



PART 4

Signage

PART 4: SIGNAGE

4.1. General

- a) The sign regulations under this Land Use Bylaw shall apply to all new and existing signs. They may be referred to as the 'sign regulations'.
- b) No person shall erect, alter, relocate, or replace any sign except in conformity with these sign regulations, and only after first obtaining a development permit or sign permit from the Development Officer unless otherwise permitted in this Bylaw.
- c) Signs shall be located on the same lot as the premise to which the sign relates or on an adjoining lot over which the land use from the main lot, including accessory uses, extends unless otherwise permitted.
- d) Where these signage regulations are inconsistent with applicable provincial sign regulations, the more stringent regulation shall apply.
- e) Sign height is to be measured from established grade to the highest part of the sign or supporting structure.
- f) No person shall permit a sign to remain on lands they own or occupy that is deteriorated, damaged, or dislodged. All signs and all parts thereof shall be maintained and kept in a good state of repair.
- g) No person shall permit a sign to remain on lands they own which advertises a company that is no longer in business or a product that is no longer being sold.
- h) Unless otherwise permitted by this Bylaw, no sign shall extend beyond a property line or project over a public right-of-way, other adjoining lands, or daylighting triangles.
- i) No sign shall be permitted where such sign will reduce the number of available parking spaces required pursuant to this Bylaw unless otherwise noted.

4.2. Safety and Maintenance

- a) Every sign and all parts thereof, including framework, supports, background, anchors, lettering, and wiring systems shall not obstruct or prevent the effective use of a fire escape door, window, or other required exit.
- b) Every sign and all parts thereof, including framework, supports, background, anchors, lettering, and wiring systems, shall be constructed and maintained in compliance with the Building Bylaw of the Municipality, the regulations of the Province of Nova Scotia, and/or any other applicable legislation.
- c) The Development Officer may require, in matters of structural stability, that all drawings and specifications or any part thereof be prepared by a Professional Engineer registered in the Province of Nova Scotia and that the construction be carried under the supervision the said Professional Engineer.
- d) The Development Officer may refuse to issue a Sign permit until the applicant provides a letter signed by a Professional Engineer undertaking to supervise the work authorized by such permit or any part thereof.

4.3. Calculating the Size & Setback Requirements of Signs

- a) When calculating wall area to determine the allowable size of a facial wall sign, the calculation shall include the entire face of a building including any windows, doors, loading bays or similar feature.
- b) Unless otherwise permitted by this Bylaw, no part of any sign structure or support may be within a setback requirement specified in this part.

4.4. Calculating the Number of Signs

- a) A double-faced sign shall count as a single sign.
- b) Indoor signs and window signs shall not be counted when calculating the number of signs permitted.
- c) Generic terms which are applied as facial wall signs on automobile service stations and indicate the services provided are not to be included in the calculation of the number of signs per business premises. Terms

- may include, but are not limited to: "Gas", "Food", "Brakes", "Wheel Alignment", "Mufflers", and "Car Wash".
- d) Signs identified in Subsection 4.8 "Signs Permitted in All Zones not Requiring a Development Permit " shall not be included when calculating the total number of signs permitted.
- e) Community notice boards erected by, or authorized by the Municipality shall not be included when calculating the total number of signs permitted.

4.5. Number of Signs Permitted

	Home-based Business Uses	Single tenancy buildings	Multiple tenancy buildings	Community Use Zones
Maximum number of permanent signs permitted	1	3, except 2 for site plan approval uses in R2 & R2-T zones	3, except 2 for site plan approval uses in R2 & R2-T zones	3
Projecting wall sign or ground sign	1	1 per street facing facade of the building.	1 per street facing facade of the building.	1 per street facing yard.
Awning sign	n/a	1 per street facing facade of the building.	1 per business premise per street facing facade of the business premise.	1 per street facing yard.
Facial wall sign	1	1 per street facing facade of the building.	1 per business premise per street facing facade of the business premise.	1 per street facing yard.
Temporary signs	n/a	1	1	2

4.6. Signage on Recreational Lands

- a) Signage on Municipally-owned recreational lands shall be exempt from the provisions of this Bylaw. No development permit is required. All approvals for sponsorship signage on Municipally-owned recreational lands shall be subject to the approval of the Director of Parks, Recreation & Culture.
- b) Sponsorship signs erected in community-owned outdoor sports facilities are exempt from compliance with these regulations provided any such sign is not intended to be viewed from outside of the facility.

4.7. Illumination of Signs (including Digital Signs)

- a) No sign can be illuminated between 12:00 a.m. and 6:30 a.m. unless the business associated with the sign operates during this period.
- b) Where signs are externally or internally illuminated, they shall be illuminated in such a manner not to cause a glare or hazard to motorists, pedestrians or neighbouring premises.
- c) The intensity of exposed bulbs on a Sign, excluding Digital Signs, shall not exceed 1100 lumens.
- d) Digital signs shall use automatic light level controls to adjust light levels at night, under cloudy and other darkened conditions to reduce light pollution, in accordance with the following:
 - i) Ambient light monitors shall automatically adjust the brightness level of the sign based on ambient light conditions. Brightness levels shall not exceed 0.3 footcandles above ambient light conditions when measured from the sign face at its maximum brightness, at a distance equal to the equation shown: measurement distance (in m) = $\sqrt{\text{Area of the sign in m}^2 \times 9.29}$
 - ii) The Development Officer shall require a letter from a sign manufacturer indicating that a sign will be

calibrated to be compliant with required brightness levels prior to issuing a development permit or sign permit.


4.8. Signs Permitted in all Zones Not Requiring a Development Permit

The following signs are permitted in all zones and no sign permit is required for their erection:

- a) Signs of not more than 0.2 m² in sign area, showing a civic address.
- b) Signs of not more than 0.2 m² in sign area, showing the name of a resident or an occupier.
- c) "No trespassing" signs or other signs regulating the use of a property, and of not more than 0.2 m² in area.
- d) Real estate signs not exceeding 0.5 m² in sign area in a Residential Zone and 1.5 m² in other zones, which advertise the sale, rental or lease of the premises.
- e) Signs regulating or denoting on-premises traffic, or parking, or other signs denoting the direction or function of various parts of a building or premises, provided that such signs are less than 0.5 m² in area.
- f) Signs erected by governmental authority and bearing no commercial advertising, such as traffic signs, railway crossing signs, and safety signs.
- g) Signs erected by governmental authority bearing commercial advertising for regional or local business, recreational, event or tourism promotion.
- h) Memorial signs or tablets, and signs of not more than 0.2 m² denoting the date of erection of a building.
- i) The flag, pennant or insignia of any government, nation, religious, charitable or fraternal organization.
- j) Signs up to 3.0 m² in area incidental to construction and located within the area of such construction.
- k) Signs up to 0.6 m² in area which displays the words "open" or lists a businesses' hours of operation.
- l) Federal, Provincial or Municipal election signs.
- m) Community entrance signs.
- n) Sandwich board signs, subject to the design specifications set out below:

Sandwich Board sign

The example diagrams shown below are for illustrative purposes only.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> • GC • HC • MC • R2-T • R3 • RC • VC • RU-2 	Maximum Area: 0.6 m ² Maximum Height: 1 m Min Yard Setback: 1 m Min Driveway Setback: 3 m	<p>Only 1 sign is permitted per business premise.</p> <p>The sign must be located on the property of the business pertaining to the sign.</p> <p>The sign must be displayed only during business operating hours of the business pertaining to the sign.</p> <p>Illuminated or digital signage is prohibited.</p>	

4.9. Signs Prohibited in all Zones

The following signs are prohibited in all zones.

- a) Any sign or sign structure which constitutes a hazard to public safety or health.
- b) Signs which by reason of size, location, content, colouring or manner of illumination obstructs the vision of drivers or obstructs or detracts from the visibility or effectiveness of any traffic sign or control device on any public or private street, driveway, or property.

- c) Signs not erected by a public authority which make use of words such as “stop”, “look”, “one way”, “danger”, “yield”, or any similar words, phrases, symbols, lights or characters in such manner as to interfere with, mislead, or confuse traffic along a public road.
- d) Commercial signs painted on or supported by tree, rock, stone cliff or other natural object.
- e) Signs, except for sandwich board signs or temporary signs, which are not permanently set into the ground or permanently affixed to a building.
- f) Signs not related to any business or use located on the lot or premises with the exception of off-premise signs as permitted by this Bylaw.
- g) Search lights, pennants, spinners, banners, inflated balloons, inflated characters, and streamers except when a temporary sign permit has been issued or as a special occasion use.
- h) Signs which are painted directly on the roof of a building.
- i) Signs which, by reason of flashing or moving illumination or parts, may be confused by the motorist with traffic controls or lights or distract their attention for an extended period of time.
- j) Signs painted on or supported by utility poles.

4.10. Off-site Signs

A development permit may be issued for a sign which advertises a business or a use not located on the lot or premises provided that:

- a) The property containing the off-site signage abuts the property containing the business or use being advertised;
- b) Only 1 off-site sign is permitted for a business premise or use pursuant to this subsection;
- c) An off-site sign counts towards the maximum number of signs permitted on the property where the sign is located; and
- d) The proposed signage complies with all other applicable requirements of this Bylaw respecting signage.

4.11. Signs Identifying Residential Developments

In any zone, a sign identifying the name and civic address of a residential development with 12 or more dwelling units may be erected subject to the following requirements:


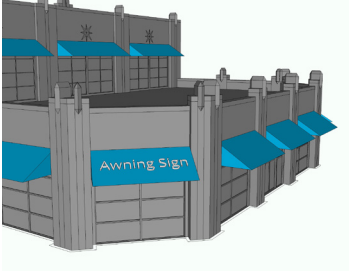

- a) The maximum sign area shall be 1.4 m².
- b) The sign shall not have more than 2 faces.
- c) The maximum height of the sign shall be 1.8 m.
- d) The sign shall be set back a minimum of 2.5 m from any property line.

4.12. Permanent Sign Design Requirements

- a) Manually changeable copy signs shall:
 - i) Be permitted as a portion of any single sign outside of an Established Residential Neighbourhood Zone provided the changeable copy portion of a sign does not exceed 80% of that sign’s area.
 - ii) Use a design originally intended to be permanently affixed to the ground; a modified temporary sign design shall not be used.
- b) Permanent Signs are subject to the design specifications set out in the following tables.


4.13. Awning sign

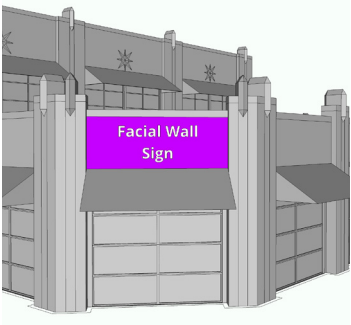
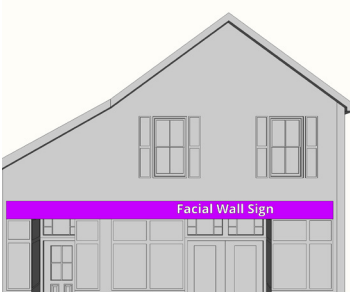
The example diagrams shown below are for illustrative purposes only.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> GC HC BP RC IC 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 10% of the area of the main wall of the building to which the awning is affixed; or 1 m² of sign area per metre of street facing facade. 	<p>Must not project more than 1.8 m from the wall to which it is affixed.</p> <p>Must not project over the eaves, parapet, or roof line of the building.</p> <p>Must be between 3 m and 4.6 m above grade.</p> <p>Internally illuminated and digital signage is prohibited.</p>	
<ul style="list-style-type: none"> AR IU MC OS R2-T R3 RU VC RU-2 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 8% of the area of the main wall of the building to which the awning is affixed; or 0.8 m² of sign area per metre of street facing facade. 	<p>Must not project more than 1.8 m from the wall to which it is affixed.</p> <p>Must not project over the eaves, parapet, or roof line of the building.</p> <p>Must be between 3 m and 4.6 m above grade.</p> <p>Internally illuminated and digital signage is prohibited.</p>	
<p>Commercial or home-based business uses in:</p> <ul style="list-style-type: none"> R2 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 5% of the area of the main wall of the building to which the sign is affixed; or 0.6 m² of sign area per metre of street facing facade. 	<p>Must not project more than 1.8 m from the wall to which it is affixed.</p> <p>Must not project over the eaves, parapet, or roof line of the building.</p> <p>Must be between 3 m and 4.6 m above grade.</p> <p>Internally illuminated and digital signage is prohibited.</p>	

4.14. Facial Wall sign

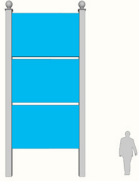
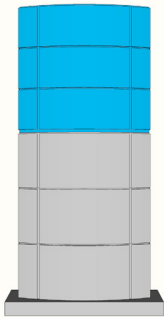
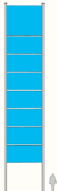
The example diagrams shown below are for illustrative purposes only.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> GC HC BP RC IC 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 10% of the area of the main wall of the building to which the sign is affixed; or 1 m² of sign area per metre of street facing facade. 	<p>Must not substantially protrude from the wall to which it is affixed.</p> <p>Internally illuminated signage is permitted.</p> <p>Digital signage is prohibited.</p>	

<ul style="list-style-type: none"> AR IU MC OS R2-T R3 RU VC RU-2 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 8% of the area of the main wall of the building to which the sign is affixed; or 0.8 m² of sign area per metre of street facing facade. <p>For home-based businesses:</p> <ul style="list-style-type: none"> Maximum Area: 2 m² 	<p>Must not substantially protrude from the wall to which it is affixed.</p> <p>Internally illuminated and digital signage is prohibited.</p>	
<p>Commercial or home-based business uses in:</p> <ul style="list-style-type: none"> CR LR R1 R2 	<p>Maximum Area: The lesser between:</p> <ul style="list-style-type: none"> 5% of the area of the main wall of the building to which the sign is affixed; or 0.6 m² of sign area per metre of street facing facade. 	<p>Must not substantially protrude from the wall to which it is affixed.</p> <p>Internally illuminated or digital signage is prohibited.</p>	

4.15. Ground sign: Multiple Tenancy

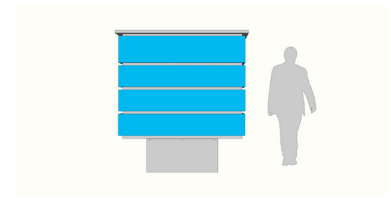
The example diagrams shown below are for illustrative purposes only. Subsequent metrics have regulatory effect.

Permitted Zones	Dimensions	Conditions	Example
	<p>For properties not abutting 100-series Highways:</p> <p>Max Area: 18 m² Max Height: 7.6 m Min Yard Setback: 2.4 m</p>	<p>Digital signage is prohibited.</p> <p>Internally illuminated is permitted up to an illuminated sign area of 5 m².</p>	
<ul style="list-style-type: none"> GC HC BP MC RC IC 	<p>For non-shopping centre properties abutting 100-series Highways:</p> <p>Max Area: 18m² Maximum Height: 18 m Min Yard Setback: 2.4 m</p>	<p>Digital signs are permitted if the sign does not front on a 100-series Highway, however the digital component of the sign must comprise less than 20% of the area of the sign.</p> <p>Internally illuminated signage is permitted up to an illuminated sign area of 5 m² if the sign does not front on a 100-series Highway.</p> <p>Internally illuminated signage is permitted.</p>	
	<p>For shopping centre uses abutting 100-series Highways:</p> <p>Max Area: 61 m² Maximum Height: 20 m Min Yard Setback: 2.4 m</p>	<p>Internally illuminated signage is permitted.</p>	

- R2-T
- R3
- VC
- RU
- RU-2
- AR
- IU
- OS

Maximum Area: 6.1 m²
 Maximum Height: 6 m
 Min Yard Setback: 0.6 m

Internally illuminated signs are prohibited.
 Digital signage is permitted only for institutional and community uses.



Where digital signage is permitted as a portion of a ground sign, the following additional regulations shall apply:

Digital signage which contains, include, or are illuminated by any flashing or moving lights are prohibited except those giving the price of gasoline, or public service information such as, but not limited to: community event information, time, date, temperature or other similar information.

Only 1 digital sign may be permitted on a lot, and must be located in the yard with the main building entry.

Advertising messages on digital signs may only use letters or numerals.



The image on a digital sign must remain static for a minimum of 8 seconds before changing.

A digital sign can only take up to 75% of the maximum area of a single sign.

4.16. Ground sign: Single Premise

The example diagrams shown below are for illustrative purposes only.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> • GC • HC • BP • RC • IC 	<p>For properties not abutting 100-series Highways: Maximum Area: 6.0 m² Maximum Height: 7.6 m Min Yard Setback: 2.4 m</p> <hr/> <p>For properties abutting 100-series Highways: Maximum Area: 6.0 m² or 18m² if the sign is not within 150 m of a dwelling. Maximum Height: 18 m Min Yard Setback: 2.4 m</p>	<p>Must comply with a minimum setback of 2.4 m from the property line for any portion of the sign (base, post, frame, or face).</p> <p>Digital signage is permitted if the sign does not front on a 100-series Highway.</p> <p>Internally illuminated signage is permitted only for shopping centres, automobile service stations, restaurants and drinking establishments.</p> <p>The sign may advertise a business or use not located on the property provided the sign and the business or use being advertised are located within the boundaries for a shopping centre.</p>	
<ul style="list-style-type: none"> • R2-T • R3 • MC 	<p>Maximum Area: 3 m² Maximum Height: 3.2 m Min Yard Setback: 2.4 m</p>	<p>Internally illuminated is prohibited.</p> <p>Digital signage is permitted for institutional and community uses.</p>	
<ul style="list-style-type: none"> • VC 	<p>Maximum Area: 1.85 m² Maximum Height: 1.7 m Min Yard Setback: 2.4 m</p>	<p>Internally illuminated is prohibited.</p> <p>Digital signage is permitted for institutional and community uses.</p>	

<ul style="list-style-type: none"> AR IU OS RU RU-2 	<p>Maximum Area: 2 m² or 6 m² if the sign is not within 150 m of a dwelling. Maximum Height: 4 m Minimum Yard Setback: 2.4 m</p>	<p>Internally illuminated signage is prohibited. Digital signage is permitted only in IU zones, and subject to the special requirements below.</p>	
<p>Com-mercial or home-based business uses in:</p> <ul style="list-style-type: none"> CR R1 R2 	<p>Maximum Area: 0.8 m² Maximum Height: 1.8 m Min Yard Setback: 2.4 m</p>	<p>Internally illuminated or digital signage is prohibited. Externally illuminated signage must not be located in the required yard abutting a residence.</p>	

Where digital signage is permitted as a portion of a ground sign, the following additional regulations shall apply:

Digital signage which contains, include, or are illuminated by any flashing or moving lights are prohibited except those giving the price of gasoline, or public service information such as, but not limited to: community event information, time, date, temperature or other similar information.

Only 1 digital sign may be permitted on a lot, and must be located in the yard with the main building entry.


Advertising messages on digital signs may only use letters or numerals.

The image on a digital sign must remain static for a minimum of 8 seconds before changing.

A digital sign can only take up to 75% of the maximum area of a single sign.

4.17. Projecting Wall sign

The example diagrams shown below are for illustrative purposes only. Subsequent metrics have regulatory effect.

Permitted Zones	Dimensions	Conditions	Example
Any	<p>Maximum Area: 1.5 m² Permitted Height Range: 3 m - 4.6 m above grade. No part of the sign may be less than 3 m from grade.</p>	<p>Must not project more than 1.5 m from the wall to which it is affixed. Must not project above the eaves, parapet, or roof line of the building. Internally illuminated signs are prohibited. Digital signs are prohibited.</p>	


4.18. Temporary Signs

- Temporary signs shall not be placed, erected or displayed unless specifically permitted by the provisions of this Bylaw and having a valid permit issued under this Bylaw.
- Illuminated signs shall be illuminated only by steady, stationary, shielded light sources, directed solely at the sign, or internal to it, and no part of an illuminated temporary sign or light on it shall move or appear to move.
- Temporary signs are permitted for profit entities provided that:
 - The sign may be displayed for a maximum period of 30 consecutive days per permit;
 - The sign must be removed within 24 hours of the completion of the event;
 - Upon expiry of the permit the sign shall be removed from the property for a period of no less than 60

- days before a new sign permit shall be issued for that premise;
- iv) No more than 6 event specific signs can appear on any 1 property in any 12 month period;
 - v) Signs shall be permitted on all properties zoned or used for commercial use;
 - vi) All signs shall only advertise the business for which the permit has been issued;
- d) Temporary signs are permitted for non-profit entities provided that:
- i) The sign advocates community activities and there is no lettering or symbol that is associated with a business or commercial activity;
 - ii) Signs must be removed within 24 hours of the completion of the event;
 - iii) Upon completion of the event the sign shall be removed from the property for a period of no less than 5 days before a new sign may be displayed;
 - iv) Not more than 2 signs per event may be displayed on any 1 property;
 - v) Permit shall be issued on an annual basis and no fee shall be charged;
 - vi) Signs shall be permitted on all properties zoned or used for commercial, institutional or rural uses;
- e) All temporary signage erected will conform with the following requirements:

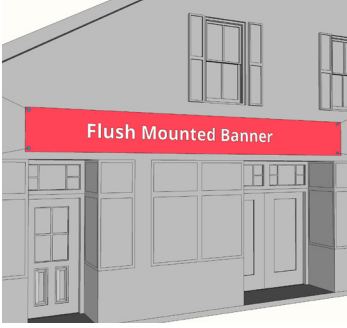
4.19. Temporary sign (Portable)

The example diagrams shown below are for illustrative purposes only. Subsequent metrics have regulatory effect.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> • GC • HC • MC • RC • RU • IU • BP • R3 • IC • RU-2 <p>Institutional uses in:</p> <ul style="list-style-type: none"> • VC 	<p>Maximum Area: 4.6 m²</p> <p>Maximum Height: 2.5 m</p> <p>Minimum Yard Setback: 2.4 m</p> <p>Minimum Driveway Setback: 1.5 m</p>	<ul style="list-style-type: none"> • Portable signs on a multiple tenancy property should have a minimum separation distance of 15 m. • Portable signs are not permitted in Growth Reserve Areas. • Illuminated or digital signage is prohibited. • May be permitted to occupy 1 parking space where there is no practical alternative. 	

4.20. Temporary sign (Flush Mounted Banner)

The example diagrams shown below are for illustrative purposes only. Subsequent metrics have regulatory effect.

Permitted Zones	Dimensions	Conditions	Example
<ul style="list-style-type: none"> • GC • HC • AR • BP • IU • MC • OS • R2-T • R3 • RC • RU • VC • IC • RU-2 	<p>Maximum Area: 10% of the building area on which it is placed.</p>	<ul style="list-style-type: none"> • The banner shall not extend beyond the extremities of the wall upon which it is affixed. • Are only permitted in street-facing yards. 	
Regulation		Amendment Date	Description