

Sign Bylaw

BYLAW NO. 1464

District of 100 Mile House



100 Mile House

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1.0 General Administration

1.1 Bylaw Application

- 1.1.1 This Bylaw is applicable to the installation, placement, display, alteration, or movement of [signs](#) on all private and [public property](#) within the boundaries of the District of 100 Mile House.

1.2 Exempt Signs

- 1.2.1 The following [signs](#) are exempt from this Bylaw, subject to the following:
1. [Signs](#) inside a building not classified as [window signs](#) and not intended to be visible from any street;
 2. Street decorations and banners authorized by the [District](#);
 3. Temporary seasonal decorations, limited to 45 consecutive days per year;
 4. Building address numbers showing only the street number and name;
 5. [Signs](#) installed by, or under the direction of, a government body;
 6. [Community service signs](#), as they are regulated in the [District's Community Services Sign Policy](#);
 7. Traffic control [signs](#) pursuant to the *Motor Vehicle Act* or other Provincial legislation;
 8. [Directional signs](#) up to 1.0 m² in [sign area](#) and less than 1.0 m high, not including supports;
 9. [District signs](#) relating to parks, public facilities, or community information;
 10. Murals and flags that contain no advertising or offensive content;
 11. [Signs](#) indicating business hours, open and closed only;
 12. [Signs](#) indicating private property restrictions, such as no trespassing, no dumping, no burning, or no parking, not exceeding a [sign area](#) of 0.5 m².

1.3 Non-Conforming Signs

- 1.3.1 Any [sign](#) lawfully in existence at the time of adoption of this Bylaw, although such [sign](#) does not conform with the provisions of this Bylaw, may continue to be used provided it is maintained in a clean and safe condition.
- 1.3.2 Any [sign](#) lawfully in existence at the time of adoption of this Bylaw shall not be reconstructed, altered or moved except in full compliance with the provisions of this Bylaw.

1.4 Maintenance and Construction

- 1.4.1 [Signs](#) must be kept structurally sound, safe, clean, and legible, with surrounding areas free of weeds and debris.
- 1.4.2 Routine work such as [copy](#) changes, lighting replacement, or refurbishing does not require a [sign permit](#) but must comply with this Bylaw.
- 1.4.3 The [Building Inspector](#) may order the repair or removal of any [sign](#) that is unsafe, unsightly, or in disrepair. Damaged or defaced [signs](#) must be repaired, replaced, or removed within 7 days.
- 1.4.4 Vegetation shall not be removed or damaged to improve [sign](#) visibility, unless approved by the [District](#).
- 1.4.5 For [monument signs](#) and [signs](#) on strata properties or mobile home parks, ownership and maintenance responsibilities must be identified.

1.5 Signs on Public Property

- 1.5.1 No [sign](#) shall be [installed](#) wholly or partly on or over [public property](#), except where permitted by this Bylaw.
- 1.5.2 Where a [sign](#) requires placement on or over [public property](#), a release of liability, to the satisfaction of the [District](#), will be required prior to the issuance of a [sign permit](#), or in the case of a [sandwich board sign](#), prior to [installing](#) the [sign](#).
- 1.5.3 A building permit may be required for large structural [signs](#) or [signs](#) that overhang public walkways, where there is potential for the [sign](#) to fall or otherwise pose a hazard.

1.6 Variances to Sign Regulations

- 1.6.1 Variances may be granted to the [sign area](#) dimensions, location and number of [signs](#) if, in the opinion of Council:
 1. The [sign](#) is in accordance with the [sign](#) objectives;
 2. The [sign](#) is in accordance with the general [sign](#) regulations;
 3. The [sign](#) incorporates quality material;
 4. The [sign](#) scale and design integrates with the architectural elements and the scale of the building;
 5. The property has multiple [business frontages](#);
 6. The [business](#) has poor visibility to the pedestrian environment.
- 1.6.2 Variances should not be granted for reason of providing visibility from Highway 97, for [businesses](#) not located along Highway 97.

1.7 Severability

- 1.7.1 If any portion of this Bylaw is held to be invalid by a Court of competent jurisdiction, the invalid portion shall be severed and shall not affect the validity of the remainder.

1.8 Zoning Bylaw

- 1.8.1 In the event of any conflict between the provisions of this Bylaw and the provisions of the Zoning Bylaw, the provisions of the Zoning Bylaw shall prevail.

1.9 Interpretation

- 1.9.1 Illustrations have been included within this Bylaw to help communicate the various regulations. In the event of conflicts between the illustrations and the Bylaw text, the Bylaw text shall prevail.
- 1.9.2 In the event of a conflict between [sign](#) regulations, the provisions most specific to the type of [sign](#) shall apply.
- 1.9.3 [Special district areas](#) are depicted in [Schedule A](#) of this Bylaw.

1.10 Repeal

- 1.10.1 The District of 100 Mile House Sign Bylaw No. 1121, 2008 together with all amendments thereto, is hereby repealed.

2.0 Definitions

A

abandoned sign

means a [sign](#) that no longer identifies or advertises a [business](#), product, service, or activity conducted on the property where the [sign](#) is located.

animated sign

means a [digital sign](#) that shows motion or changing images, like videos, moving graphics, or scrolling text.

approved signage plan

means a coordinated plan that establishes consistent design, placement, and standards for all [signs](#) on a [site](#) or for a special event.

awning

means a roof-like structure made of fabric, canvas, or rigid materials that projects from and is fully supported by the exterior wall of a building.

awning sign

means a [sign](#) painted or affixed flat to the surface of an [awning](#).

B

banner sign

means a [temporary sign](#) of non-rigid material, such as cloth, canvas, or vinyl mounted to a pole.

billboard sign

means a [freestanding sign](#) with a [sign area](#) exceeding 2 m² which has [off-premises](#) advertising.

Building Inspector

means the municipal official duly appointed by Council from time to time to administer the Building Bylaw of the [District](#).

building directory sign

means a [sign](#) that lists the names and locations of persons or [businesses](#) on the premises and has no other advertising matter.

building identification sign

means a [sign](#) that is limited to the name, address or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person.

business

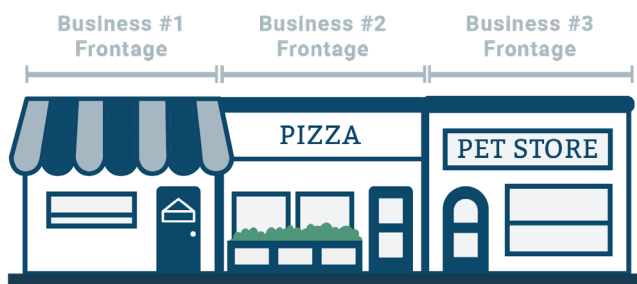
means carrying on a commercial or industrial undertaking of any kind or nature or the providing of professional, personal or other services for the purpose of gain or profit.

business frontage

means the length of the building parallel to the property line, limited to the suite which is leased or owned by the [business](#). In the case of a corner [lot](#), the [business](#) has two (2) [business frontages](#).

Bylaw Enforcement Officer

means any person appointed by Council, or under any applicable enactment, to enforce this Bylaw.



C

canopy

means a permanent, roof-like structure that is attached to a building or is freestanding supported by posts or columns.

canopy sign

means a [sign](#) attached to a [canopy](#) or located on the vertical front of a [canopy](#).

clearance

means unobstructed space between the lowest point of the [sign](#) and the ground surface beneath the [sign](#).

community services sign

means a temporary [sign](#) advertising a community service that is regulated by the [District's Community Services Signs Policy](#).

copy

means the text, illustrations and symbols on a [sign](#).



D

digital copy

means [copy](#) displayed electronically that can be changed or updated.

digital sign

means a [sign](#) with an electronic display that can show text or images that can be updated, like time, temperature, or messages, without moving or flashing.

directional sign

means a [sign](#) which only communicates information regarding pedestrian or vehicular movement on the [lot](#) where the [sign](#) is located.

Director

means the person appointed by the [District](#) as the Director of Economic Development & Planning and includes his or her lawful designate and any other person the [District](#) appoints to administer this Bylaw.

District

means the District of 100 Mile House.

E

exempt signs

means [signs](#) that this Bylaw does not apply to, as listed in [Subsection 1.2](#) of this Bylaw.

F

façade

means the exterior face or front of a building, often the side facing a street or public area.

fascia sign

means a flat [sign](#), that runs parallel to the [façade](#) or wall of a building to which it is attached.

freestanding sign

means a [sign](#) that is supported by columns, structures or supports that are placed or anchored in the ground, and that does not require the support of a building or other structure.

frontage

means the portion of a property that directly borders a street or public right-of-way.

H

hanging sign

means a [sign](#) attached to the underside of a [canopy](#) or [awning](#).

height

means the vertical distance from the base of the [sign](#) to its highest point, excluding any accessory power equipment. Raising the soil beneath the [sign](#) to increase [height](#) is not permitted.



home-based business sign

means a [sign](#) located on a residential property that advertises or identifies a lawful home-based [business](#) operating from that property.

I

illumination or illuminated

means a [sign](#) that is artificially [illuminated](#) by an internal (backlit) or external light source.

installed

means the construction, erection, displaying, installation, relocation or other similar work in relation to a [sign](#).

L

lot

means any parcel, block, or defined area of land held or subdivided for ownership or use, but does not include a street.

M

marketing sign

means a [temporary sign](#) that promotes the future tenant of the existing building on which the [sign](#) is [installed](#).

menu board

means a [sign](#) depicting a restaurant menu.

monument sign

means a [sign](#) constructed of brick, masonry, or stone, permanently anchored to the ground and physically independent of any other structure meant as an entrance feature to a residential neighbourhood, multi-family, commercial or industrial subdivision, or senior facility.

multi-tenant building

means a building or development occupied by two or more separate [businesses](#) or organizations; includes a shopping plaza and strip mall.

N

non-conforming sign

means a [sign](#) that legally existed when established but does not meet the current Bylaw standards.

O

off-premises sign

means a [sign](#) that advertises or directs attention to a [business](#), product, service, or event that is not located on the same property as the [sign](#).

P

parapet

means a wall or sloped overhang located at the edge of a roof which projects above the roof membrane.

political election sign

means a [sign](#) that promotes a candidate or political party for an upcoming federal, provincial, municipal or school board election.

portable sign

means a [sign](#) not permanently affixed to the ground or to a building, or a [sign](#) designed to be moved from place to place without involving any structural or support changes. [Portable signs](#) are not [sandwich board signs](#) or [banner signs](#).

projecting sign

means any self-supporting [sign](#) that is attached to or projects more than 0.4 m from the face of a structure or building wall.

public property

means any property that is owned by the [District](#), including but not limited to parks, streets and civic facilities.

R

real estate sign

means a [sign](#), which is temporary in nature, identifying real estate that is "for sale" "for lease" "for rent" or "sold".

roof line

means the lowest edge of a roof where it meets or overhangs the exterior wall of a building.

S

sandwich board sign

means an A-frame [sign](#) consisting of two (2) faces, hinged together at one end that is self-supported, easily moved, and not affixed to a building, base structure, or the ground.

separation distance

means the minimum required distance between two [signs](#), or between a [sign](#) and another feature such as a building, driveway, or property line.

setback

means the minimum permitted distance required under this Bylaw between a [sign](#) and a [lot](#) boundary.

sign

means any structure, device, or display that advertises a [business](#) or communicates information to people outside the building.

S

sign area

means the total area within the outer edge of the frame or border of a [sign](#), except that where a [sign](#) has no frame or border, the [sign area](#) is determined by the total area of the rectangle that encloses the [copy](#) area.

sign face

means the surface of a [sign](#) on which [copy](#) is displayed.

sign permit

means the permission or authorization required by this Bylaw and issued by the [Delegated Authority](#) to perform work regulated by this Bylaw.

special district area

means specific properties in areas of the [District](#) as described in [Section 3.0 - Special District Areas](#), and identified in [Schedule A](#) of this Bylaw.

special event sign

means a [temporary sign](#) that advertises sporting events, community events, charitable campaigns, farmers market, arts and cultural events, or other events endorsed by the [District](#). [Community services signs](#) are not [special event signs](#).

T

temporary sign

means a [sign](#) which is not in a permanently [installed](#) or affixed position, advertising a product or an activity on a limited basis as specified in applicable sections of this Bylaw.

W

window sign

means any [sign](#) or graphic placed on or near a window and visible from the exterior, intended to identify a [business](#) or advertise goods or services. It does not include merchandise displays, [temporary signs](#), or seasonal/decorative artwork that meets coverage limits.

4.0 General Regulations

4.1 Sign Lighting

4.1.1 A [business frontage](#) shall have a maximum of 2 externally [illuminated signs](#), or a maximum of 1 internally (back-lit) [illuminated signs](#), except for:

1. [Illuminated signs](#) are not permitted for [Home-based business signs](#).
2. Motor vehicle sales centres are permitted two (2) additional [illuminated signs](#).

4.1.2 All [sign](#) lighting shall be designed to illuminate the [sign face](#) area only.

4.1.3 The design and [installation](#) of the lighting shall ensure no element of the light connection is visible to a pedestrian.

4.1.4 An [illuminated sign](#) must not cause glare that creates a nuisance for surrounding properties or roadways, or shine/reflect light onto nearby residential properties.



External illumination



Internal illumination

4.2 Approved Signage Plan

4.2.1 An [approved signage plan](#) is required as part of a development permit or [sign permit](#) application for any of the following types of development:

1. [Multi-tenant building](#)/developments;
2. Major redevelopment of a building;
3. Major exterior alteration of a building [façade](#).

4.2.2 An [approved signage plan](#) must include coloured plans that identify:

1. Location, type and number of all proposed and existing [signs](#);
2. The type of [illumination](#);
3. The proposed [sign area](#) and [height](#);

4.2.3 For [special event signs](#), an [approved signage plan](#) must be submitted to the [District](#) annually for approval. The plan must show the location, type, area, [height](#), and number of [special event signs](#).

4.3 Number of Signs

4.3.1 Each [business](#) is permitted a maximum number of [signs](#) as noted in [Table 4.3.1](#) subject to the following conditions:

1. [Exempt signs](#) as listed in [Subsection 1.2](#) and drive-through [menu board signs](#) do not count toward the maximum allowable [signs](#);
2. If a [sign](#) advertises multiple tenants, each advertised tenant is counted as one (1) [sign](#) toward the total number allowed for the property;
3. If an [approved signage plan](#) is in place for a [multi-tenant building](#), all [signs](#) on the property must comply with the [approved signage plan](#), even if the Bylaw permits more [signs](#) than the plan.

Table 4.3.1 lists the maximum number of [signs](#) within the [Special District Areas](#). [Sign](#) maximums are per [business frontage](#), unless otherwise specified, and exclude [signs](#) for home-based [businesses](#) which are regulated under **Subsection 5.6 - Home-Based Business Signs**. All [sign](#) types must adhere to their additional regulations as set out in other sections of this Bylaw.

Table 4.3.1 – Maximum Number of Signs	
Outside of Special District Areas	Downtown
<p>Up to three (3) of the following:</p> <ul style="list-style-type: none"> • Awning Sign or Canopy Sign or Fascia Sign • Window Sign • Hanging Sign or Projecting Sign • Building Directory Sign • Freestanding Sign or Monument Sign (1 per building) • Animated/Digital Sign (where permitted) <p style="text-align: center;">and</p> <p>Up to two (2) of the following:</p> <ul style="list-style-type: none"> • Banner Sign • Building Identification Sign • Marketing Sign • Sandwich Board Sign (max 1) • Special Event Sign • Real Estate Sign 	<p>Up to three (3) of the following:</p> <ul style="list-style-type: none"> • Awning Sign or Canopy Sign or Fascia Sign • Window Sign • Hanging Sign or Projecting Sign • Building Directory Sign <p style="text-align: center;">and</p> <p>Up to two (2) of the following:</p> <ul style="list-style-type: none"> • Banner Sign • Building Identification Sign • Marketing Sign • Sandwich Board Sign (max 1) • Special Event Sign • Real Estate Sign
Highway 97	Exeter
<p>Up to three (3) of the following:</p> <ul style="list-style-type: none"> • Awning Sign or Canopy Sign or Fascia Sign • Window Sign • Hanging Sign or Projecting Sign • Building Directory Sign <p style="text-align: center;">and</p> <p>Up to one (1) of the following:</p> <ul style="list-style-type: none"> • Freestanding Sign or Monument Sign (1 per building) • Animated Sign or Digital Sign <p style="text-align: center;">and</p> <p>Up to two (2) of the following:</p> <ul style="list-style-type: none"> • Banner Sign • Building Identification Sign • Marketing Sign • Sandwich Board Sign (max 1) • Special Event Sign • Real Estate Sign 	<p>Up to three (3) of the following:</p> <ul style="list-style-type: none"> • Awning Sign or Canopy Sign or Fascia Sign • Window Sign • Hanging Sign or Projecting Sign <p style="text-align: center;">and</p> <p>Up to one (1) of the following:</p> <ul style="list-style-type: none"> • Freestanding Sign or Monument Sign (1 per building) • Digital Sign <p style="text-align: center;">and</p> <p>Up to two (2) of the following:</p> <ul style="list-style-type: none"> • Banner Sign • Building Directory Sign • Building Identification Sign • Marketing Sign • Sandwich Board Sign (max 1) • Special Event Sign • Real Estate Sign

5.0 Permitted Signs

5.1 Awning or Canopy Sign



**Sign Permit
Required**

**Building Permit
may be required**

5.1.1 Canopy Sign

1. A [canopy sign](#) shall not:
 - a. exceed 0.5 m² per linear meter of [canopy](#) length;
 - b. project above the [canopy](#) by more than 0.6m; and
 - c. project beyond the [roof line](#) or sides of the building.

5.1.2 Awning Sign

1. An [awning sign](#) shall not:
 - a. exceed 0.5 m² per linear meter of [awning](#) length;
 - b. extend vertically or horizontally beyond the limits of the [awning](#).

5.1.3 Specific Standards

1. [Awning](#) and [canopy signs](#) are permitted in all areas.
2. An [awning](#) or [canopy sign](#) shall be located on the first storey only.
3. [Awning sign](#) shall be limited to a logo, name or principal product line of the business occupying the building to which it is attached.
4. Where a single [canopy](#) or [awning](#) extends across multiple [business frontages](#), all [canopy signs](#) or [awning signs](#) attached to it must be consistent in height and [clearance](#), and must match the height and [clearance](#) of any [canopy/awning signs](#) on adjoining buildings.

awning sign

a [sign](#) painted or affixed flat to the surface of an [awning](#).

canopy sign

a [sign](#) attached to a [canopy](#) or located on the vertical front of a [canopy](#).

5.2 Animated or Digital Sign



**Sign Permit
Required**

**Building Permit
may be required**

5.2.1 Animated Sign

1. An [animated sign](#):
 - a. Shall only be permitted in the Highway 97 area as per [Schedule A](#), and along Horse Lake Road;
 - b. Shall not be a standalone [sign](#) and must be part of a [freestanding sign](#);
 - c. Shall not exceed 40% of the main [sign area](#).

5.2.2 Digital Sign

1. A [digital sign](#):
 - a. Shall only be permitted in the Highway 97 and Exeter area as per [Schedule A](#), and along Horse Lake Road;
 - b. Shall not be a standalone [sign](#) and must be part of a [freestanding sign](#);
 - c. Shall not exceed 40% of the main [sign area](#).
2. Despite [Subsection 5.2.2.1.a](#) above, [digital signs](#) may be permitted in other areas provided they are for community / institutional uses such as schools, churches, community centres etc.

5.2.3 Specific Standards

1. A [sign](#) shall be programmed to automatically turn off if it is malfunctioning.
2. [Signs](#) shall only display information about activities, events or promotions on the property, or the current time and temperature.
3. Shall not be allowed personalized or interactive messages for drivers, except in the case of drive-thru [menu board signs](#).
4. Shall not flash or strobe, and in the case of [digital signs](#), shall not stream video.

digital sign

a [sign](#) with an electronic display that can show text or images that can be updated, like time, temperature, or messages, without moving or flashing.

animated sign

a [digital sign](#) that shows motion or changing images, like videos, moving graphics, or scrolling text.

5.3 Fascia Sign



**Sign Permit
Required**

5.3.1 Size, Location and Features

A [fascia sign](#) shall adhere to the following:

	General	Downtown	Highway 97	Exeter
Sign area (m²)	0.5 x business frontage	0.3 x business frontage	0.5 x business frontage	0.5 x business frontage
Sign area (max)	4.0 m ²	3.0 m ²	20% of wall	20% of wall
Projection (max)	0.4 m			
Illumination	Permitted, in accordance with Subsection 4.1 - Sign Lighting			
Digital copy	Not permitted			

5.3.2 Specific Standards

1. No part of a [fascia sign](#) shall extend above any window sill, guardrail, railing or [roof line](#) immediately above such [sign](#), or extend beyond the building [façade](#).
2. A [fascia sign](#) shall not extend beyond the [parapet](#) to which it is affixed.
3. May be located above the second storey provided that the [sign](#) consists of only a logo, the name of a building, street address, or particular tenant.

fascia sign

a flat [sign](#), that runs parallel to the [façade](#) or wall of a building to which it is attached.

5.4 Freestanding Sign



**Sign Permit
Required**

**Building Permit
may be required**

5.4.1 Size, Location and Features

A [freestanding sign](#) shall adhere to the following:

	General	Downtown	Highway 97	Exeter
Sign area (max)	3.0 m ²	3.0 m ²	14.0 m ²	10.0 m ²
Sign height (max)	2.0 m	1.8 m	5.0 m	5.0 m
Setback from lot line (min)	2.0 m			
Separation distance from other freestanding signs	30.0 m			
Illumination	Permitted, both internal and external. See Subsection 4.1- Sign Lighting			
Digital copy	Permitted only in accordance with Subsection 5.2 - Animated or Digital Sign			

5.4.2 Specific Standards

1. [Copy](#) is permitted on both sides of a [freestanding sign](#) and must be the same on both sides.
2. No [sign](#) shall obscure a pedestrian's or driver's line of vision from a street, access road or sidewalk to oncoming traffic.
3. A [freestanding sign](#) shall only be installed on a [lot](#) when the building is a minimum of 5.0 m from the property line.
4. All [freestanding signs](#) along Highway 97 shall meet [setback](#) requirements as determined by the Ministry of Transportation and Transit (MoTT), and may require MoTT approval.
5. Drive-through [menu board signs](#) are exempt from any [separation distance](#) restrictions.

freestanding sign

a [sign](#) that is supported by columns, structures or supports that are placed or anchored in the ground, and that does not require the support of a building or other structure.

5.5 Hanging or Projecting Sign

**Sign Permit
Required**



5.5.1 Size, Location and Features

A [hanging](#) or [projecting sign](#) shall adhere to the following:

Sign area (max, per side)	0.5 m ²
Projection, including supports (max)	1.5 m
Vertical clearance (min)	2.5 m
Setback from curb line (min)	0.6 m
Separation distance between other hanging/ projecting signs	4.5 m
Illumination	External only. See Subsection 4.1 - Sign Lighting
Digital copy	Not permitted

5.5.2 Specific Standards

1. [Hanging signs](#) or [projecting signs](#) must have two [sign](#) faces.
2. The [sign](#) shall be for a business that is located on the main or second floor of the building.
3. [Signs](#) must be [installed](#) below the eaves or [parapet](#) of the building.
4. For [hanging/projecting signs](#) under an [awning](#) or [canopy](#), the [sign](#) must not extend beyond the edge of the [awning](#) or [canopy](#) in which they are under.

projecting sign

means any self-supporting [sign](#) that is attached to or projects more than 0.4 m from the face of a structure or building wall.

hanging sign

means a [sign](#) attached to the underside

5.6 Home-Based Business Sign

**Sign Permit
Required**



5.6.1 Size, Location, and Features

A [home-based business sign](#) shall adhere to the following:

Sign area (max)	0.5 m ²
Sign height for freestanding sign (max)	1.0 m
Setback from lot line (min)	2.0 m
Number of signs	1 freestanding sign or 1 fascia sign
Illumination	Not permitted
Digital copy	Not permitted

5.6.2 Specific Standards

1. [Illuminated](#) or [digital signs](#) are not permitted.
2. A [home-based business sign](#) shall only be permitted where the home-based [business](#) holds a valid and current business licence issued by the [District](#).

home-based business sign

means a [sign](#) located on a residential property that advertises or identifies a lawful home-based [business](#) operating from that property.

5.7 Monument Sign

**Sign Permit
Required**



5.7.1 Size, Location and Features

A [monument sign](#) shall adhere to the following:

Sign area (max)	3.0 m ²
Sign height (max)	2.0 m
Setback from lot line (min)	2.0 m
Number of signs	1 monument sign per frontage entrance
Illumination	External only. See Subsection 4.1 - Sign Lighting
Digital copy	Not permitted

5.7.2 Specific Standards

1. [Copy](#) shall be limited to the name of the residential neighbourhood, multi-family, commercial or industrial subdivision, senior facility and address number.
2. Must be located at the entrance(s) to the subdivision or facility.
3. Must identify proposed ownership of each [sign](#) and provide determined arrangements for future maintenance and upkeep.
4. The structure shall have a minimum of 2.0 m wide landscaped area around all sides of the [sign](#) base, except for when the structure [height](#) is less than 1.0 m from grade.
5. The landscaping shall integrate with the design and landscaping of the property, and shall include one or more of the following: rocks, mulch, non-wildlife attractant plants, or drought tolerant plantings.
6. The quality, area and plants used in the landscaping shall be to the satisfaction of the [Director](#).
7. [Monument signs](#) shall only be [installed](#) when the building is a minimum of 5.0 m from the [lot](#) line.

monument sign

means a [sign](#) constructed of brick, masonry, or stone, permanently anchored to the ground and physically independent of any other structure meant as an entrance feature to a residential neighbourhood, multi-family, commercial or industrial subdivision, or senior facility.

5.8 Window Sign

**Sign Permit
Required**



5.8.1 Size, Location and Features

A [window sign](#) shall adhere to the following:

Sign area	0.3 m ² per m of business frontage
Sign area (max)	up to 50% of the total window area
Number of signs	1 window sign per window area
Illumination	Not permitted
Digital copy	Not permitted

5.8.2 Specific Standards

1. Window area includes all contiguous panes of glass, including panes of glass that would be contiguous if not separated by mullions, but does not include contiguous panes of glass on a doorway.
2. [Window signs](#) must be legible, professionally presented, and maintained in good condition.
3. [Window signs](#) shall not obstruct safety or visibility requirements for entrances, exits, or pedestrian sightlines.
4. A [sign permit](#) is required for all permanent [window signs](#) or [window signs](#) intended to advertise products, services, or the [business](#).
5. Seasonal or decorative window displays that do not exceed the [sign area](#) maximum in [Subsection 5.8.1](#) are exempt from requiring a [sign permit](#).

window sign

means any [sign](#) or graphic placed on or near a window and visible from the exterior, intended to identify a [business](#) or advertise goods or services. It does not include merchandise displays, [temporary signs](#), or seasonal/decorative artwork that meets coverage limits.

6.0 Signs not requiring a Permit

6.1 Banner or Flag Sign

1. Maximum [sign area](#) is 2.0 m²;
2. Maximum [sign height](#) is 3.0 m;
3. Must not be placed on public roadways, sidewalks or [public property](#);
4. A maximum of two (2) [banner/flag signs](#) are permitted per [business frontage](#);
5. Despite 6.1.4 above:
 - a. [Multi-tenant buildings](#) are limited to one (1) [banner/flag signs](#) per [business frontage](#);
 - b. Motor vehicle dealerships and gas stations may have up to three (3) [banner/flag signs](#) per [business frontage](#).



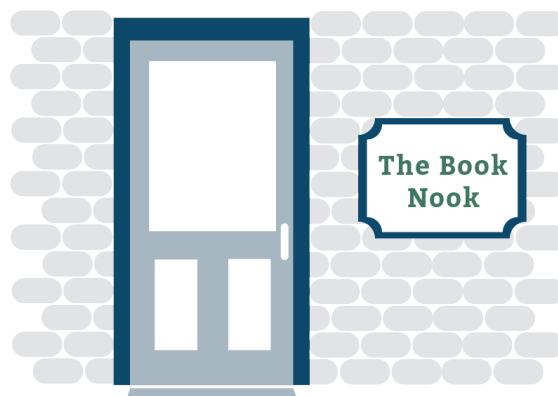
6.2 Building Directory Sign

1. Shall be a [fascia sign](#);
2. Maximum [sign area](#) is 2.0 m²;
3. Maximum of one [building directory sign](#) is permitted per building [frontage](#).



6.3 Building Identification Sign

1. Shall be a [fascia sign](#);
2. Shall not be located above the second floor of the building;
3. [Copy](#) shall be limited to the name, address, owner or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person containing numbers and letters only;
4. Maximum [sign area](#) is 0.50 m²;
5. The [sign](#) may have external [illumination](#).



6.4 Community Service Sign

1. [Community service signs](#) must comply with the [District's Community Services Signs Policy](#).

6.5 Marketing Sign

1. Shall be a [fascia sign](#) or [window sign](#);
2. [Copy](#) shall be limited to the future tenant's name and logo, and a description of the future activity in the building;
3. The display of [signs](#) shall be limited to 90 days;
4. The maximum [sign area](#) is 4.0 m².



6.6 Political Election Sign

Number and Size

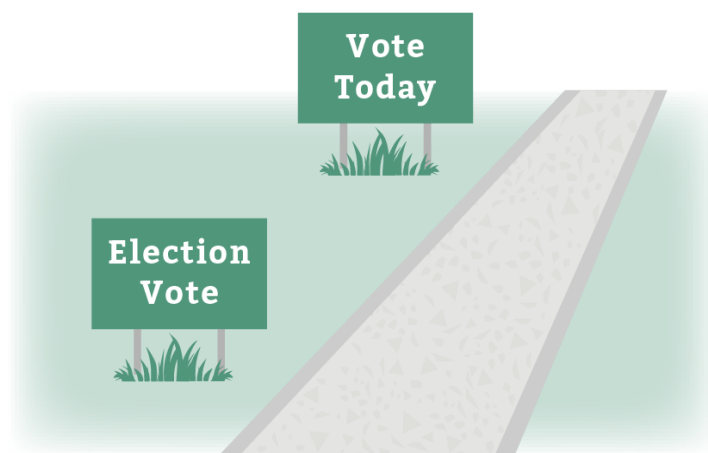
1. May have up to four (4) [sign faces](#);
2. Maximum [sign area](#) is 3 m² per [sign face](#);
3. Maximum [sign height](#) is 2.0 m including the post holding the [sign](#);
4. Each candidate may locate one (1) [sign](#) per property.

Signs on the Boulevard / Public Property

5. [Signs](#) are not permitted on the Highway 97 boulevard or on any other public boulevard or [public property](#). Despite this general prohibition, [political campaign signs](#) may be placed only within the boulevard north of Exeter Station Road and south of the first commercial property at the southern end of town.

Location and Compliance

6. The [sign](#) shall not be erected prior to the close of the nomination period and shall be removed not later than 72 hours following the date of the election;
7. [Signs](#) may be placed on private property with the permission of the property owner;
8. On advance polling days and general voting day no [political campaign signs](#) may be posted within 100 metres of an active polling station, in compliance with the *Local Government Act*;
9. [Signs](#) must meet the requirements of the *Local Election Campaign Financing Act*.



Responsibilities and Liability

10. The [District](#) will assume no responsibility for any damage to [signs](#) where the [District](#) is compelled to remove inappropriately placed [signs](#);
11. [Signs](#) that create a hazard or obstruct sightlines will be removed immediately by [District](#) staff. A sightline hazard occurs when a [sign](#) blocks emergency services, pedestrians, or motorists from safely seeing oncoming traffic or people;
12. Candidates are responsible for their [sign](#). If a [sign](#) is damaged or blown over, the candidate is responsible to remove, or maintain the [sign](#) to ensure they do not create an untidy appearance.

6.7 Sandwich Board Sign

Size

1. Maximum sign area: 0.7 m² per side;
2. Must be vertically oriented, with a height greater than its width.

Placement and Location

3. Must maintain a 1.5 m wide unobstructed pedestrian corridor along the walkway;
4. Must be located no more than 4.5 m from the business entrance;
5. Shall only be placed on the private property of the business or organization advertised;
6. Shall only be displayed during posted business hours for the associated business.

Number of Signs

7. Maximum number of sandwich board signs permitted is one (1) per business frontage.

Signs on Public Property

8. Sandwich board signs are not permitted on public property, except within the Downtown area as shown in **Schedule A** of this Bylaw.
 - a. Despite **Subsection 6.7.8** above, a sandwich board sign may be placed on the sidewalk in front of a business that does not have private frontage, provided it complies with this Section and a release of liability, to the satisfaction of the District, is required prior to installing the sign.
 - b. For further clarity, businesses in the Downtown area as shown in **Schedule A** of this Bylaw that have private frontage, are not permitted to install sandwich board signs on public property.

**Requires a
release of
liability**



6.8 Special Event Sign

1. May advertise sporting events, community causes, charitable fund-raising campaigns, farmers market, or arts and cultural events;
2. The maximum [sign area](#) shall be 1.0 m²;
3. Shall not be erected for more than 30 days per calendar year;
4. Shall not be displayed longer than 14 consecutive days;
5. Shall be removed within 24 hours of the end of the event or campaign;
6. May be placed on private or [public property](#) only with the written permission of the property owner or the [District](#);
7. Prior to [installation](#), an [approved signage plan](#) shall be submitted to the [District](#) for Council approval, including: pre-approved locations, dates, location, [sign copy](#), [sign area](#) and [height](#). [Approved signage plans](#) shall be renewed annually, at no charge to the applicant.

**Requires an
Approved Signage
Plan**



6.9 Real Estate Sign

1. Shall only be displayed during the required advertising period and shall be removed within 30 days of contract completion;
2. For residential properties:
 - a. Maximum [sign area](#): 1.5 m² ;
 - b. Maximum of one (1) [real estate sign](#) per [frontage](#).
3. For commercial properties:
 - a. Maximum [sign area](#): 3.0 m² or 4'x8';
 - b. For properties larger than 0.25 ha, a maximum of two (2) [real estate signs](#) are permitted.
 - c. For properties smaller than 0.25 ha, a maximum of one (1) [real estate sign](#) is permitted.



7. Prohibited Signs

7.1 Prohibited Signs

- 7.1.1 Except as otherwise specifically permitted by this Bylaw, the following [signs](#) shall not be located or displayed within the [District](#):
1. [Billboard signs](#);
 2. [Abandoned signs](#) or illegally installed [signs](#);
 3. Flashing [signs](#);
 4. [Off-premises signs](#);
 5. [Signs](#) displayed on roofs, dormers, balconies, fences or vehicles;
 6. [Portable signs](#);
 7. Temporary [off-premises signs](#) except for [special event signs](#) and directional [signs](#) as regulated by this Bylaw;
 8. Rotating [signs](#);
 9. Balloon [signs](#), air-inflated [signs](#), spinners, pinwheels, gas-filled figures, and similar devices that move due to wind or other environmental factors are not permitted as [signs](#) or advertising displays;
 10. [Signs](#) that mimic the color, size, or design of any traffic control sign or signal, or use words, symbols, or characters in a way that could obstruct, mislead, or confuse pedestrians, cyclists, or vehicle traffic;
 11. [Signs](#) within the public right-of-way, other than those approved through a valid [sign permit](#) and meeting requirements of this Bylaw;
 12. Any [sign](#) on a vehicle or trailer that is used primarily as a stationary advertising display;
 13. [Signs](#) which contain indecent or obscene pictures, drawings, or words, as determined by the [Bylaw Enforcement Officer](#);
 14. No [signs](#) of any type, including exempt or [temporary signs](#), are allowed on the public boulevard along the Highway 97 corridor, or any other [public property](#), unless specifically permitted by this Bylaw.

8. Sign Permit Requirements

8.1 General Requirements

- 8.1.1 Prior to [installing](#) any [sign](#), every [business](#) shall obtain and maintain a valid [business](#) license.
- 8.1.2 Prior to [installing](#) any [sign](#), every [business](#) shall obtain and maintain a valid [sign permit](#) through a [sign permit](#) application authorizing the [installation](#) and maintenance of all permitted [signs](#) on the property.
- 8.1.3 A [sign permit](#) shall cover the complete [sign](#) package for a [business](#), including all permitted [sign](#) types, locations, number of [signs](#) and total [sign area](#) allowed under this Bylaw.
- 8.1.4 Where a [business](#) proposes to add, alter, or replace permanent [signs](#), such [signs](#) may be authorized under the existing [sign permit](#) provided they conform to the requirements of this Bylaw and are approved by the [Director](#).

8.2 Scope of Sign Permit

- 8.2.1 A [sign permit](#) authorizes:
 - 1. The [installation](#) of the permitted permanent [signs](#) for the [business](#);
 - 2. The replacement of [copy](#), panels, or [sign faces](#), provided such replacement does not alter the approved size, structure, or location of the [sign](#); and
 - 3. Any minor alterations to existing [signs](#) where, in the opinion of the [Director](#), the alteration does not materially change the form or character of the [sign](#).

8.3 Sign Permit Exemptions

- 8.3.1 A [sign permit](#) is not required for the following, provided the [sign](#) complies with all applicable provisions of this Bylaw:
 - 1. [Signs](#) that meet the regulations of [Section 6 - Signs not Requiring a Permit](#).
 - 2. [Signs](#) as described in [Subsection 1.2 - Exemptions](#).

8.4 Validity and Renewal

- 8.4.1 A [sign permit](#) shall remain valid so long as the authorized [signs](#) remain in place and in compliance with this Bylaw.
- 8.4.2 Replacement of tenant panels, [sign faces](#), or [copy](#) that does not alter size, location, or structure shall not require renewal of the [sign permit](#).
 - 1. Despite [Subsection 8.4.2](#) above, when a new [business](#) occupies a premises, a new [sign permit](#) shall be required, regardless of whether the previous business held a [sign permit](#) for the same type of [signs](#), and regardless if the changes adhere to [Subsection 8.4.2](#).
- 8.4.3 Where a [business](#) ceases to operate, the [sign permit](#) shall be deemed expired, and all associated [signs](#) shall be removed in accordance with [Subsection 9.3 - Sign Removal](#).

8.5 Permit Fees

- 8.5.1 A permit fee based on the estimated value of the [sign](#) and any supporting structure shall be paid prior to issuance of a [sign permit](#) with the amount of the fee as outlined in the *Fees and Charges Bylaw*.
- 8.5.2 The [sign permit](#) fee is payable under this Bylaw regardless if other permit fees, such as building permits, have already been paid.

9. Enforcement and Offences

9.1 General Compliance

9.1.1 The [Director](#), [Building Inspectors](#), and [Bylaw Enforcement Officers](#), or their delegates, are authorized to enforce and administer this Bylaw. Their powers include:

1. Issuing and revoking [sign permits](#) where applicable;
2. Keeping records of applications, permits, orders, and inspections;
3. Ordering correction or cessation of work carried out contrary to this Bylaw or the terms of a permit;
4. Ordering the removal, repair, alteration, or painting of any [sign](#) that is [abandoned](#), dilapidated, unsafe, or installed without a valid [sign permit](#); and
5. Removing and impounding any [sign](#) placed on [public property](#) in contravention of this Bylaw.

9.2 Right of Entry

9.2.1 An authorized official as listed in [Subsection 9.1.1](#) above may enter upon any land at reasonable times to ascertain compliance with this Bylaw.

9.2.2 No person shall obstruct or interfere with an authorized official carrying out duties under this Bylaw.

9.3 Sign Removal

9.3.1 Any [sign](#) not in compliance with this Bylaw and not protected as a legally [non-conforming sign](#) is deemed a nuisance and may be removed by the [District](#).

9.3.2 Where a [sign](#) poses an imminent safety hazard, the [District](#) may remove it immediately without prior notice.

9.3.3 Any [sign](#) removed by the [District](#) may be claimed by the owner within thirty (30) days upon payment of removal and storage costs. [Signs](#) not claimed within thirty (30) days may be disposed of by the [District](#), with costs of disposal charged to the owner.

9.3.4 [Signs](#) no longer associated with an active, licenced business, product, or service must be removed within 30 days.

9.4 Offences

9.4.1 A person who contravenes, violates, or fails to comply with any provision of this Bylaw, permits or allows an act or thing to be done in contravention of this Bylaw, or neglects or refuses to do anything required by this Bylaw, commits an offence. Each day that the offence continues shall constitute a separate offence.

9.5 Penalties

9.5.1 Every person who commits an offence of this Bylaw is liable on summary conviction to a penalty not exceeding ten thousand dollars (\$10,000.00) and the costs of prosecution.

9.5.2 Penalties imposed under this Bylaw are in addition to, and not in substitution for, any other remedy or penalty imposed under any other enactment.

Schedule A

