

- (ab) "READ-O-GRAPH SIGN" means a sign face or portion thereof so constructed that the individual letters or numerals conveying a message thereon may be easily rearranged or changed but does not include an electronic message centre sign;
- (ac) "REAL ESTATE ADVERTISING SIGN" means a temporary sign advising that a premises or a portion thereof is for sale, rent or lease, or that such premises is sold, rented or leased, and which may also indicate ancillary information such as to whom a person should inquire with regard thereto;
- (ad) "ROOF SIGN" means a sign supported entirely by the roof of a building or structure or a sign, other than a facial or projecting wall sign, supported by a portion of the building or structure projecting above the roof, except that a roof sign does not mean a sign supported by or through the roof of a single storey building occupied by a Group 4 premises;
- (ae) "SEQUENTIAL SIGN" means two or more signs used in series to convey a cohesive message related to the subject matter, each such sign message being dependent upon the other;
- (af) "SIGNS ON A ROAD ALLOWANCE" means signs and/or canopy signs wholly or partly on or wholly or partly over a road allowance owned by the City;
- (ag) "SOFFIT SIGN" means a sign entirely supported by or through the soffit of a building or structure;
- (ah) "TEMPORARY" when used to describe a type of sign means a sign that is limited as to a specific and defined time that it can be erected or displayed and does not utilize a permanent foundation;
- (ai) "WALL SIGN" means a sign entirely supported by or through the face of a building or structure, or by component members comprising all or part of said face, and includes a sign painted directly onto the exterior of a building and signs supported by or through the roof of a single storey building, occupied by a Group 4 premises;

"SIGN CLASSIFICATION" means the classification of signs by reference to their copy or purpose as either identification, information or advertising signs;

"SIGN FACE" means that portion of the sign, excluding the sign structure, upon which as part of, against or through which the message of the sign is displayed;

"SIGN FACE AREA", in reference to

- (a) a sign face which is an integral part of a building or other structure in that it is a part of the cladding thereof or is composed of individually installed letters, numerals or other shapes, means the sum of the areas of each grouping of letters, numerals or other shapes that expresses a separate thought when the minimum number of horizontal and vertical lines are drawn tangent thereto;
- (b) a double faced sign, means the area of one sign face;
- (c) a ground sign located on a road allowance, means the sign face area as set out in this part and includes the surface area of any sign structure;
- (d) any other sign face, means the area of all sign faces with respect to any sign; and
- (e) a sign box means the area of the sign cabinet including the frame of the sign.

"SIGN STRUCTURE" means a structure which supports or did support or which is constructed to support a sign face or faces, and which in turn is supported by the ground or by a building or structure not an integral part of the sign;

"SIGN TYPE" means the designation of signs by reference to their means of support and includes those types designated ground signs, wall signs, soffit signs, and roof signs;

"sq m" when following a numeral means square metre(s);

"STREET LINE" means the limit of the road or street allowance;

"STOREY" means that portion of any building which is situated between the top of the floor next above it or, if there is no such floor, the roof next above it;

- f) **Directional Information Construction Signs** – Notwithstanding the regulations set out in Table 6.3 and any other regulations of this by-law, a maximum of 2 non-accessory directional information signs outside a plan of subdivision, or a plan of condominium, or a building or building complex, may be erected or displayed for the period of time set out in Part 6.3 (a) above provided that a sign does not exceed 6 square metres in sign face area, 5 metres in height, is erected with the property owner's permission in a location except on a road allowance and the sign message is limited to the name and location of the construction.
- g) **Contractor Signs** – may be placed on private property during the time of construction, repairs or service is being provided and the sign shall be removed within 48 hours of completion of the construction, repairs or service.
- h) **Alternative Sign Face Area Calculation** –as an alternative to the maximum sign face area regulations set out in Line 4, Column C, D & E of Table 6.3, the maximum sign face area for construction ground signs located on a premises may be calculated at 1.25 square meters of sign face area per hectare of lot area, but in no case greater than 25.0 square meters maximum sign face area.
- i) **Transfer Ground Signs Area** – When a property faces more than one arterial street, a property owner may apply to transfer sign face area from one street to another street provided the owner enters into a uniformity agreement to transfer the sign face area permitted on one street up to 50% of the sign face area for the signage permitted on the other arterial road. In no case shall it exceed 25.0 square meters

6.4 Real Estate Advertising Signs - Regulations

No person shall erect or use a real estate advertising sign, or cause or permit a real estate advertising sign to be erected or used, except in conformity with the regulations set out in Table 6.4 and the additional regulations set out below.

Table 6.4
Regulations for Real Estate Advertising Signs

		Signs in All Locations Except on a Road Allowance				Signs Located on a Road Allowance
Line 1	Group Use	Group 1	Group 2	Group 3	Group 4	All Group Uses
2	Permitted Sign Types	Ground signs and facial wall signs only.				Prohibited except for real estate open house directional signs only if between the hours of 8:00 a.m. and 8:00 p.m. while an open house is operating
3	Number of signs	1 ground sign per premise per street frontage except in the case of a co-listing, 2 signs permitted. 1 facial wall sign per street frontage related to the initial sale or rental of a multiple occupancy building or portion thereof.				No restriction
4	Maximum Sign Face Area	0.7 m ²	3 m ²		5 m ²	0.5 m ² for an open house sign and
5	Maximum Sign Height	Ground signs –1.5 m	Ground signs – 4.5 m			0.6 m for an open house sign
6	Sign Location Restrictions	- except for signs in windows, facial wall signs shall be located at a height no greater than 1.2 m above the first storey, subject to section 6.4(b). - prohibited within a sight triangle as set out in Section 9.7				- 0.6 m minimum from a pedestrian sidewalk and from the vehicular travelled portion of the road. -prohibited on medians or islands.
7	Animation	Prohibited				Prohibited
8	Illumination	Prohibited	Illumination permitted except that flashing illumination prohibited.			Prohibited

		Signs in All Locations Except on a Road Allowance	Signs Located on a Road Allowance
9	Time Limitations	Real estate advertising signs shall not remain erected for a period longer than 30 days after the subject premises, building or floor area has been sold, rented or leased, but in any event shall not remain erected for more than 210 days in any calendar year.	

- (a) **Additional Signs** - Notwithstanding Table 6.4, more than 1 sign per premise per street frontage is permitted where there is a minimum separation distance of 150m between signs adjacent to the same street frontage.
- (b) **Real Estate Advertising Signs displayed on building walls** may be located more than 1.2 m above the first storey of a building and may have a sign face area of up to 5% of the calculated area of the building’s largest face, if a permit is obtained. The sign may be located on any of the building faces provided the sign does not obstruct any window or obstruct openings required to provide natural light and/or ventilation to an occupied space directly connected to the window area. The sign shall be non-illuminated and shall have no additional exterior lighting directed toward it. More than one sign may be permitted to be displayed on the building provided there is not more than one sign per building face, and the combined area of all signs on the building cannot exceed the 5% area calculation based on that largest building face. No such sign shall be erected for more than 210 days in any calendar year. A permit for a Real Estate Advertising Sign displayed on a building wall shall be issued for such multiple of 30 consecutive days as is specified in the permit and shall be valid from the date of issuance of the permit or from the date specified in the permit.
- (c) Notwithstanding section 6.4 (b) above, the two existing signs at 131-137 Dundas Street and 208-210 Dundas Street which exceed the 5% permitted sign coverage area may remain for a period of time up to December 1, 2012.”

6.5 Other Temporary Accessory Signs - Regulations

No person shall erect or use any temporary accessory sign, or cause or permit any temporary accessory sign to be erected or used; other than those temporary accessory signs regulated by sections 6.1 through 6.4 inclusive of this by-law, except in accordance with the regulations set out below.

- (a) **Special Events** - Notwithstanding the regulations of Section 5.1, ground signs used in conjunction with a special event sponsored by a charitable or non-profit organization, including signs for exhibitions and fairs are permitted provided such signs shall not have a sign face area exceeding 6 m² and shall not be placed on residential Group Use premises. Such signs shall not be erected sooner than 6 weeks prior to the starting date of the event nor remain erected 72 hours after the closing date of the event.
- (b) **Window Signs** - Temporary accessory signs in windows are permitted provided that the total area of such signs, including painted signs on windows, do not cover more than 50% of the total window area.

PART 7
PERMANENT NON-ACCESSORY SIGNS

7.1 Permanent Non-accessory Signs - Regulations

No person shall erect or use any permanent non-accessory sign, or cause or permit any permanent non-accessory sign to be erected or used, except in conformity with the regulations set out in Table 7.1 and the additional regulations set out below.

Table 7.1
Regulations for Permanent Non-accessory Signs

Column	A	B
		Signs in All Locations Except on a Road Allowance
Line 1	Permitted Sign Types	Single and double faced ground signs and facial wall signs
2	Number of Signs	The maximum number of all non-accessory sign structures shall not exceed the population of the City as established by the City’s Assessment Population Projection divided by 1300.
3	Maximum Sign Face Area	25 m ² and the ratio of the height to width or of the width to the height of the sign face shall not exceed 2.5:1.