



SIGN BYLAW

NO. 2760, 2013

TABLE OF CONTENTS

PART 1	ADMINISTRATION	4
	1.1 Title	4
	1.2 Definitions	4
PART 2	GENERAL PROVISIONS	8
	2.1 Application of Sign Bylaw	8
	2.2 Non-Conforming Signs.....	8
	2.3 Sign Maintenance.....	8
	2.4 Sign Illumination.....	8
	2.5 Changeable Copy Signs.....	9
	2.6 Signs on Public Right-Of-Ways	9
	2.7 Exemptions.....	9
PART 3	PROHIBITED SIGNS.....	10
PART 4	SIGNS THAT ARE REGULATED BUT DO NOT REQUIRE A PERMIT	12
PART 5	SIGNS THAT REQUIRE A PERMIT LISTED BY LOCATION	13
	5.1 Downtown.....	13
	5.2 Old Orchard Commercial Area.....	16
	5.3 General Commercial and Industrial Areas	18
	5.4 Institutional.....	21
PART 6	APPLICATION REQUIRMENTS	22
PART 7	ENFORCEMENT	22
	7.1 Designation of Bylaw	22
	7.2 Violation of Bylaw.....	22
PART 8	SEVERANCE.....	23
PART 9	REPEALS.....	23

THE CORPORATION OF THE CITY OF COURTENAY

BYLAW NO. 2760, 2013

**A bylaw to regulate the number, size, type, form, appearance
and location of signs within the City of Courtenay**

WHEREAS Council may by bylaw regulate the number, size, type, form, appearance and location of signs, and make different provisions for different zones, for different uses within a zone and for different classes of highways;

AND WHEREAS it is deemed desirable:

To enable local businesses, institutions, and community organizations to clearly identify themselves and the products or services available to the extent that this bylaw permits;

To enhance the appearance and visual character of the community through appropriate signage; and

To ensure the safety of pedestrians, cyclists and motorists by ensuring that signs are properly located, minimize distraction, and do not interfere with traffic control devices.

THEREFORE, the Council of the *Corporation of the City of Courtenay*, in open meeting assembled, enacts this bylaw as follows:

PART 1 ADMINISTRATION

1.1 Title

This Bylaw may be cited for all purposes as "Sign Bylaw No. 2760, 2013".

1.2 Definitions

Words and phrases used in this Bylaw shall have the meanings set forth in this section.

Abandoned sign means any *sign* which no longer serves its previously intended purpose, or which is not maintained as required by this bylaw. Signs which are not in use for a period of 6 months or longer will be considered abandoned.

Address sign means a permanent *sign* displaying in letters and/or numbers the civic address of, and/or the name of the owner or occupant of any land, building, structure, business, or establishment located on the same *parcel* as the *sign*.

Animated sign means all *signs* that move or depict movement by any means including intermittent, strobe, flashing, or oscillating lights, or mechanical rotation or movement. *Animated signs* do not include *electronic message board signs*.

Awning means a shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

Awning sign means a *sign* painted or affixed flat to the surface of an *awning*, which does not extend vertically or horizontally beyond the limits of such *awning*.

Banner means a *sign* composed of lightweight, non-rigid material such as vinyl, cloth, canvas or similar fabric whether affixed to a *building face* or suspended above.

Building directory means a *sign* affixed to a *building face* near the main entrance which lists only the names and location of individual *business premises* located within a multi-tenanted building.

Building face area means all individual wall areas of a building in one plane or elevation.

Bus shelter sign means a *sign* on a shelter structure or bench intended to serve bus patrons and situated on land which adjoins a bus stop in ordinary use by buses operated by a public transit authority.

Business premise means that part of a building or *parcel* owned or occupied for the conducting of a business or service.

Canopy means a permanent hood, cover or shelter projecting from a building face.



Awning



Building Face Area for multi-tenanted buildings



Each of the coloured boxes represents building face area for a different business premise



Together, A, B and C make up the building face area for this single tenant building



Canopy

Canopy sign means a *sign* that is part of or attached to a *canopy*, or other structural protective element installed over a window, door, entrance, outdoor service area, port cochere or similar type of entranceway.

Changeable copy sign means a *sign* that facilitates the manual changing of attachable letters and numbers to compose new messages.

City means the Corporation of the City of Courtenay.

Clearance means the vertical distance between the underside of a *sign* and finished grade immediately below.

Commercial promotional sign means a temporary *sign* advertising a special event including a sale, business opening, business closing or change in ownership.

Community event sign means a *sign* advertising a community event which is carried on by a not-for-profit organization for the betterment of the community.

Community organization sign means a *sign* directing attention to a religious, community, service club or similar organization.

Construction project sign means a temporary *sign* identifying the nature of the project, owner, general contractor, architects, engineers, sub-trades and others associated with the planning, design, development and financing of the project.

Contractor sign means a temporary *sign* identifying individual contractors or sub-contractors relating to the construction, renovation, or demolition occurring on a parcel.

Copy means the letters, characters, numbers or graphics that make up the message on a *sign*, but does not include background colour.

Directional sign means a permanent *sign* that only communicates information regarding vehicular or pedestrian movement on the parcel on which it is located.

Director of Development Services means the Director of Development Services of the City and includes those officials of the City performing their duties under his or her authority and control.

Electronic message board means a *sign*, or portion of a *sign*, on which the message *copy* is displayed by means of electronically controlled illumination of lamps, tubes, light emitting diodes (LEDs) or other electronic technology which can be changed through computer programming.

Fascia sign means a *sign* affixed on and parallel to the *building face* on which it is displayed. *Fascia signs* do not include *banners*.



Canopy



The distance between the bottom of the sign and the sidewalk below is referred to as clearance



Changeable Copy Sign



The height of the sign is indicated by the arrow



Internally Illuminated Sign

Farm product sign means a *sign* advertising farm products for sale but does not contain any other advertising.

Fast food menu board means a *sign* associated with drive-through facilities to provide menu options.

Freestanding sign means a permanent *sign* standing apart from a building supported by an independent structure affixed to the ground.

Frontage means the length of the property line of a *parcel of* land abutting a public street, excluding a lane.

Grade means the average natural ground surface elevation at the *sign* location.

Hanging sign means a *sign* suspended from a *canopy* or *awning* and contained entirely under such *canopy* or *awning*.

Height means the vertical distance measured from the highest point of a *sign* or supporting structure to the elevation of the grade directly below the *sign*. Where the *sign* has been located on a berm, the berm will be included as part of the *sign* for the purposes of determining the *height*.

Home occupation sign means a *sign* identifying a home occupation as permitted under the *Zoning Bylaw*.

Identification sign means a *sign* containing only the specific or generic name of a business, its logo, address, phone number and hours of operation.

Illuminated sign means a *sign* with an internal light source or designed to reflect light from an external source intentionally directed at it.

Illuminated sign, indirect means a *sign* where the light source does not shine directly forward through the *sign* face from an internal light source.

Illuminated sign, external means a *sign* where the light source is designed to reflect light onto a *sign* from a lamp or light typically mounted above.

Mansard roof sign means a *sign* attached to a mansard roof.

Monument sign means a low profile *freestanding sign* which is supported by and integrated with a solid base that extends the length of the *sign*.

Mural means an artistic rendering or drawing painted or otherwise applied to a building face which is intended as a public display but has limited text, identification, information or advertising content and is not a *fascia sign*.



Externally Illuminated Sign



Indirect illumination refers to externally illuminated signs and signs where the letters and logo are illuminated by reflected light such as the sign above where the light is directed from the back of the sign towards the building wall or reflective surface giving the sign a halo effect

For more examples of lighting styles see *Schedule C*



Monument Sign



Projecting Sign



The purple and blue lines above represent the roofline. The blue lines indicate the main roofline while the purple line indicates the parapet or false roof.

Off premise sign means a *sign* which directs attention to a business, service, activity or product not sold offered or occurring on the *parcel* on which the *sign* is located, but does not include *bus shelter signs*.

Parcel means any lot, block or other area in which land is held or into which it is subdivided, but does not include a highway.

Pole mounted sign means a *freestanding sign* attached or mounted to a single pole or mast.

Political sign means a *sign* containing only messages relating to a public election or referendum.

Portable sign means a *sign* not permanently affixed to the ground or a building and can be readily transported.

Projected image sign means a temporary *sign* digitally projected onto a building face by a not-for-profit organization for the betterment of the community.

Projecting sign means a *sign* which is attached to and projects generally perpendicular from a *building face*.

Promotional sign means a temporary *sign* advertising a special promotion or sale, the opening or closing of a business premise, or advertising a change in use or ownership of a *business premise*.

Real estate sign means a *sign* indicating that the *parcel* or *business premise* on which it is located is for sale, rent or lease.

Roof line means the line formed by the intersection of the exterior walls of a building with the roof of the building, including a false roof to a maximum of 2.0 metres above the main roofline (see image at right on page 6).

Roof sign means a *sign* erected on top of the roof or parapet of a building or structure, or wholly or partly above a *roof line* of a building.

Sandwich board sign means a *portable sign* consisting of two rigid surfaces attached together at one edge.

Sight triangle means a triangular space formed by two lines parallel to the street edge measured 6 metres back from the intersection and a third line connecting them. The area within the sight triangle must be kept clear to maintain visibility for people travelling on one road to oncoming traffic.

Sign means any structure, device or visual display which communicates information or attracts the attention of the public to a product, place, activity, person, service, institution, or business.

Sign area means the total area within the outer edge of the frame or border of a *sign*, but where a *sign* has no frame or border or background, means the area contained within the shortest line surrounding the copy. Where a *sign* has more than one side, the *sign area* is the total of the *sign area* on all sides, unless otherwise specified. In the case of an irregularly shaped sign, *sign area* shall be the sum of the area of the smallest group of rectangles, triangles or circles within which all letters and other corporate graphics would fit.



Sandwich Boards



The red line indicates sign area. For more examples on how to calculate sign area, see Schedule B.



Sight Triangle

Subdivision identification sign means a *monument style freestanding sign* identifying only the name and location of a subdivision or multi-residential development.

Window sign means a sign painted on or affixed to the interior or exterior of a window.

Zone means premises designated for certain uses according to “*City of Courtenay Zoning Bylaw No. 2500, 2007*” and all amendments thereto.

PART 2 GENERAL PROVISIONS

2.1 Application of Sign Bylaw

- 2.1.1 No *sign* shall be erected, placed, displayed, altered or moved within the *City* except in conformity with the provisions of this bylaw.
- 2.1.2 Nothing in this bylaw relieves a person from complying with all other applicable enactments, including Federal and Provincial legislation and all *City* bylaws.
- 2.1.3 The application of this bylaw to *signs* may be affected by a development permit or development variance permit issued by the *City*.
- 2.1.4 Unless otherwise provided for by this bylaw, a *sign* for a *business premise* must be erected or placed only on that part of the building or *parcel* occupied by the business or activity to which the *sign* relates.

2.2 Non-Conforming Signs

- 2.2.1 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 as a legal non-conforming *sign*, provided it is maintained in a clean and safe condition and provided that the *sign* was legally authorized by issuance of a valid sign permit prior to its installation.
- 2.2.2 Changes to the copy of a legal non-conforming *sign* may be permitted by a *sign* permit provided that the *sign* shall not be rebuilt, enlarged, extended or relocated.

2.3 Sign Maintenance

- 2.3.1 All *signs* and their supporting structures and electrical equipment shall be maintained in good condition by the owner, or lessee of the *parcel* or *business premise* on which the *sign* is located.
- 2.3.2 Any *sign* that poses an immediate safety risk or hazard to persons or property, as determined by the *City* shall be repaired or removed by its owner within 24 hours of receiving a written notice from the *City*.
- 2.3.3 All normal maintenance, including replacement of copy, light bulbs or electrical equipment and refurbishing of *signs* shall not require a permit provided that the *sign* is not rebuilt, enlarged, extended or relocated.

2.4 Sign Illumination

- 2.4.1 Lighting for *illuminated signs* shall not shine directly onto neighbouring premises or create a safety concern on adjacent public rights-of-way.
- 2.4.2 *Signs* on properties that are directly adjacent to residential uses or environmentally sensitive areas, and are directed towards these areas shall not be *illuminated*. For clarity, where the properties are separated by a street, this restriction shall not apply.

2.4.3 *Externally illuminated signs* shall use a shielded light source.

2.4.4 *Signs* that are *internally illuminated* are subject to the following regulations:

- a. A *sign* having individually, incised plastic, metal or glass letters or symbols shall be mounted in a solid opaque *sign* face or directly onto a *building face*.
- b. Rectangular *sign* cabinets shall have an opaque background with only the letters or symbols illuminated.

2.4.5 All wiring and conduits for *illuminated signs* shall be concealed.

2.5 Changeable Copy Signs

2.5.1 Changeable copy is restricted to 40% of the *sign area* except that in the case of *fascia signs* for theatres it is not restricted.

2.6 Signs on Public Right-Of-Ways

2.6.1 No *sign* shall be located upon or over any public right-of-way, street or sidewalk or public property, except as permitted by this bylaw.

2.6.2 No *sign* shall interfere with or obstruct any traffic control device as defined in the Motor Vehicle Act, R.S.B.C. 1996, c. 318, or in any other way interfere with visibility from one street to another.

2.6.3 No *sign* shall be located upon or suspended over a public-right-of-way, street, sidewalk or public place unless the owner of the *business premise* upon which the *sign* is located or affixed has entered into an encroachment agreement with the *City*, in a form acceptable to the *City*.

2.7 Exemptions

2.7.1 Notwithstanding any other provisions of this bylaw, the following types of *signs* are exempt from this bylaw:

- a. *Address signs* not exceeding 0.3 m² (3.2 sq. ft);
- b. *Signs* on or over *City* streets for the control of traffic and parking, or for street names, or directions and administered by the *City*;
- c. Traffic control devices under the *Motor Vehicle Act of British Columbia*;
- d. Notices issued by or required by the *City*, the *Government of British Columbia* or the *Government of Canada*;
- e. *Political Signs*;
- f. *Bus shelter signs* intended for public convenience and administered by the *City*;
- g. Private celebrations or holiday decorations of a temporary or seasonal nature displayed for not more than 60 days;
- h. Flags and emblems of political, civic, educational or religious organization not exceeding 4.0 m² (43.1 sq. ft.);
- i. *Murals*;
- j. Display of goods placed inside a window;
- k. Gravestones, cornerstones, plaques or other markers placed for historical, commemoration or memorial purposes.

PART 3 PROHIBITED SIGNS

Signs that are not specifically permitted in this bylaw are prohibited. Without restricting or limiting the generality of the foregoing, the following *signs* are prohibited:

- a. *abandoned signs*;
- b. *animated signs* or *signs* equipped with flashing, strobe or oscillating lights, rotating or moving devices or which have emissions whether audible, visual or otherwise;
- c. wind activated devices designed to attract the attention of the public with movement;
- d. *signs* mounted or supported on a balcony;
- e. balloon *signs* or other inflatable devices except as described in Part 4 (*Community Event Signs*);
- f. *electronic message board signs* except as otherwise permitted by this bylaw;
- g. *off-premise signs* except as described in Part 4 (*Community Event Signs*) and Section 5.1.6 (*Sandwich Boards Downtown*);
- h. *roof signs*;
- i. *portable changeable copy signs*;
- j. any *sign* which imitates or resembles an official *sign* or traffic control device;
- k. any *sign* which interferes with the safe use of the street by pedestrians, cyclists or vehicles, impedes traffic or interferes with the use or visibility of any traffic control device or other equipment installed by the *City* or by a utility company;
- l. *signs* which obstruct a parking space or utilize such parking space for purposes of locating a *sign*;
- m. *signs* attached to or located on any vehicle or trailer parked so as to be visible from a street for the principal purpose of advertising. This section does not prohibit any form of permanent signage normally attached to a motor vehicle for the purposes of identifying the owner or operator of the vehicle and goods or services it contains or provides;
- n. *signs* that obstruct any part of a doorway, window, passageway, fire escape, walkway, road, lane, sidewalk or similar feature.

Prohibited Signs – the images below are examples of some of the *signs* which are **not allowed**. This is not an exhaustive list. Some of the *signs* featured below may be allowed with special permissions as stated elsewhere in this bylaw and these *signs* have been indicated with an asterix *



Abandoned Signs



Animated Signs (flashing lights)



Animated Signs (rotating)



Wind Activated Signs



Wind Activated Signs



Signs mounted on a balcony



Digital billboards. Signs on institutional properties may have electronic message boards provided they meet specific criteria



Signs attached to parked vehicles for the principle purpose of advertising



Roof Signs



Portable Changeable Copy Signs



Inflatable devices may be allowed for community event, see Part 4. *



Off premise signs are not allowed with the exception of community event signs, see Part 4. *



PART 4 SIGNS THAT ARE REGULATED BUT DO NOT REQUIRE A PERMIT

The following signs **do not require a sign permit** but **must conform** to all other provisions of this bylaw:

- a. *Farm product sign* with a *sign area* of not more than 3.0 m² (32.3 sq. ft.) and a *sign height* not exceeding 2.0 m (6.6 ft.). The advertised farm products must be grown or raised on the property on which the *sign* is erected. Only one *farm product sign* is permitted per farm and the *sign* must not be *illuminated*.
- b. *Building directory sign* with a maximum *sign area* of 2.0 m² (21.5 sq. ft.) provided the maximum area allocated for each *business premise* is not greater than 0.2 m² (2.15 sq. ft.). *Building directory signs* must be *fascia signs*.
- c. One *commercial promotional sign* provided it is a *banner* with a *sign area* not exceeding 3.5 m² (37.7 sq. ft.) for a maximum of 30 days up to two times per year. There shall be a minimum of 30 days between each of the two permitted sign events.
- d. *Community event signs* located on or over public property provided written permission from the *City* is first obtained.
- e. *Community event signs* on private property provided the *sign* is installed no earlier than 30 days before the date of the community event and is removed no later than 7 days after the event is held. *Community event signs* which are *fascia*, *freestanding*, *banner* or *portable signs* shall not exceed 3.0 m² (32.3 sq. ft.) in area or 2.0 m (6.56 ft.) in *height*. *Projected image signs* and inflatable devices may be permitted at the discretion of the *Director of Development Services*.
- f. One *home occupation sign* per *parcel* with a *sign area* of not more than 0.5 m² (5.4 sq. ft.), and for *freestanding signs*, a *sign height* not exceeding 1.2 m (4.0 ft.). *Home occupation signs* must be either *fascia* or *freestanding signs* and must not be illuminated.
- g. One *identification sign* with a *sign area* not exceeding 0.3 m² (3.23 sq. ft.). *Identification signs* must be *fascia signs* and shall be mounted at an entrance of a *business premise*.
- h. One *construction project sign* with a *sign area* not exceeding 3.0 m² (32.3 sq. ft.) and not exceeding 2.5 m (8.2 ft.) in *height*. *Construction project signs* must be removed within 30 days following issuance of the occupancy permit for the project.
- i. One *contractor sign* per contractor per site with a maximum *sign area* not exceeding 0.5 m² (5.4 sq. ft.). *Contractor signs* must be removed no later than 30 days following issuance of the occupancy permit for the project.
- j. *Window signs* with a maximum *sign area* comprising less than 40% of the area of the window in which they are contained. Open/close or vacancy signs displayed in a window are not included in the maximum total *sign area* for *window signs*.



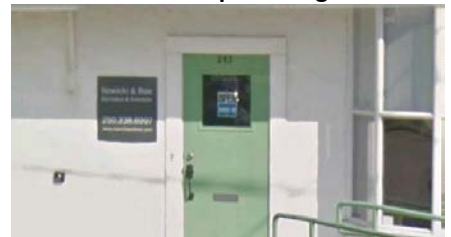
Farm Product Sign



Building Directory Sign



Home Occupation Signs



Identification Sign



Window Sign



Community Notice Board Signs

- k. One *open/close* or *vacancy sign* with a maximum *sign area* of 0.3 m² (3.23 sq. ft.).
- l. One non-illuminated temporary *real estate sign* per strata unit or *parcel* provided:
 - i. The *sign area* does not exceed 1.0 m² (10.8 sq. ft.) and a maximum *height* not exceeding 1.2 m (3.9 ft.) for residential zones.
 - ii. The *sign area* shall not exceed 3.0 m² (32.2 sq. ft.) and the *height* shall not exceed 2.0 m (6.56 ft.), for all non-residential zones. However, for a *parcel* exceeding 2.0 ha. (4.94 acres) in area, the *sign area* shall not exceed 7.0 m² (75.3 sq. ft.) or 14.0 m² (150.7 sq. ft.) if the *sign* is more than one-sided, and shall not exceed 6.0 m (19.7 ft.) in *height* for *parcels* with primary uses that are commercial, industrial, or multi-family residential.
 - iii. *Real estate signs* shall conform to the definition of *freestanding* or *fascia signs*. *Freestanding signs* must be located a minimum distance of 2.0 m from the front lot line and a minimum of 3.0 m from a side lot line.
 - iv. *Real estate signs* are permitted for a maximum period of 24 months.

PART 5 SIGNS THAT REQUIRE A PERMIT LISTED BY LOCATION

For the purposes of this bylaw the City has been divided into five sign precincts based on the Zoning Bylaw.

5.1 Downtown (C-1 Zone)

The downtown is an integral part of the city’s identity and is the heart of the Comox Valley – a vibrant, creative, and artistic community. Signage within the downtown area should reflect this and support the Official Community Plan policy “to ensure innovative and creative design and an attractive street appearance” within the downtown. Accordingly, the intent of the regulations below is to encourage creative, playful, interesting, and one-of-a-kind signage.

The following *signs* may be erected on any *parcel* or *business premise* within the downtown provided that a sign permit is first obtained and all other provisions of this bylaw are satisfied:

5.1.1 Fascia Signs

- a. The combined *sign area* of all *fascia signs* plus all *canopy signs*, *awning signs*, *projecting signs* and vertical *banners* shall not exceed 20% of the *building face area* for a *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- b. A handcrafted appearance is encouraged.
- c. No new *internally illuminated sign* cabinets are permitted.
- d. For theatre uses, the *sign area* may be increased to twice the maximum *sign area* otherwise allowed with respect to one *building face* on the building in which the theatre is located.
- e. For multi-residential uses, the *sign area* shall not exceed 1.5 m² (16.1 sq. ft.).

5.1.2 Canopy or Awning Sign

- a. The combined *sign area* of all *canopy signs* or *awning signs* plus all *fascia signs*, *projecting signs*, and vertical *banners* shall not exceed 20% of the *building face area* for a *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).



Fascia sign with handcrafted appearance

- b. *Awning signs* shall be an integral part of the *awning* and not an attachment or addition.
- c. Where more than one *business premise* fronts a street under a single awning, there shall be not more than one *awning sign* for each business.
- d. An *awning sign* or *canopy sign* shall not project within 0.6 m (2 ft.) of any curb line, or extend above the *roofline* of a building.
- e. *Signs* may be mounted on top of a *canopy* provided that the *sign* is comprised of individual letters, does not project above the main *roofline* of the building, and does not obscure upper storey windows.



Awning Sign



The area of the awning sign and 3 fascia signs must be less than 20% of the building face to a maximum of 9m² when all 4 signs are added together

5.1.3 Hanging Signs

- a. One 0.2 m² (2.2 sq. ft.) *hanging sign* shall be permitted at each separate *business premise* entrance, and shall not project beyond the front edge of the *canopy* or *awning*.
- b. A minimum clearance of 2.3 m (7.5 ft.) is required between the lowest portion of the *hanging sign* and the sidewalk below.
- c. *Hanging signs* shall not be illuminated.



Hanging Sign

5.1.4 Projecting Signs

- a. The combined *sign area* of all *canopy signs* or *awning signs* plus all *fascia signs*, projecting signs and vertical *banners* shall not exceed 20% of the area of the *building face* for a *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- b. The *sign area* of a *projecting sign* shall not exceed 2.5 m² (26.9 sq. ft.) for each side.
- c. Only one *projecting sign* is permitted per *business premise* or *parcel* except for *business premises* located on a corner, then one *projecting sign* per street *frontage* is allowed to a maximum of two *projecting signs*.
- d. A minimum *clearance* of 2.5 m (8.2 ft.) is required between the lowest portion of a *projecting sign* and the sidewalk below.
- e. A *projecting sign* shall not project more than 1.5 m (4.92 ft.) from the *building face* to which it is attached or within 0.6 m (2 ft.) of any curb line, or more than 1.5 m above the *roofline* of a building.



Projecting Signs

5.1.5 Freestanding Signs

- a. The *sign area* shall not exceed 2.0 m² (21.5 sq. ft.) per side with a maximum *height* of 1.2 m (4.0 ft.) and shall be located within a landscaped area at least twice the *sign area*.
- b. *Freestanding signs* should incorporate natural materials in the design of the *sign*.
- c. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 1.0 m (3.3 ft.) of the property line facing a street and shall not be located within a *sight triangle*.
- d. For multi-residential buildings located downtown, *freestanding signs* shall have a maximum *sign area* of 1.5 m² (16.1 sq. ft.) with a maximum *height* of 1.8 m (6.0 ft.). The *freestanding sign* may contain only the following information: name and street address of the building, name of the owner, name of the management company and vacancy information.
- e. For institutional use within the downtown, *freestanding signs* shall have a maximum *sign area* of 3.0 m² (32.3 sq. ft.) and a maximum *height* of 1.8 m (6.0 ft.), and may incorporate an *electronic message board sign* provided:
 - i. the *electronic message board* can be no more than 40% of the *sign area*
 - ii. the *electronic message board* must only be used to advertise uses, events and activities occurring on the property or the time and temperature
 - iii. each message must remain static for a minimum of 10 seconds
 - iv. the *sign* must not use scrolling, fading, flashing or animated display
 - v. the *electronic message board* must be monochromatic display and must include automatic dimming features to reduce light intensity in lower ambient light conditions
 - vi. the *sign* must be located in a landscaped area at least 5.0 m² (53.8 sq. ft.).



Buildings in downtown are often set close to the street and reached on foot. Smaller scale freestanding signs are more appropriate for these locations.



5.1.6 Portable Signs

- a. *Portable signs* shall be *sandwich board signs*.
- b. The *sign area* shall not exceed 0.6 m² (6.5 sq. ft.) per face and the *height* shall not exceed 1.0 m (3.3 ft.).
- c. Only one *portable sign* is permitted per *business premise* or *parcel*.
- d. *Portable signs* shall be located entirely on private property with the exception of business premises located within the area shown on *Schedule A*. *Business premises* located within the area shown on *Schedule A* may place a *portable sign* on the public sidewalk provided it is located along the street edge and maintains a 1.8 m (6.0 ft.) unobstructed walkway between the building face and the sidewalk edge.
- e. *Portable signs* must only be displayed during posted business hours for the associated *business premise*.



5.1.7 Vertical Banners

- a. The combined total *sign area* of all vertical *banners* plus all *fascia signs*, *projecting signs*, and *canopy or awning signs* shall not exceed 20% of the area of the *building face* for a *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- b. *Banner signs* must not project above the *roofline*.
- c. *Banner signs* shall be mounted perpendicular to the *building face* on rigid rods or poles attached to the upper portion of the building wall with a minimum *clearance* of 2.5 m.



Examples of Banner Signs

5.2 Old Orchard Commercial Area (C-5 Zone)

The Old Orchard Commercial Area is within a neighbourhood recognized for its heritage character and governed by a Local Area Plan which includes guidelines for the designs of signs. The regulations below help to ensure that signage in this area reflect the character of the surrounding neighbourhood.

Within the Old Orchard Commercial Area, one *sign* is permitted per *parcel*. The *sign* may be either a *fascia sign*, *awning* or *canopy sign*, or *freestanding sign* provided it meets the following provisions:

5.2.1 Fascia Sign

- Signs* shall be consistent with the neighbourhood's heritage character, and shall have a handcrafted appearance.
- Signs* shall incorporate the use of natural materials. *Signs* should not be synthetic or industrial in appearance.
- Signs* shall not be illuminated.
- Sign area* shall not exceed 10% of the area of a *business premise* face to a maximum of 1.0 m² (10.8 sq. ft.).
- The *sign* shall be located adjacent to the primary *business premise* entrance.

5.2.2 Canopy or Awning Sign

- Awning signs* shall be an integral part of the *awning* and not an attachment or addition.
- A *canopy sign* or *awning sign* shall not project within 0.6 m (2 ft.) of any curb line, or extend above the *roofline* of a building.
- Sign area* shall not exceed 10% of the area of a *business premise* face to a maximum of 1.0 m² (10.8 sq. ft.).
- Signs* shall not be illuminated.
- The *sign* must be located adjacent to the primary *business premise* entrance.

5.2.3 Freestanding Sign

- Signs* shall be consistent with the neighbourhood's heritage character and shall have a handcrafted appearance.
- Signs* shall incorporate the use of natural materials. *Signs* should not be synthetic or industrial in appearance.
- The *sign area* shall not exceed 0.6 m² (6.5 sq. ft.) per side with a maximum *height* of 1.2 m (4.0 ft.).
- No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.6 ft.) of the property line facing a street and shall not be located within a *sight triangle*.
- Freestanding signs* shall not be illuminated.



Examples of sign materials appropriate for the Old Orchard Commercial Area

5.3 General Commercial and Industrial Areas (C-1A, C-2, C-2A, C-3, C-4, MU-1, MU-2, MU-3, MU-4, MU-5, I-1, I-2, CD-8, CD-1F Zone)

Many commercial and industrial areas are located at entrances to the city or key corridors through the city. These areas generate the first impressions of a community and are a significant part of our day to day experiences as we move through the city. Improving the attractiveness of signage and the overall appearance of commercial streets can contribute to enhancing the image of the region.

The following *signs* may be erected on any *parcel* or *business premise* provided that a sign permit is first obtained and all other provisions of this bylaw are satisfied.

5.3.1 Fascia Signs

- a. The combined *sign area* of all *fascia signs* plus all *canopy signs*, *awning signs*, and *projecting signs* shall not exceed 20% of the area of the *building face* for a *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- b. For theatre uses, the *sign area* may be increased to twice the maximum *sign area* otherwise allowed with respect to one *building face* on the building in which the theatre is located.
- c. For commercial buildings with a floor area greater than 1,858 m² (20,000 sq. ft.) the combined maximum *sign area* of all *fascia signs* plus all *canopy* or *awning signs* and *projecting signs* shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m² (322.9 sq. ft.).
- d. Illumination of *signs* with a *sign area* greater than 9.0 m² shall use *indirect lighting* techniques.
- e. For multi-residential buildings, one *fascia sign* with a *sign area* not exceeding 1.5 m² (16.1 sq. ft.) is permitted.



Each business premise under an awning is allowed one sign.

5.3.2 Canopy or Awning Signs

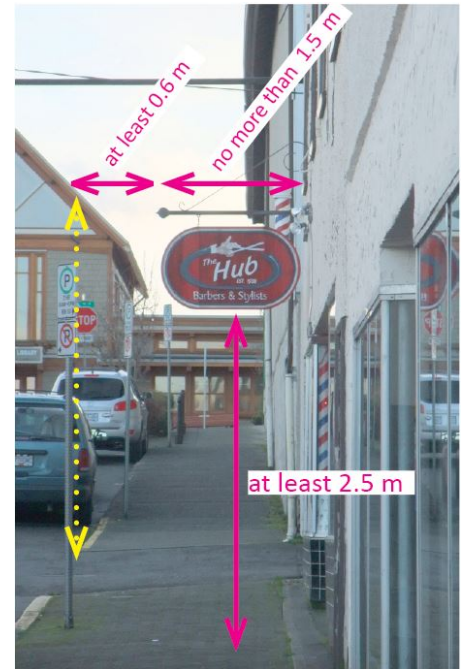
- a. The combined *sign area* of all *canopy signs* or *awning signs* plus all *fascia signs*, and *projecting signs* shall not exceed 20% of the area of the *building face* or *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- b. For commercial buildings with a floor area greater than 1,858 m² (20,000 sq. ft.) the maximum *sign area* of all *canopy* or *awning signs* plus all *fascia signs* and *projecting signs*, shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m² (323.0 sq. ft.).
- c. *Awning signs* shall be an integral part of the *awning* and not an attachment or addition.
- d. Where more than one *business premise* fronts a street under a single *awning*, there shall be not more than one *awning sign* for each business.
- e. An *awning sign* or *canopy sign* shall not project within 0.6 m (2 ft.) of any curb line, or extend above the *roofline* of a building.

5.3.3 Hanging Sign

- One 0.2 m² (2.2 sq. ft.) *hanging sign* shall be permitted at each separate *business premise* entrance, and shall not project beyond the front edge of the *canopy* or *awning*.
- A minimum *clearance* of 2.5 m (8.2 ft.) is required between the lowest portion of the *hanging sign* and the sidewalk below.
- Hanging signs* shall not be *illuminated*.

5.3.4 Projecting Signs

- The *sign area* shall not exceed 2.5 m² (26.9 sq. ft.) for each side of the *sign*.
- Only one *projecting sign* is permitted per *business premise* or *parcel*.
- A minimum *clearance* of 2.5 m (8.2 ft.) is required between the lowest portion of the *projecting sign* and the sidewalk below.
- A *projecting sign* shall not project more than 1.5 m (4.92 ft.) from the *building face* to which it is attached or within 0.6 m (2 ft.) of any curb line, or more than 2.0 m above the *roofline* of a building.
- The combined area of a *projecting sign* plus all other *canopy signs* or *awning signs* and *fascia signs* shall not exceed 20% of the area of the *building face* or *business premise* to a maximum of 9.0 m² (96.9 sq. ft.).
- For commercial buildings with a floor area greater than 1,858 m² (20,000 sq. ft.) the maximum *sign area* of all *projecting signs* plus all *canopy* or *awning signs* and all *fascia signs*, shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m² (323 sq. ft.).



Projecting Sign Requirements

5.3.5 Freestanding Signs

For parcels with a **commercial** or **industrial use**, *freestanding signs*, must comply with the following:

Number of Signs

- Only one *freestanding sign* is permitted per *parcel*, except that:
 - for a *parcel* with a site area exceeding 2.0 ha (4.94 acres), two *freestanding signs* are permitted;
 - where there are two or more vehicular entrances, a maximum of two *freestanding signs* are permitted provided the *signs* are located a minimum 50.0 m apart;
 - for a *parcel* with more than one street frontage, one *freestanding sign* is allowed per *frontage* to a maximum of two *freestanding signs* per *parcel*.
- Notwithstanding the above, in the case where separate *parcels*, all of which are zoned for commercial or industrial use, share access from a *City* street or highway, only one *freestanding sign* is permitted to a maximum of one per access, rather than one per *parcel*, despite being separate parcels with separate *frontages*.

Location

- a. *Freestanding signs* are permitted only on *parcels* with a minimum *frontage* of 30.0 m (98.4 ft.).
- b. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m² (53.8 ft.) in area.
- c. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.56 ft.) of the property line facing a street and no *sign* shall be located within a *sight triangle*.

Design

- a. No *sign* shall be supported by a single pole.
- b. *Signs* shall be coordinated with the building character and site landscaping.
- c. The use of natural materials is encouraged.

Size

- a. For a *parcel less than 3,000 m²* (0.74 acres):
 - i. *Sign area* shall not exceed 3.0 m² (32 sq. ft.), or if the *sign* is more than one sided the *sign area* shall not exceed 6.0 m² (64.5 sq. ft.).
 - ii. The *sign* shall not exceed 2.5 m (8.2 ft.) in *height*.
- b. For a *parcel 3,000 m² or larger but less than 2.0 ha* (4.94 acres):
 - i. *Sign area* shall not exceed 4.0 m² (43.1 sq. ft.), or if the *sign* is more than one sided the *sign area* shall not exceed 8.0 m² (86.1 sq. ft.).
 - ii. The *sign* shall not exceed 3.5 m (11.48 ft.) in *height*.
- c. For a *parcel exceeding 2.0 ha*. (4.94 acres):
 - i. *Sign area* shall not exceed 7.0 m² (75.3 sq. ft.), or 14.0 m² (150.7 sq. ft.) if the *sign* is more than one sided.
 - ii. The *sign* shall not exceed 6.0 m (19.7 ft.) in *height*.

For parcels that have primarily multi-family or institutional uses:

- a. For institutional uses, the *sign area* shall not exceed 3.0 m² (32.3 sq. ft.), or 6.0 m² (64.5 sq. ft.) if the *sign* is more than one sided, and the *height* shall not exceed 2.0 m (6.56 ft.).
- b. For multi-residential uses, the *sign area* shall not exceed 1.5 m² (16.1 sq. ft.) and the *height* shall not exceed 2.0 m (6.6 ft.).
- c. Only one *freestanding sign* is permitted.
- d. *Freestanding signs* should incorporate natural materials and shall be coordinated with the building architecture and landscape design.



This...



Instead of this...



New freestanding signs mounted on a single pole are not allowed.

- e. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m² (53.8 sq. ft.) in area.
- f. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.56 ft.) of the property line facing a street and no *sign* shall be located within a *sight triangle*.

5.3.6 Portable Signs – (See Part 3 for a list of prohibited sign types)

- a. The *sign area* shall not exceed 0.6 m² (6.5 sq. ft.) per face and *height* shall not exceed 1.0 m (3.3 ft.).
- b. Only one *portable sign* is permitted per *parcel*.
- c. *Signs* shall be located entirely on the same *parcel* as the *business premise* which it is advertising. *Portable signs* are not permitted on the City boulevard, sidewalk or within street right-of-ways.

5.4 Institutional (PA-1, PA-2, PA-3, PA-4 Zone)

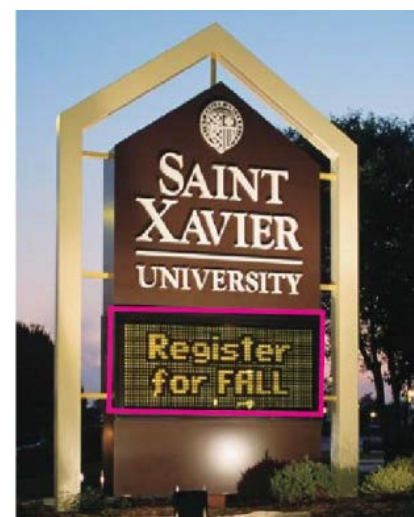
Institutional properties such as schools, community centres and churches often host community activities and events. Electronic message boards allow these organizations to communicate information in a timely fashion. As these properties often have large areas available for landscaping, monument style signage can be accompanied by improved landscaping enhancing the overall look of the streetscape.

5.4.1 Fascia Sign

- a. *Sign area* shall not exceed 20% of the *area* of the *building face* to a maximum of 9.0 m² (96.9 sq. ft.).

5.4.2 Freestanding Sign

- a. The *sign area* shall not exceed 3.0 m² (32.3 sq. ft.) and the *height* shall not exceed 2.0 m (6.56 ft.).
- b. Only one *freestanding sign* is permitted per *parcel*.
- c. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m² (53.8 sq. ft.) in area.
- d. *Freestanding signs* should be *monument signs*. No *sign* shall be supported by a single pole.
- e. *Signs* shall be coordinated with the building architecture and site landscaping. The use of natural materials is encouraged.
- f. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.6 ft.) of the property line adjacent to a street.
- g. *Freestanding signs* may incorporate an *electronic message board* provided:
 - i. the *electronic message board* can be no more than 40% of the *sign area*;
 - ii. the *electronic message board* must only be used to advertise uses, events and activities occurring on the property or the time and temperature;
 - iii. each message must remain static for a minimum of 10 seconds;
 - iv. the *sign* must not use scrolling, fading, flashing or animated display;
 - v. the *electronic message board* must be a monochromatic display and must include automatic dimming features to reduce light intensity in lower ambient light conditions.



Electronic message board (shown in pink) can comprise up to 40% of the sign area.

PART 6 APPLICATION REQUIREMENTS

- 6.1 The applicant for a *sign* permit shall make written application to the *City* on the form available therein. Such application for a sign permit should include:
- a. The name and contact information of the maker of the *sign*, the owner of the *sign* and the registered owner of the land on which the *sign* will be erected;
 - b. A sketch of the *sign* in colour indicating the proposed graphics, dimensions of the *sign* structure, dimensions of the copy, materials used, weight of the *sign* and the proposed method of illumination;
 - c. A current photograph of the building face indicating the proposed location of the *sign*, the dimensions of the building face where the *sign* will be located, and the location and dimensions of all existing *signs* on site which require a permit under this bylaw;
 - d. The proposed location of the *sign* in relation to the boundaries of the lot and required landscaping (for *freestanding signs* only);
 - e. Clearance between the bottom of the *sign* and the ground below for *projecting, hanging, canopy or awning signs*.
 - f. Sealed drawings prepared by a Professional Structural Engineer at the discretion of the *City*;
 - g. Application fees as prescribed by the *City of Courtenay Fees and Charges Bylaw No. 1673, 1992* as amended or replaced from time to time.
- 6.2 The *City* may require as a condition of applying for a sign permit that all drawings and specifications, or any part thereof, be prepared, signed and sealed by, and the construction carried out under the supervision of a professional engineer registered in the Province of British Columbia.

PART 7 ENFORCEMENT

7.1 Designation of Bylaw

- 7.1.1 This Bylaw is designated under Section 264 of the *Community Charter* as a bylaw that may be enforced by means of a Municipal Ticket Information in the form prescribed.

7.2 Violation of Bylaw

- 7.2.1 Every person who suffers or permits any act or thing to be done or who neglects to do or refrains from doing anything required to be done by this Bylaw, and thereby violates any provision of this Bylaw, is guilty of an offense punishable on summary conviction and shall be liable to the maximum penalties that may be imposed pursuant to the Offence Act for each and every offence, and each day that an offence continues shall constitute a separate offence against this bylaw.
- 7.2.2 Where any *sign* has been erected without a valid and subsisting sign permit issued by the *City*, the permit fees shall be double the amount of the regular permit fee.

PART 8 SEVERANCE

8.1 If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed portion.

PART 9 REPEALS

9.1 *Sign Bylaw No. 2042, 1998* and all amendments thereto is hereby repealed.

Read a first time this 23rd day of September, 2013

Read a second time this 23rd day of September, 2013

Read a third time this 23rd day of September, 2013

Finally passed and adopted this 7th day of October, 2013

Mayor

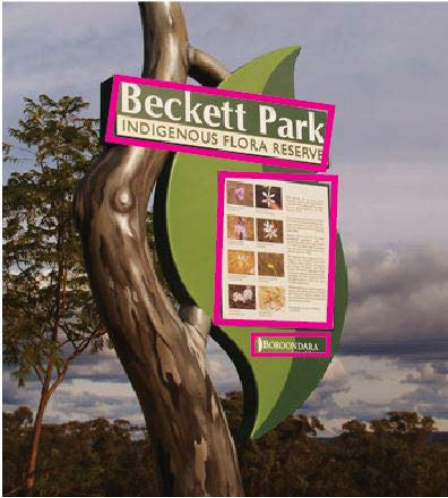
Director of Legislative Services

SCHEDULE A
Downtown Sandwich Board Areas



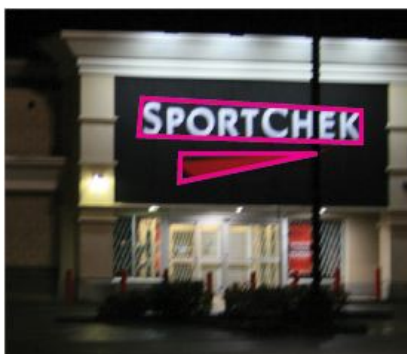
Business premises located within the shaded area are permitted to have one sandwich board on the City sidewalk provide they can meet the requirements of Section 5.1.6.

SCHEDULE B Sign Area Calculations



The pink and blue geometric shapes indicate which areas of the sign will be used to calculate sign area. Height of a sign for freestanding signs is always measured to the top of the sign or supporting structure.





SCHEDULE C Lighting Styles

Externally Illuminated Signs



Reverse Channel Letters or Halo-Lit Signage



Light Box with Push-Through Lettering



Neon



Illuminated Sign Cabinet with Translucent Face (not allowed)



Illuminated Sign Cabinet with Opaque Face (allowed)



Internally Illuminated Channel Letters

external illumination (gooseneck)

internally illuminated cabinet with translucent face (not allowed)

reverse channel letters (halo) illumination

sign cabinet with opaque background (allowed except downtown)

