

Signs – MPS Part 15 and LUB Part 6 – December 12, 2018

Signage plays an important role in development and has a potentially significant impact on the visual quality of the Town.

Regulations for signage attempt to balance the commercial purpose and objectives of signage (business identification and business promotion) with the character of the built environment, as well as pedestrian and vehicle safety.

Signage regulations apply to all zones.

Proposed regulations are consistent with current provisions. Our updates focus on clarifying specific regulation and the inclusion of definitions

Key provisions

- A permit is required for all signage.
- Definitions for sign types are included in the Land Use By-law.
- Signage in residential areas is very limited. There are specific provisions for home-based business signs.
- Signage in the new Residential Mixed Use Zone is also limited.
- “Off-site” signage not permitted. Your sign has to be on your property.
- “Reader Board” signage is subject to regulation.
- “Sandwich Board” Signs are regulated through a separate Town By-law that also requires a permit.
- Signage on a designated heritage building is also subject to approval by PHAC (Planning and Heritage Advisory Committee) before a permit is issued.
- The content of a sign and the design of a sign (materials, shape, font, colours) are not regulated through the Land Use By-law.
- BUT, signage may be subject to design controls where development of the property is considered by Development Agreement.