

**DRAFT VILLAGE CENTRE SIGN AGE REGULATIONS
FOR CPG DISCUSSION NOVEMBER 30, 2009**

PART 5A: VILLAGE CENTRE ZONE SIGNS

5A.1 GENERAL

- (a) Where this part is inconsistent with the regulations respecting advertising signs on or near public highways, made or administered by the Department of Transportation, the more restrictive regulations shall apply.
- (b) No person shall erect a sign according to the provisions of Section 5A.3 except where a development permit has been issued, and no permit to erect a sign shall be issued unless all the sign provisions of this By-law are satisfied.

5A.2 GENERAL REQUIREMENTS

- (a) A signage plan prepared by a design professional shall be submitted as part of any application within the VC, CC, VMS or VG zones, and should illustrate how each sign will be compatible in terms of colour, form, materials, lighting, and other design elements with the building(s) and its surroundings. The materials used for signs shall have matte or dull finishes, gloss finishes are prohibited, and carved wood signs are encouraged.
- (b) Signs shall be designed to achieve a high level of compatibility with the building(s) and its surroundings through the use of similar detailing, form, colour, lighting, and materials.
- (c) Lettering shall be a minimum of six (6) inches and a maximum of 12 inches.
- (c) Signs shall not obstruct the corner vision triangle at street intersections.
- (c) The design of multi-tenant signage shall reflect the detailing established for the principle buildings. Multi-tenant signage shall have a readily apparent hierarchy: i.e., address and building name, primary tenant, other tenants.
- (d) Facade mounted signs used to identify commercial properties shall provide the necessary information without overwhelming the building.

5A.3 TEMPORARY SIGNAGE

- (a) This By-law shall not apply to any sign regulated under HRM By-law S-800 (A By-law Respecting Requirements for the Licensing of Temporary Signs); and
- (b) Any sign provision within this By-law referring to temporary signage, as regulated under HRM By-law S-800, is superceded.

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5A.4 SAFETY AND MAINTENANCE

Every sign and all parts thereof, including framework, supports, background, anchors and wiring systems shall be constructed in compliance with the Building By-law and any fire prevention and electrical codes.

5A.5 NUMBER OF SIGNS

- (a) For the purposes of this Section, where a multiple tenancy building is occupied by more than one business, each business shall be considered to be a separate premises.
- (b) For the purposes of determining the number of signs permitted by this Section, a sign shall be considered to be a single display surface or display device containing elements organized, related and composed to form a unit. Double-faced signs shall be counted as single signs. Where latter is displayed in a random manner, without organized relationships or elements, or where there is reasonable doubt about the relationships of any elements, each element shall be considered to be a single sign.
- (c) No more than two (2) signs shall be erected on any premises at any one time. For the purposes of this Section, signs enumerated in Section 5A.6 shall not be counted.

5A.6 SIGNS PERMITTED IN ALL ZONES

The following signs shall be permitted in all zones and in addition to any signs permitted in subsequent sections of this PART:

- (a) Any sign which has an area of no more than four (4) square feet (.8 m²) and which identifies the name and address of a resident.
- (b) Any sign which has an area of no more than two (2) square feet (.2 m²) and which regulates the use of property, as do "no trespassing" signs.
- (c) Any real estate sign which has an area of no more than eight (8) square feet (.7 m²) on any residential property or or twenty-four (24) square feet (2.2 m²) on any predominantly commercial property.
- (d) Any sign which has an area of no more than five (5) square feet (. 5 m²) and which regulates or denotes the direction or function of various parts of a building or premises, including parking and traffic areas.
- (e) Any sign which has an area of no more than fifty (50) square feet (4.6 m²) and which is incidental to construction.
- (f) Any sign erected by, or under the direction of, a government body as are signs identifying public buildings, giving public information, regulating traffic or safety

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- or designating a building as a heritage property.
- (g) Any flag, insignia, notice or advertising of any charitable, religious or fraternal organization.
- (h) Any memorial sign, plaque or tablet.
- (i) Any third party sign erected as secondary signage on a sign for a non-profit or community group or organization.

5A.7 SIGNS PROHIBITED IN ALL ZONES

The following signs shall not be permitted in any zone:

- (a) Any sign which constitutes a hazard to public safety or health.
- (b) Any sign which, for any reason, obstructs the vision of drivers and bicyclists leaving a roadway or driveway, or detracts from the visibility or effectiveness of any traffic sign or control device on public streets.
- (c) Any sign proximate to a road, driveway or parking area which creates an unsafe visual barrier or obstructs the function of such use.
- (d) Any sign which poses a safety hazard when travelling along pedestrian rights of way within or along the site.
- (d) Any sign which obstructs free ingress to or egress from a fire escape door, window or other required exit.
- (e) Any sign located at or near a sharp road curve or below the crest of a hill, except a sign erected by a government body.
- (f) Any sign which is not erected by, or under the direction of, a government body and which makes use of words such as "STOP", "LOOK", "DANGER", "ONE WAY" or "YIELD" or any similar words, phrases, symbols, lights or characters used in a manner which may mislead, confuse or otherwise interfere with traffic along a public road.
- (g) Any sign which incorporates any flashing or moving illumination and any sign which has any visible moving part or mechanical movement whether achieved by natural or artificial means.
- (h) Any searchlight, stringlight, spinner, pennant flags, or streamer except for occasions such as grand openings, county fairs and public festivals, or used as temporary holiday decorations.
- (i) Any sign applied to or painted on a tree, stone, cliff or other natural object.
- (j) Any sign applied to or painted on awnings or umbrellas.
- (k) Any sign which resembles traffic control signs of any public authority, whether by shape, colour, message or location which would interfere with or confuse traffic along a public road.
- (l) Any sign which advertises a product which is no longer sold or a business which is no longer in operation. Such signs are deemed to be obsolete signs and shall be removed by the owner or occupant of the property upon which they are erected, within sixty (60) days of the date of discontinuance of the business or product.

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- (m) Any sign which is not located on the same lot as the commercial establishment, which states the name of the said establishment and the type of business or products of said establishments.
- (n) Signs, permanent or temporary, other than Municipal, Provincial or Federal signs, shall not be erected within the right-of-way of any street or approved sight easements, nor shall any sign be located so as to constitute a traffic hazard.

5A.8 GROUND SIGNS

Ground or freestanding signs shall only be permitted in the Village Core (VC), Village Main Street (VMS), Canal Court (CC) and Village Gateway (VG) zones subject to the following:

- (a) The maximum height shall be;
 - (i) six feet in the CC Zone, except at the corner of Fall River Road and MacPherson Road and Fall River Road and Highway 2 where it may be increased to fifteen (15) feet;
 - (ii) twenty (20) feet (6.1 m) for single tenant buildings and twenty-five (25) feet (7.6 m) for multi-tenant buildings in the VC Zone;
 - (iii) fifteen (15) feet in the VM Zones; and
- (b) thirty-five (35) feet for single or multiple tenant buildings in the VG Zone.
- (b) The area per sign face shall not exceed:
 - (i) thirty-two (32) square feet in the CC, VM and VC zones, except on the Sobeys Mall Site where it may be increased to one hundred (100) square feet;
 - (ii) one hundred (100) square feet in the VG Zone.
- (2) The Ground Sign shall not extend beyond a property line or project over a public right-of-way, day lighting triangle, driveway or parking space; or
- (3) The Ground Sign shall not be less than ten (10) feet (3 m) from any street, except within the CC Zone where it may be reduced to five (5) feet;
- (5) Where a multiple tenancy building is occupied by more than one (1) separate business, each business shall be considered to be a separate premise for the purpose of determining the number of signs permitted. Notwithstanding, only one ground sign shall be permitted per multiple tenancy building or one ground sign per 400 feet (121.9 m) of street frontage;
- (6) Landscaping shall be provided at the base of a ground sign. Landscaping shall consist of either planter boxes, shrubs and/or flower beds or a combination thereof. If landscape planters are utilized, the planters shall be constructed of a natural material and shall be a minimum of 2 feet (0.6m) wide and 3 feet (0.9m) high; or
- (7) A ground sign and the required landscaping as described above may be placed within the required landscaping setback as specified in _____ . This

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provision does not apply to the HRM right-of-way portion of a landscape setback;

- (8) The maximum number of sign faces shall be two, which shall be affixed back to back;

5A.9 FACIAL SIGNS

No facial sign shall:

- (a) extend above the top of the wall on which it is attached; or
- (b) project or extend beyond the extremities of the wall on which it is attached.
- (c) include more than one message for each business premise in the building on which it is affixed where the building contains multiple occupancies; or
- (d) have an area which exceeds ~~ten (10)~~ five (5) percent of the area of the wall on which it is attached.
- (e) Notwithstanding Section 5.3, all facial wall signs combined shall count as one sign and sign coverage shall be allocated proportionally for each business premises in the case of multiple occupancy buildings.

5A.10 CANOPIES/AWNINGS

Canopies and awnings attached to walls shall not project more than 4 feet (1.2 m) over a public sidewalk or from the building. Canopies and awnings shall be self supporting and shall be placed a minimum height of 9 feet (2.7m) above a sidewalk or walkway.

5A.11 WINDOW SIGNS

Window signs shall not:

- a) exceed 25% of the window area;
- b) exceed 25% of the glass area of a door area.

For the purposes of this section, area shall be calculated on the basis of the smallest geometric shape which will contain the entire message.

5A.12 PROJECTING SIGNS

Projecting signs shall only be permitted in the CC Zone. Within the CC Zone no projecting wall sign shall:

- (a) project over a public right-of-way unless permitted pursuant to the Encroachment By-law;
- (b) project more than six (6) feet (1.8 metres) from the wall on which it is attached;
- (c) project above the eaves, parapet or roof line of a building;
- (d) be erected below a height of nine (9) feet (2.7 metres) above grade;
- (e) have a single face area greater than sixteen (16) square feet (1.5 square metres);

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5A.13 **ROOF SIGNS**

Roof signs shall be prohibited in all Village zones.

5A.14 **BILLBOARDS**

Billboards shall be prohibited in all Village zones.

DEFINITIONS

Sign Area means the area or portion of an advertising structure, including holes or vacant spaces, upon which the advertising message is displayed, including those portions used for decoration, outlines or borders.

Sign Face means the area or portion of an advertising structure upon which the advertising message is displayed, excluding structure, decoration and site identification.