIGN HEIGHT FROM SIDEWALK |
|---------------------|---|--|---|----------------------------|---|
| AWNING SIGN | | | 3m ² [32.29 sq. ft] or 25% of the projected area, length X height of awning, whichever is lesser. Copy height cannot exceed 600 mm [23.6"] | | 2.5m [8.20 ft.] |
| CANOPY SIGN | | | 3m ² [32.29 sq. ft] or 15% of façade area, whichever is lesser. Copy height cannot exceed 600 mm [23.6"] | | 2.5m [8.2 ft.] |
| FACIA SIGNS | 3m ² [32.29 sq. ft.] or 15% of faced area, whichever is lesser | | No maximum but copy height cannot exceed 600 mm [23.6"] | | 2.4m [7.87 ft.] if projects more than 75 mm [2.95"] from façade or if |

| | | | | | |
|---|---------------------------------------|--|--|-----------------|--------------------|
| | | | | | illuminated |
| FREESTANDING SIGN | 2.3 m ² [24.76 sq. ft.] | | | 3m [9.84 ft.] | |
| FREESTANDING PEDESTAL SIGN | .4m ² [4.31 sq. ft.]/side | | | 1.5m [4.92 ft.] | |
| INSIDE EXTERIOR WALL PROJECTING SIGN | .5m ² [5.28 sq ft] | | | | |
| MONUMENT SIGN | 1 m ² [10.76 sq ft] | | | 1.5m [4.92 ft] | |
| PROJECTING SIGN | .4m ² [4.31 sq. ft] | | | | 2.5m [8.20 ft.] |
| SUSPENDED SIGN | .15m ² [1.62 sq. ft] | | | | 2.5m [8.20 ft.] |