

proposed Sign is compatible with the Immediate Street Context, as identified in the Character Statement.

- (4) The Development Authority may waive the requirement for a separate Development Permit for a Sign where it is satisfied that all required information and details have been provided pursuant to Section 11.4.1(1) with a Development Permit application for a Building or portion of a Building.
- (5) The Development Authority may consider the following when it reviews applications:
 - (a) the scale and design of the area;
 - (b) historical designations;
 - (c) Statutory Plan requirements;
 - (d) streetscape improvements;
 - (e) scale, form, and massing;
 - (f) infrastructure and safety; and
 - (g) proximity to a Residential District.

11.4.2 Conditions of Development Approval for Signs

- (1) In addition to Section 2.10 Conditions of Issuing a Development Permit, the Development Authority may impose the following conditions:
 - (a) If the Development Authority approves a Permanent Sign on or over Public Property:
 - (i) that the Owner must sign an agreement to pay costs and be legally responsible for injuries to a person or damage to property from the presence, collapse, or failure of the Sign; and
 - (ii) that the Owner provide proof of insurance naming The City as co-insured covering bodily injury and property damage for claims related to the Sign for a dollar amount The City specifies.
 - (b) For Illuminated Signs, including Signs with Dynamic or Electronic Message components, any condition needed to mitigate the effects of the Illumination on Sites in a Residential District.

11.4.3 Variances

- (1) The Development Authority may vary the following:
 - (a) Sign Height;
 - (b) Sign Width;
 - (c) permitted number of Signs on a Site, except for the number of Billboard Signs which cannot be varied;
 - (d) the minimum separation distance between Signs, except for Billboard Signs which cannot be varied;
 - (e) ¹the restriction of Dynamic Fascia Signs and Dynamic Freestanding Signs within 100.0m of a Site located in or adjacent to a Residential District.
 - (f) total Sign Area;
 - (g) minimum clearance above grade for Freestanding Signs; and
 - (h) setbacks.

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- (2) In determining if a variance is justified, the Development Authority may consider:
 - (a) the size and location of the Site;
 - (b) the design or construction of a Building or a Sign;
 - (c) the Immediate Street Context;
 - (d) whether the proposed Sign would unduly interfere with the amenities of the neighbourhood or materially interfere with or affect the use, enjoyment or value of neighbouring Sites;
 - (e) the heritage value of a Sign or Building;
 - (f) the topography or configuration of the Site;
 - (g) all applicable Council policies and guidelines; and
 - (h) applicable Statutory Plans.

- (3) Notwithstanding any other provision of this bylaw, if necessary for safety reasons, the Development Authority may require greater distance separations between Signs and may increase the minimum display time for Dynamic or Electronic Messaging.

11.4.4 Attaching Conditions to Variances

- (1) Any variance approved by the Development Authority may be temporarily approved and may be subject to conditions including:
 - (a) the removal of existing Sign(s) on a Site;
 - (b) restrictions on the location, number, and type of new and existing Signs on a Site;
 - (c) controls on light levels or hours of operation of Illuminated Signs;
 - (d) other upgrades or changes to existing Signs on Site;
 - (e) safety and construction matters; and
 - (f) Conditions that reflect impacts on adjacent Sites pursuant to Section 640(6) of the *Municipal Government Act*.

- (4) Dynamic Fascia Signs and Dynamic Freestanding Signs are Discretionary Uses on those Sites adjacent to Taylor Drive within the following Districts:
- (a) Riverlands Taylor Drive (RL-TD),
 - (b) C1 Commercial (City Centre),
 - (c) DC(6),
 - (d) DC(9), and
 - (e) DC(28) Districts
- as shown in red on Figure 1, provided that the Dynamic Fascia Signs and Dynamic Freestanding Signs are placed on a Building Façade or a portion of a Yard abutting Taylor Drive.

11.8.2 Residential Proximity Sign Overlay District

- (1) The Residential Proximity Sign Overlay District prohibits Billboard Signs, Dynamic Fascia Signs, and Dynamic Freestanding Signs within 100.0 m of a Site located in or adjacent to a Residential District.
- (a) ⁵The Development Authority may allow a variance to the 100.0m prohibition for Dynamic Signs in accordance with Section 11.4.3 Variances. The Municipal Planning Commission has jurisdiction to vary 10-20%.
- (2) ⁶This Overlay District applies to Signs that are allowed within 100.0m of a Site located in or adjacent to a Residential District.
- (3) The intent of the Residential Proximity Sign Overlay District is to ensure the design, size, and type of allowable Signs located near Residential Districts support commercial and public service activity while being sensitive to the residential context.
- (4) Signs within the Residential Proximity Sign Overlay District shall adhere to the following development standards:
- (a) ⁷Only external spot lighting is allowed, unless the Sign faces a Street. The exceptions to this development standard are Electronic Message Signs and Dynamic Signs.
 - (b) Electronic Message Fascia Signs and Electronic Message Freestanding Signs shall not be illuminated between 10:00 p.m. and 6:00 a.m.;
 - (c) Sign Area shall not face a Residential District; and
 - (d) Maximum Sign Height shall be 7.5 m, unless otherwise specified in this part.

11.8.3 Developing Community Sign Overlay District

- (1) This Section 11.8.3 sets out the development standards applicable to Developing Communities.
- (2) The intent of the Developing Community Sign Overlay District is to allow for Signs that market and advertise new communities and their Developments.
- (3) Temporary Directional Signs in Residential Districts in this Overlay shall adhere to the following:

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- (a) Only 2 Temporary Directional Signs are allowed per Site;
 - (i) additional Temporary Directional Signs may be allowed, at the discretion of the Development Authority, where the need for the requested additional Temporary Directional Signs has been demonstrated by the applicant;
 - (b) Maximum Sign Height is 0.9 m;
 - (c) Maximum Sign Width is 0.6 m; and
 - (d) Sign Area shall not exceed 0.6 m².
- (4) Temporary Directional Signs in all other Districts in this Overlay shall adhere to the following:
- (a) Only 4 Temporary Directional Signs are allowed per Site;
 - (i) additional Temporary Directional Signs may be allowed, at the discretion of the Development Authority, where the need for the requested additional Temporary Directional Signs has been demonstrated by the applicant;
 - (b) Maximum Sign Height is 1.5 m;
 - (c) Maximum Sign Width is 0.9 m; and
 - (d) Maximum Sign Area shall not exceed 1.4 m².
- (5) Flag Signs
- (a) Flag Signs must comply with Section 11.17.4, unless otherwise stated in this Part.
 - (b) Flag Signs used with a Show Home must be Ground Signs and are limited to:
 - (i) 3 Flag Signs on a Site less than 0.25 hectares and with a Frontage of 30.0 m or less;
 - (ii) 4 Flag Signs on a Site less than 0.25 hectares and with a Frontage greater than 30.0 m;
 - (iii) 5 Flag Signs on a Site greater than 0.25 hectares and less than 1.0 hectares; or
 - (iv) 6 Flag Signs on a Site greater than 1.0 hectares.
 - (c) Maximum Sign Height is 6.0 m;
 - (d) Maximum Sign Area shall not exceed 5.0 m².
 - (e) Flag Signs are not included in calculating the total Sign Area for Show Home Signs on a Site.
 - (f) Flag Signs used with a Show Home shall be removed upon whichever occurs first:
 - (i) removal of the Show Home for which it is advertising; or
 - (ii) occupancy of the Show Home it is advertising; or
 - (iii) 3 years pass from the date of the Development Permit for the Show Home.
- (6) Future Development Signs
- (a) Future Development Sign may be placed on a Site where a permit has been approved for a Development or where an agreement has been entered into with The City, and at the discretion of the Development Authority;
 - (b) Maximum Sign Areas
 - (i) Maximum Sign Area shall not exceed 12.0 m²
 - (ii) If the Sign is located more than 100.0 m from a Street, the maximum Sign Area shall not exceed 19.0 m².

11.11 Dynamic Sign and Electronic Message Sign Development Standards

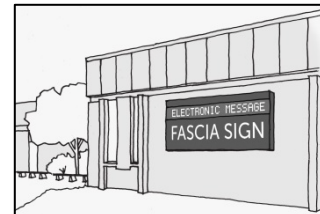
(1) General development standards for Dynamic Signs and Electronic Message Signs

- (a) Dynamic Fascia Signs and Electronic Message Fascia Signs are subject to the development standards in Section 11.10.2, Fascia Sign Development Standards.
- (b) Dynamic Freestanding Signs and Electronic Message Freestanding Signs are subject to the regulations in Section 11.13 Freestanding Sign Development Standards, except for the Siting Criteria in 11.13(1)(a) which does not apply.
- (c) Dynamic Signs and Electronic Message Signs may display Public Service Announcements;
- (d) Dynamic Signs and Electronic Message Signs shall have an adjustable brightness level and shall maintain a level of brightness acceptable to the Development Authority.
- (e) Maximum Sign Illumination shall be 350 nits between sunset and sunrise.



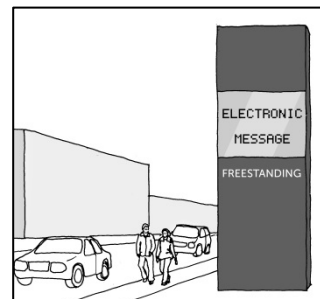
(2) Location Criteria

- (a) Dynamic Signs and Electronic Message Signs shall only be located along a Boundary adjacent to an Arterial Road or Collector Road, except for those Sites described in subsection (b) below.
- (b) Dynamic Signs and Electronic Message Signs are prohibited:
 - (i) within the Major Entry Areas Overlay District;
 - (ii) ⁹in the Downtown Sign Overlay District, except where allowed under Section 11.8.1(4); and
 - (iii) ¹⁰within the Residential Proximity Sign Overlay District (except Electronic Message Signs and where a variance for a Dynamic Sign has been approved by the Development Authority).



(3) Siting Criteria

- (a) Dynamic Signs and Electronic Message Signs shall direct the Dynamic and Electronic Message portions towards the on-coming traffic on the high volume Street, as determined by the Development Authority.
- (b) Dynamic Signs and Electronic Message Signs shall be located a minimum of 300.0 m from another Dynamic Sign or Electronic Message Sign.



(4) Sign Sizes

- (a) The Dynamic and Electronic Message portion of either a Dynamic or Electronic Fascia Sign or a Dynamic or Electronic Freestanding Sign shall not exceed 9.0 m².

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- (b) All other size maximums are determined by Section 11.10 Building Sign Development Standards or Section 11.13 Freestanding Sign Development Standards.
- (5) Display Time and Transitions
 - (a) Dynamic Signs shall display messages for a minimum time period of 3 seconds.
 - (b) Electronic Message Signs shall display messages for a minimum time period of 20 seconds.
 - (c) When Copy changes on a Dynamic Sign or Electronic Message Sign, the transition:
 - (i) must be instantaneous;
 - (ii) must not include effects like motion, dissolving, blinking, flashing or intermittent lights, video, or the illusion of such effects.
- (6) PS Sites
 - (a) On PS Public Service (Institutional or Government) Sites over 17.1 hectares in size, the entire Dynamic or Electronic Message Freestanding Sign may display Sponsor Recognition if words to the effect of: "Proudly Recognizing our Donors and Sponsors" are displayed on the Sign.
 - (b) On PS Public Service (Institutional or Government) Sites under 17.0 hectares in size and within 30.0 m of a Residential District:
 - (i) 1 Electronic Message Fascia Sign or 1 Electronic Message Freestanding Sign may be approved. These Electronic Signs must not be lit between 9:00 p.m. and 6:00 a.m.
 - (ii) Dynamic Signs are prohibited.

11.12 Community Bulletin Board Sign Development Standards

- (1) General development standards for Community Bulletin Board Signs
 - (a) Community Bulletin Board Signs may be located at the entrances into a neighbourhood, subject to the party entering into an agreement with The City;
 - (b) Community Bulletin Board Signs shall only display neighbourhood information, advertising and bulletins, announce events, and provide general interest information; and
 - (c) Community Bulletin Board Signs shall not be internally illuminated.
- (2) Community Bulletin Board Sign Sizes
 - (a) Maximum Sign Height is 2.5 m;
 - (b) Maximum Sign Width is 1.5 m; and
 - (c) Maximum Sign Area shall not exceed 4.0 m².