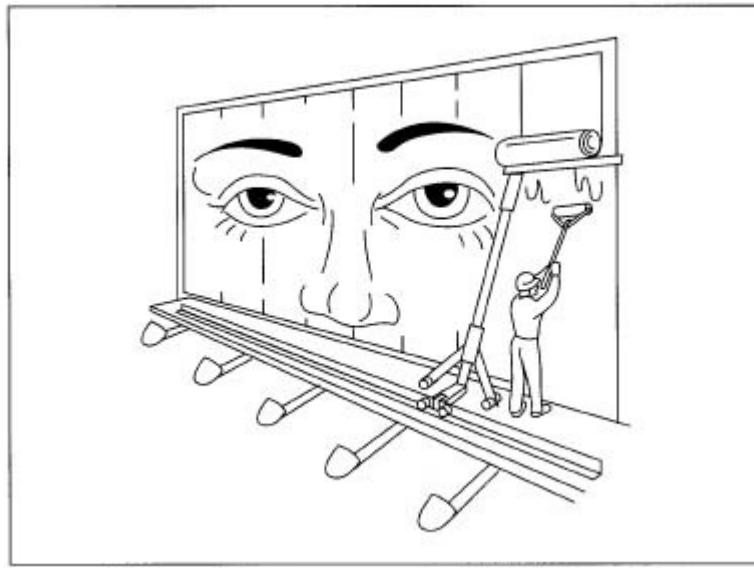




MINISTRY OF LAND USE  
AND HOUSING

PLANNING AUTHORITY

# PROPOSED GUIDELINES FOR THE ERECTION OF SIGNAGE STRUCTURES



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**MARCH 2012**

## **GENERAL GUIDELINES FOR SIGNAGE**

Signs should:

- Complement their associated building, being consistent with its architectural style, scale, articulation, proportions, materials, and color.
- Be located in areas of the façade specifically designed to serve this function and should align horizontally, where possible, with major architectural features, such as building entries.
- Not cover architectural details or ornamental elements.
- Be constructed out of high quality, durable materials.
- Use icons, symbols or logos rather than words whenever possible (e.g., a shoe for a shoe store, or a bicycle wheel for a bicycle shop); iconic or symbolic signs are encouraged to be three dimensional.
- Have a contrast between content and background so as to optimize legibility while still maintaining compatibility with building colours.
- Be designed to high professional standards

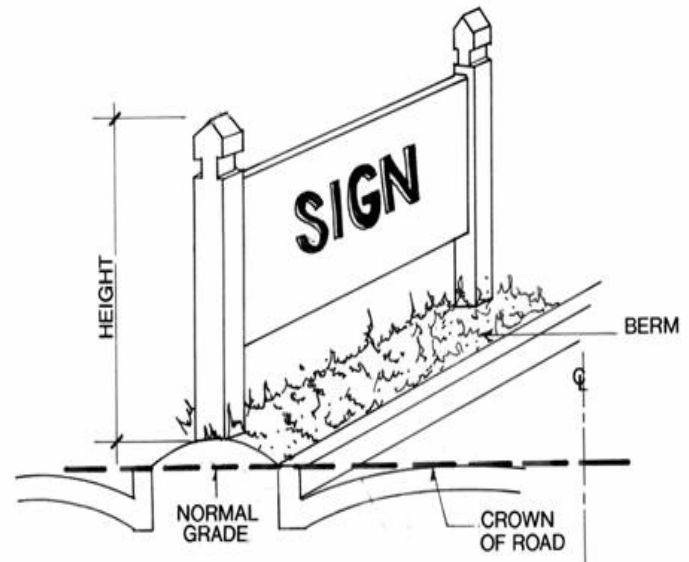
### **SIGN DIMENSIONS**

The ultimate size of a sign can be a critical factor and should be assessed during the planning process. This applies to exterior signs in particular, where environmental or aesthetic concerns should be part of the criteria that are considered in determining the size and location of a sign.

Both the character size and the length of the message determine the overall size of a sign. It follows that the size of a sign can be reduced by rephrasing the message or by selecting a different character size. Oversized signs cause visual clutter.

## **SIGN HEIGHT**

The height of a sign shall be computed as the distance from the base of the sign at a computed grade to the top of the highest attached component of the sign (including the sign face, sign structure, or any other appurtenance). The computed grade shall be the elevation of the nearest point to the proposed sign location of the crown of the nearest public street providing access; or the grade of the land at the principal entrance to the principal structure on the lot, whichever is higher.



## **SPECIFIC GUIDELINES FOR:**

### **WALL SIGNS**

A wall sign can be commercially printed or painted. It's often considered commercial if there are any kinds of symbols, trademarks, locations, telephone numbers, or any other business-related markings. Wall signs made for creative purposes are typically considered murals.

Wall signs shall:

- Be no larger than 70 square feet in sign area per individual sign.
- Have a total sign area of no more than two (2) sq. ft. per lineal foot of tenant street frontage.
- Not project more than 18 in., except for Sculptural Signs, which may project a total of 30 in.

Wall signs should:

- Be installed in a slender band between the first-story and second-story windows.
- Emphasize horizontality, with a width-to-height ratio of at least 2:1.

## **WINDOW SIGNS**

A window sign is placed, directed onto, behind, or in the direct vicinity of the window.

Window signs shall:

- Such signs in combination with other window signs shall not exceed 10% of the window area on each facade. Be limited to no more than 30 percent of the ground-floor window area.
- Be considered part of the allowable wall sign area.
- Not be construed to mean items for sale, internally-oriented displays, or other temporary displays that do not substantially obstruct views into a building.

## **FREESTANDING SIGNS**

A freestanding sign is unattached to any buildings or structures and stands alone generally on a wooden or metal frame formed to support its weight.

Free standing signs shall:

- Be up to 4m high and 4m<sup>2</sup> in area, and slightly larger in industrial zoned areas.
- Be placed 5m away from a building and 10m away from another freestanding sign. There cannot be more than four freestanding signs on any site, and not more than one sign on the road frontage of the site.

## **CONSTRUCTION SIGNS**

A sign that identifies architects, engineers, contractors and other individuals or firms involved with construction on the premises, the name of the building or development, the intended purpose of the building, and/or the expected completion date.

Construction signs shall:

- In single-family residential areas on projects not involving multiple lots, such signs shall not exceed 6 square feet in area and 4 feet in height and are limited to one per lot.
- In all other circumstances, such signs shall not exceed 32 square feet in area and 8 feet in height.

## **BANNER SIGNS**

A lightweight fabric or similar material which is permanently mounted to a pole either enclosed in a frame or mounted to restrict movement caused by the atmosphere.

Banner signs shall:

- Be at least 6 square feet in area but less than 36 square feet in area and all banners on the same lot shall be consistent in terms of colors and materials used.
- Be individually attached to a pole, mast arm or other structure.
- An overall signage plan shall be approved when multiple banners are placed on a lot.
- Be maintained in good condition.
- Banners which are either solely decorative or are noncommercial and do not display a logo, message, statement, or expression relating to commercial interests shall not be included in the computation of total sign area on a property.
- Banners which display a logo, message, statement, or expression relating to commercial interests are considered signs which require a sign permit by this Ordinance and shall conform to the requirements for suspended signs, projecting signs or freestanding signs, depending on the method of installation and support.

## **ROOF SIGNS**

A roof sign is a sign attached to or placed onto the roof of an establishment or any other structure.

Roof signs shall:

- Not exceed ten (10) percent of the area of that portion of the roof to which it is attached, as measured from eave to roof peak.
- Be constructed so as to provide a clear space of at least 7 feet (2134mm) between the roof and the lowest part of the sign and at least 5 feet (1524mm) between the vertical supports thereof.
- Be set back a minimum of 6 feet (1829mm) from the face of the walls of the buildings on which they are erected.
- Not project above the roof line.
- Only be displayed on buildings containing non-residential uses and on multi-family buildings.

## **PROJECTING SIGNS**

A projecting sign is a sign that extends from a building and is usually centered at bystander foot traffic.

Projecting signs shall:

- Have a minimum clearance of eight (8) feet and maximum height of fifteen (15) feet above the sidewalk.
- Extend no more than six (6) feet out from the main wall surface, and have a 6-inch minimum space between sign and building.
- Be placed perpendicular to building façades, except at street corners where they may be placed at a 135-degree angle to both of the two intersecting façades.
- Have a maximum sign area of fifteen (15) square feet.

- Be self-supporting without use of cable or similar surrounding supports. Ornamental brackets designed as a part of the sign design may be allowed if they are complementary with both the building and sign designs.
- Projecting signs should:
- Be encouraged to be used at street corners so as to emphasize intersections.
- Emphasize verticality for vertical messages, with a height-to width ratio of at least 2:1 and horizontality for horizontal messages, with a width-to-height ratio of at least 1:1.

### THICKNESS OF PROJECTING SIGNS

<b>PROJECTION (feet)</b>	<b>MAXIMUM THICKNESS (feet)</b>
5	2
4	2.5
3	3
2	3.5
1	4

### CANOPY SIGNS

A canopy sign which is a sign above any kind of protecting awning or cover found over entrances or exits of firms.

Canopy signs shall:

- Be located on canopies or awnings that have a minimum clearance of eight (8) feet and a maximum height of fifteen (15) feet above the sidewalk.
- Be painted directly onto the awning material.
- Be limited to two (2) awning surface types: vertical front, vertical sides, or sloping top.

- Not exceed thirty percent (30%) of the total exterior awning/canopy surface area.
- Be considered part of the total allowable wall sign area of the wall to which it is attached.
- Be no more than one (1) foot in height.
- Extend no more than eight (8) feet from the building façade and shall not obstruct or prevent the placement of street trees or other improvements within the public right-of-way.

Canopy signs should:

- Be designed in such a way that the canopy's primary function as a shade device is maintained

## **MARQUEE SIGNS**

A marquee is most commonly a structure placed over the entrance to a hotel or theatre.

Marquee signs shall:

- Only be permitted on parcels containing either live performance theaters or movie theaters and hotels.
- Have a minimum clearance of eight (8) feet and a maximum height of fifteen (15) feet above the sidewalk for the primary overhanging structure.
- Be permitted to be backlit.
- Be permitted to be, at least in part, a changeable copy sign.
- Extend no more than ten (10) feet from the building façade and not obstruct or prevent the placement of street trees or other improvements within the public right-of-way.

Marquee signs should:

- Be used in a limited manner so as to emphasize major destinations.



## **PORTABLE SIGNS**

Portable signs shall:

- Be allowed on a temporary basis only for sales and/or special events.
- Be limited to a single sandwich or menu board sign per business that may be placed upon a public sidewalk or plaza directly in front of the business's frontage during operating hours.
- Not exceed ten (10) square feet in sign area, three (3) feet in width, four (4) feet in height, or six (6) feet in ground area.
- Meet any requirements established by the Planning Authority, such as those related to construction, placement, or insurance, to ensure that such signs do not obstruct the free movement of pedestrians or otherwise constitute a public hazard.

## **BILLBOARD SIGNS**

A billboard is an off-premises object, device, display, sign, or structure, or part thereof, displayed outdoors or visible from a public way, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location, or to express a point of view, by any means, including words, letters, figures, design, symbols, advertising flags, fixtures, colors, illuminations or projected images. Each substantially different face of a billboard structure shall constitute a separate billboard. Billboards do not include on-premises commercial or political signage nor small commercial or non-commercial signs temporarily placed in residential lawns by residents, owners, contractors, realtors, or by or on behalf of political candidates or issues.

An outdoor advertising sign in the form of a billboard consists of at least one display panel and its supporting framework. Billboards may be freestanding, mounted to buildings, or attached to other structures. Modern billboards conform to engineering standards and are typically constructed of steel, while older billboard structures are made of wood or angle iron frames. A billboard may be smaller than the permitted size. The basic sizes have remained the same since the panels used to display the older posters are still in use.

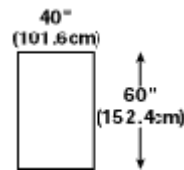
**Height:** All new billboards shall be no greater than 25 feet (7,6m) in height.

**Size:** All billboards shall be no greater than 150 square feet (14m<sup>2</sup>) in area. Except for those which fall under the CLASS III(c) advertisements of temporary nature, stated in the Town and Country Planning Act.

**Colour:** Contrasting colours must be used as billboards for long distance readability. The best color combination that provide maximum contrast on a billboard and the best visibility and readability include black on yellow, black on white, yellow on black, white on black, blue on white, white on blue, white on green, green on white, red on white and white on red.

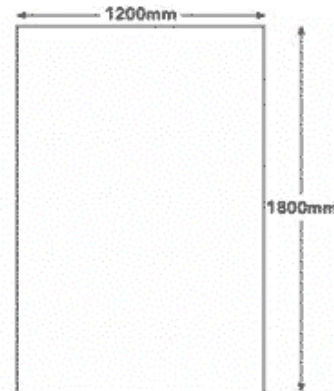
### STANDARD BILLBOARD POSTER SIZES

**4 Sheet**

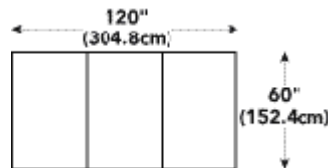


**6 Sheet**

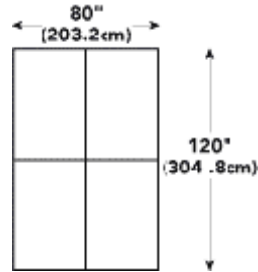
(Bus Stop Poster)



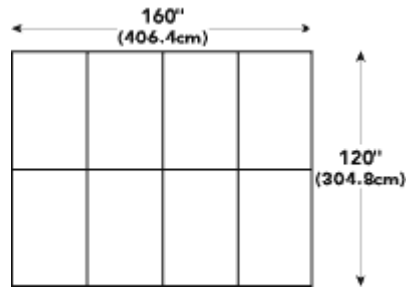
**12 Sheet**



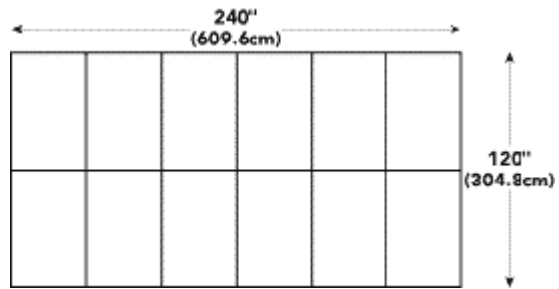
16 Sheet



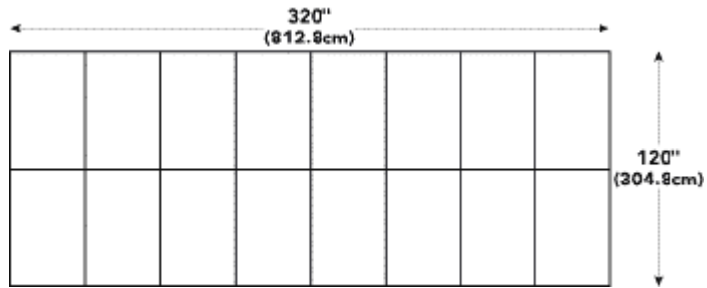
32 Sheet



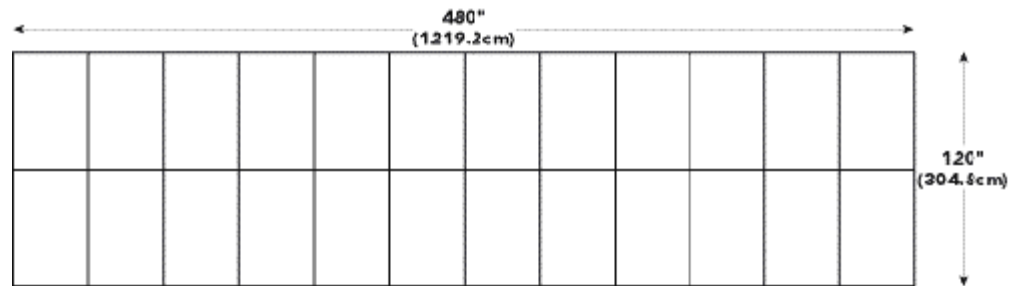
48 Sheet



64 Sheet



96 Sheet



## BILLBOARD SIZES

<b>Size</b>	<b>Width (mm)</b>	<b>Height (mm)</b>	<b>Width (in)</b>	<b>Height (in)</b>
<b>4 Sheet</b>	1016	1524	40	60
<b>6 Sheet</b>	1200	1800	47.24	70.87
<b>12 Sheet</b>	3048	1524	120	60
<b>16 Sheet</b>	2032	3048	80	120
<b>32 Sheet</b>	4064	3048	160	120
<b>48 Sheet</b>	6096	3048	240	120
<b>64 Sheet</b>	8128	3048	320	120
<b>96 Sheet</b>	12192	3048	480	120