



SIGN REGULATION BYLAW NO. 9700

The Council of the City of Richmond enacts as follows:

PART 1 - GENERAL PROVISIONS

- 1.1 No person shall **erect** a **sign** in the **City** of Richmond except as permitted by and in accordance with this Bylaw.
- 1.2 This Bylaw does not permit a **sign** unless it expressly permits a **sign** of the relevant type in the zone in which the **sign** is proposed to be located.
- 1.3 The **Director** or a person authorized by the **Director**, may immediately and without notice, remove any **sign** located on **City** property in contravention of this Bylaw.
- 1.4 No person shall, having been ordered by the **Director** to remove a **sign** that does not comply with this Bylaw or to alter a **sign** so as to comply with this Bylaw, fail to do so within the time specified in the order.
- 1.5 No person shall, having been ordered by the **Director** to stop work on the **erection** of a **sign**, continue such work except to the extent necessary to mitigate any safety hazard that would result from the cessation of work.
- 1.6 No person shall obstruct or interfere with the entry of the **Director** on land or **premises** that is authorized by Section 1.7 of this Bylaw.
- 1.7 The **Director** may enter on any land or **premises** to inspect and determine whether the regulations, prohibitions and requirements of this Bylaw are being met.
- 1.8 Any person who contravenes this Bylaw commits an offence and is liable:
 - 1.8.1 on conviction under the *Offence Act*, to a fine not exceeding \$10,000;
 - 1.8.2 to such fines as may be prescribed in Notice of Bylaw Violation Dispute Adjudication Bylaw 8122;
 - 1.8.3 to such fines as may be prescribed in Municipal Ticket Information Authorization Bylaw No. 7321; and
 - 1.8.4 to such penalties as may be imposed under the *Local Government Bylaw Notice Enforcement Act*.

- 1.9 The **Director** is authorized to issue permits required by Part Three of this Bylaw, and is authorized to prescribe, for that purpose, the form of permit application and permit.
- 1.10 The **Director** may, in writing,
- 1.10.1 order the removal or alteration of any **sign** that does not comply with this Bylaw, including any structure that supports the **sign**; and
- 1.10.2 issue and post on the site of a **sign**, in a form that the **Director** may prescribe for that purpose, an order to stop work on the **erection** of the **sign** if the work contravenes this Bylaw.
- In the case of an order directed to an occupier of land who is not the owner, a copy of the order shall be provided to the owner.
- 1.11 In the case of a **sign** that poses an immediate hazard to persons or traffic, the notice given to the owner or occupier under Section 1.10.1 may be verbal but in such cases the **Director** shall confirm the notice in writing.
- 1.12 A person who applies for a permit required by Part Three this Bylaw shall provide all of the information required by the prescribed application form and pay the application processing fee specified in the Consolidated Fees Bylaw No. 8636. The application processing fee is not refundable and shall be credited to the permit fee if the permit is issued.
- 1.13 An application for a permit that is made by an occupier of land who is not the owner shall be authorized in writing by the owner, in the manner indicated on the prescribed application form. In the case of an application for a **projected-image sign**, the application shall also be authorized by the owner of any separate **premises** from which the image is proposed to be projected.
- 1.14 A person who obtains a permit required by this Bylaw shall pay the permit fee specified in the Consolidated Fees Bylaw No. 8636.
- 1.15 The issuance of a permit pursuant to this Bylaw does not relieve any person from any requirement to obtain a building permit, electrical permit, development permit or other permit required by any bylaw of the **City** in respect of the **sign**, or to obtain the **City's** permission to place a **sign** on public property unless this Bylaw expressly indicates that such permission is not required.
- 1.16 Every **sign** that is within the scope of this Bylaw shall be maintained in serviceable condition, including such repainting and replacement of **copy area** as may be required to present a legible message.
- 1.17 This Bylaw does not apply to:
- 1.17.1 **signs** regulated by Election and Political Signs Bylaw No. 8713;
- 1.17.2 **signs** posted in accordance with Development Permit, Development Variance Permit and Temporary Commercial and

Industrial Use Permit Procedure Bylaw 7273, Noise Regulation Bylaw 8856, Richmond Zoning Bylaw 8500 and other **City** bylaws enacted from time to time;

- 1.17.3 **signs erected** or placed by the **City** for municipal purposes; or
- 1.17.4 **signs** on the backrest of benches placed on public property with the written approval of the **City**.

PART 2 - SIGNS PERMITTED WITHOUT PERMITS

- 2.1 The following types of **signs** are permitted without permits in the zones indicated by the symbol \checkmark , provided that the **sign** complies with the standards, limitations and requirements specified in this Part in respect of that type of **sign**:

Sign Type	Agriculture and Golf Zones	Residential Zones	Other Zones
Address signs	\checkmark	\checkmark	\checkmark
Community special event signs	\checkmark	\checkmark	\checkmark
Construction fence signs	\checkmark	\checkmark	\checkmark
Directional signs	\checkmark	\checkmark	\checkmark
Drive-through signs			\checkmark
Fascia signs			\checkmark
Flags	\checkmark	\checkmark	\checkmark
Instructional signs	\checkmark	\checkmark	\checkmark
Plaques	\checkmark	\checkmark	\checkmark
Open house signs	\checkmark	\checkmark	\checkmark
Real Estate signs	\checkmark	\checkmark	\checkmark
Sandwich board signs			\checkmark
Small window signs	\checkmark		\checkmark

- 2.2** **Address signs** must comply with Fire Protection and Life Safety Bylaw No. 8306.
- 2.3** **Community special event signs** must:
- 2.3.1 not exceed a **height** of 2.0 m or a **sign area** of 3.0 m²;
 - 2.3.2 not be displayed for more than 30 days preceding the event nor more than 7 days following the event;
 - 2.3.3 not be placed on **City** property without the written approval of the **City**; and
 - 2.3.4 not exceed one **sign** per lot **frontage**.
- 2.4** **Construction fence signs** must:
- 2.4.1 have a **copy area** not exceeding 33% of area of the fence to which the **sign** is attached or forms a part of, on any lot **frontage**;
 - 2.4.2 not exceed a **height** of 2.0 m in the case of a **sign** associated with the construction of a one-family or two-family residential **premises**, or 3.0 m in the case of any other **construction fence sign**;
 - 2.4.3 not be displayed prior to the commencement of construction, or more than 28 days following completion of construction;
 - 2.4.4 not be illuminated; and
 - 2.4.5 not exceed one per lot **frontage**.
- 2.5** **Directional signs**:
- 2.5.1 must not exceed a **height** of 1.5 m or a **sign area** of 1.2 m²; and
 - 2.5.2 are limited to two **signs** per entrance to or exit from the **premises** on which they are located and are unlimited in number elsewhere on the **premises**.
- 2.6** **Drive-through signs**:
- 2.6.1 must be located at the vehicular entrance to the **premises** to which they pertain or adjacent to a drive-through aisle; and
 - 2.6.2 are limited to two per drive-through aisle.
- 2.7** **Fascia signs** are limited to one per **premises**, each with a maximum **sign area** of 0.2 m², and otherwise must comply with the requirements for **fascia signs** in Part Three other than the requirement for a permit.
- 2.8** Flagpoles displaying flags must not exceed 6.0 m in **height** and must be so located that every part of the flag attached to the flagpole remains within the perimeter of the lot on which the pole is located, in all wind conditions.

2.9 Instructional signs:

- 2.9.1 may be **fascia** or **freestanding signs**;
- 2.9.2 must not exceed a **sign area** of 0.5 m²;
- 2.9.3 must not be illuminated; and
- 2.9.4 are limited to four per building, **premises** or lot to which the **signs** pertain.

2.10 Open house signs:

- 2.10.1 must not exceed a **height** of 1.0 m or a **sign area** of 0.6 m²;
- 2.10.2 must not be illuminated;
- 2.10.3 must not be placed more than 60 minutes prior to the commencement of the sales event and must be removed within 60 minutes of the termination of the sales event;
- 2.10.4 must not be displayed for more than 5 hours in a day;
- 2.10.5 must be spaced at least one city block apart if the **signs** pertain to the same real estate listing;
- 2.10.6 may be placed on a boulevard located between a sidewalk and private property or, if no sidewalk exists, between a road and private property, but must not be placed on any other boulevard or median, and must not obstruct pedestrian or vehicular traffic, or sight lines at intersections; and
- 2.10.7 are limited to four per real estate listing.

2.11 Real estate signs:

- 2.11.1 may be **fascia**, **freestanding** or **window signs**;
- 2.11.2 pertaining to single-family or two-family residential **premises** must not exceed a **sign area** of 1.2 m² or a **height** of 1.5 m in the case of a **freestanding sign**;
- 2.11.3 pertaining to other types of **premises** must not exceed a **sign area** of 3.0 m² or a **height** of 2.0 m in the case of a **freestanding sign**;
- 2.11.4 must not be illuminated;
- 2.11.5 are limited to one per **frontage** of the **premises** to which they pertain; and

2.11.6 must be removed within 14 days following the sale, rental or lease of the **premises** to which they pertain.

2.12 Sandwich board signs:

2.12.1 must not exceed a **height** of 1.5 m or a total **sign area** of 1.0 m² on each **sign** face;

2.12.2 may not be placed on any sidewalk, boulevard or other **City** property;

2.12.3 must not be illuminated; and

2.12.4 may be placed only during the hours of operation of the business to which they pertain.

2.12.5 may only be displayed during the first 30 days after the business to which the **sign** pertains commences operation.

2.13 Small window signs:

2.13.1 are permitted only on the first and second storeys of any building;

2.13.2 if illuminated, are limited to two per **premises**; and

2.13.3 are permitted together with a **sign** on the glass portion of a door giving access to the same **premises**, if the **sign** on the door has an area not exceeding 0.3 m².

PART 3 - SIGNS REQUIRING PERMITS

3.1 The following types of **signs** are permitted in the zones indicated by the symbol √, provided that the **sign** complies with the standards, limitations and requirements specified in this Part in respect of that type of **sign** and the **sign** is authorized by a permit issued pursuant to this Bylaw:

Sign Type	Agriculture and Golf Zones	Residential Zones	Other Zones
Awning signs	√		√
Banner signs	√		√
Canopy signs	√		√
Changeable copy signs	√		√

Construction signs (except construction fence signs)	√	√	√
Fascia signs	√		√
Freestanding signs	√		√
Home based business signs		√	√
Large window signs			√
Mansard roof signs	√		√
Marquee signs	√		√
Multi-tenant residential complex signs		√	√
Projected-image signs			√
Projecting signs			√
Under-canopy signs	√		√

3.2 For certainty, this Bylaw requires a permit for the **erection** of any **sign** of a type listed in Section 3.1 as well as for any alteration of such a **sign** other than a change in the **sign** copy.

3.3 **Awning signs:**

3.3.1 are limited, together with any **canopy**, **fascia**, **mansard roof** or **marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**, and for this purpose the **sign area** of the **awning sign** is the **copy area** of the **sign**;

3.3.2 may be located only on awnings having a vertical clearance of at least 2.5 m measured to the lowest portion of the awning structure, a maximum horizontal projection of not more than 1.8 m, and a horizontal clearance of at least 0.6 m from the curb line of the abutting street.

3.4 **Banner signs:**

3.4.1 are limited to one **sign** per **premises** and a **sign area** of 1.0 m² per metre of **premises frontage**;

3.4.2 may be displayed for up to 90 days in any calendar year;

3.4.3 must be securely attached against the exterior wall of the **premises** to which the **sign** pertains so as not to project from the wall; and

3.4.4 must have a vertical clearance of at least 2.5 m.

3.5 Canopy signs:

3.5.1 are limited, together with any **awning, fascia, mansard roof or marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**, and for this purpose the **sign area** of the **canopy sign** is the **copy area** of the **sign**;

3.5.2 are limited to a **sign height** of 1.5 m;

3.5.3 may be located only on canopies having a vertical clearance of at least 2.5 m measured to the lowest portion of the canopy structure and a horizontal clearance of at least 0.6 m from the curb line of the abutting street; and

3.5.4 must not exceed, in any dimension, the corresponding dimension of the canopy on which the **sign** is located.

3.6 Changeable copy signs:

3.6.1 may be **canopy, fascia, freestanding, marquee, projecting, under-canopy, under-awning or window signs**;

3.6.2 are limited to one per premises frontage;

3.6.3 must be operated so as to transition between messages instantaneously rather than gradually or incrementally;

3.6.4 may not use any form of animation or video effects; and

3.6.5 in the case of electronic message displays, must use an ambient light sensor to modulate the brightness of the display and must not increase the light levels adjacent to the sign by more than 3.0 LUX above the ambient light level.

3.7 Fascia signs:

3.7.1 are limited, together with any **awning, canopy, mansard roof or marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.7.2 must not project beyond any exterior wall of a building or above the roof line;

3.7.3 must have vertical clearance of at least 2.5 m for any part of the **sign** that projects more than 5 cm from the wall;

- 3.7.4 must have a depth of not more than 0.3 m measured perpendicularly to the supporting wall;
- 3.7.5 may be located only on the first or second storey or the top storey or mechanical penthouse of a building, and are limited to one **sign** per building **frontage** if located above the second storey;
- 3.7.6 must project vertically no higher than the level of the lowest window sill of the storey above the storey to which it is affixed, or in the absence of windows, 75 cm above the floor level of the storey above; and
- 3.7.7 must, in the case of multiple **signs** located above the second storey of a building, pertain to a single business enterprise and utilize a common material composition, design, style, font and size.
- 3.8 Freestanding signs** in Agriculture, Golf, and Mixed Use zones are limited to a **sign area** of 9.0 m² and a **height** of 4.0 m.
- 3.9 Freestanding signs** in zones other than Agriculture, Golf, and Mixed Use zones:
- 3.9.1 are limited to a **sign area** of 15.0 m²; and
- 3.9.2 are limited to a **height** of 9.0 m on lots with up to 60 m of **frontage** and 12.0 m otherwise, and in the case of a lot with more than one **frontage** the permitted **sign height** shall be based on the shortest lot **frontage**.
- 3.10 Freestanding signs** in all zones:
- 3.10.1 must be sited such that every part of the **sign** structure and **sign** is at least 1.5 m from any building or structure and no part of the **sign** structure or **sign** encroaches on any other lot;
- 3.10.2 must in the case of a **sign** with vertical clearance of less than 2.5 m be placed in a landscaped area or otherwise protected from human access by climbing;
- 3.10.3 must be spaced at least 30 m from any other **freestanding sign** on the same lot; and
- 3.10.4 are limited to three per lot and one per 30 m of lot **frontage**.
- 3.11 Home-based business signs:**
- 3.11.1 are permitted only in respect of a home-based business, home business, Bed and Breakfast or live/work dwelling as permitted by the Zoning Bylaw;
- 3.11.2 must not exceed a **sign area** of 0.2 m²;

3.11.3 may be illuminated only by an external source of light that cannot be seen directly from any adjacent land; and

3.11.4 are limited to one per business.

3.12 Large window signs:

3.12.1 are permitted only on the first and second storeys of any building;

3.12.2 if illuminated, are limited to two per **premises**; and

3.12.3 may not occupy more than 50% of the window area of the business **premises** to which the **sign** or **signs** pertain, and for this purpose a window area includes mullions separating individual panes of glass within the same window sash or frame.

3.13 Mansard roof signs:

3.13.1 are limited, together with any **awning, canopy, fascia** or **marquee sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.13.2 are limited to one **sign** per **premises frontage**;

3.13.3 may not project below the lower or upper edge of the roof; and

3.13.4 are limited to a vertical dimension of 1.5 m.

3.14 Marquee signs:

3.14.1 are limited, together with any **awning, canopy, fascia** or **mansard roof sign** on the same **premises**, to a **sign area** of 1.0 m² per metre of **premises frontage**;

3.14.2 are limited to one **sign** per marquee face;

3.14.3 may be mounted only on marquees having a vertical clearance of at least 2.5 m measured to the lowest portion of the marquee structure and a horizontal clearance of at least 0.6 m from the curb line of the abutting street;

3.14.4 may not extend beyond the face of the marquee on which the **sign** is mounted or project more than 13 cm from the face of the marquee; and

3.14.5 may not be mounted on the top of the marquee.

3.15 Multi-tenant residential complex signs:

3.15.1 may be an **awning, canopy, fascia** or **freestanding sign**;

- 3.15.2 are limited to three per **premises**, one per **premises frontage** and a **sign area** of 9.0 m²;
- 3.15.3 in the case of a **freestanding sign** are limited to a **height** of 4.0 m;
- 3.15.4 must in the case of a **sign** with vertical clearance of less than 2.5 m be placed in a landscaped area or otherwise protected from human access by climbing; and
- 3.15.5 may be illuminated only by an external source of light that cannot be seen directly from any adjacent land.

3.16 Projected image signs:

- 3.16.1 are limited to a **sign area** of 10 m² and one **sign** per **premises frontage**;
- 3.16.2 must be operated so as to transition between messages instantaneously rather than gradually or incrementally, with a minimum message display time of six seconds;
- 3.16.3 may not use any form of animation or video effects;
- 3.16.4 may be projected only onto a wall of the **premises** to which the **sign** pertains or the sidewalk immediately adjacent to the **premises**;
- 3.16.5 may be projected only from the **premises** to which the **sign** pertains or other private **premises** whose owner has authorized the application for the permit authorizing the **sign**;
- 3.16.6 must not project on to residential use as permitted by Richmond Zoning Bylaw 8500.
- 3.16.7 in the case of a projected image on to any portion of a sidewalk, must be approved by the **Director**.

3.17 Projecting signs:

- 3.17.1 are limited to a **sign area** of 2.0 m² and one **sign** per **premises frontage**;
- 3.17.2 may project over a sidewalk or other **City** property by not more than 1.5 m, and any such projection must be authorized by an encroachment agreement with the **City**;
- 3.17.3 must have a vertical clearance of at least 2.5 m measured to the lowest portion of the **sign** and a horizontal clearance of at least 0.6 m from the curb line of the abutting street; and
- 3.17.4 must not extend above the level of the wall to which the **sign** is attached.

3.18 Under-canopy signs:

- 3.18.1 must have a vertical clearance of at least 2.5 m measured to the lowest portion of the **sign**;
- 3.18.2 must be oriented perpendicularly to the wall to which the canopy or awning is attached and have no horizontal dimension that is greater than the depth of the canopy or awning;
- 3.18.3 are not permitted above the first storey of a building regardless of whether a canopy or awning is located above the first storey; and
- 3.18.4 are limited to one **sign** per **premises** entrance, and must be located at or within 3.0 m of an entrance.

3.19 Construction Signs

- 3.19.1 must not exceed a **height** of 2.0 m or a **sign area** of 3.0 m² in the case of a **freestanding sign** for a one-family or two-family residential **premises**;
- 3.19.2 must not exceed a **height** of 6.0 m in the case of a **freestanding sign** for other than a one-family or two-family residential **premises**;
- 3.19.3 must not exceed a **sign area** of 1.0 m² per 10 m of lot frontage, or 9m², whichever is less, in the case of a **freestanding sign** for other than a one-family or two-family residential **premises**;
- 3.19.4 must not be displayed prior to the commencement of construction nor more than 28 days following completion of construction;
- 3.19.5 must not be illuminated; and
- 3.19.6 must not exceed one per lot **frontage**.

PART 4 - PROHIBITED SIGNS**4.1 Signs** of the following types are prohibited throughout the **City**:

- 4.1.1 **abandoned signs**, being **signs** which no longer correctly identify, advertise or provide direction to a property, business, product, service or activity on the **premises** on which the **sign** is located, and **signs** that due to lack of maintenance no longer display a legible message;
- 4.1.2 **container signs**, being **signs** of any type displayed on a shipping container that is placed primarily for the purpose of displaying the **sign**;

- 4.1.3 **flashing signs**, being **signs**, other than **changeable copy signs**, that incorporate an intermittent or flashing light source or effect whether actual or simulated;
 - 4.1.4 **inflatable signs**, being gas-supported three-dimensional devices anchored or attached to land or a building, that display a **sign** or attract attention to the **premises**;
 - 4.1.5 **portable signs**, being self-supporting **signs** other than **sandwich board signs**, **open house signs** or special event **signs**, that are not permanently attached to land or a building and are easily moved from place to place;
 - 4.1.6 **roof signs**, being **signs erected** on the parapet or roof of a building, or attached to the wall of a building and extending above the roof line;
 - 4.1.7 **third party signs**, being any **sign** including a billboard that directs attention to products sold or services provided on **premises** other than the **premises** on which the **sign** is located; and
 - 4.1.8 **vehicle signs**, being **signs** of any type displayed on a vehicle, including any truck trailer, that is parked or stored primarily for the purpose of displaying the **sign**.
- 4.2 The owner of **premises** on which an abandoned **sign** is located must remove the **sign**, including any supporting structure, within 30 days of the **sign** becoming an abandoned **sign**.
- 4.3 No **sign** may be placed on or attached:
- 4.3.1 to any balcony or tree;
 - 4.3.2 except for **construction fence signs**, **community special event signs** and **home-based business signs**, to any fence; or
 - 4.3.3 except for **open house signs**, to any **City** property without the written permission of the **City**.

PART 5 - INTERPRETATION

- 5.1 In this Bylaw, a reference to a zone is a reference to a zone established in Richmond Zoning Bylaw No. 8500.
- 5.2 In this Bylaw, a reference to another bylaw of the **City** is a reference to that bylaw as amended or replaced.
- 5.3 If a **sign** is within the scope of more than one **sign** type regulated by this Bylaw, the **sign** must comply with all of the regulations applicable to each type.

5.4 The **Director** may issue a permit for a type of **sign** that does not come within the scope of Part Three of this Bylaw, provided that:

5.3.1 the **sign** is not prohibited by Part Four;

5.3.2 the **sign** is sufficiently similar to a type of **sign** that is permitted by Part Three at the proposed location of the **sign**, that the standards, limitations and requirements for that type of **sign** can reasonably be applied to the **sign** for which the permit application has been made; and

5.3.3 the **sign** complies with those standards, limitations and requirements.

5.5 In this Bylaw, the following terms shall have the meanings prescribed:

5.4.1 **address sign** means a sign displaying the civic address of the property at which the sign is located.

5.4.2 **awning sign** means a **sign** positioned on and within the outer dimensions of an awning, being a self-supporting structure attached to and projecting from the exterior wall of a building and covered with fabric or similar non-rigid material to provide weather protection over the adjacent sidewalk.

5.4.3 **banner sign** means fabric or other lightweight material other than a flag, temporarily secured to any structure to display a message, logo or other advertising.

5.4.4 **canopy sign** means a **sign** positioned on a canopy, being a rigid structure attached to and projecting from a building and providing weather protection over the adjacent sidewalk.

5.4.5 **changeable copy sign** means a **sign** whose copy can be changed electronically or manually without removing the **sign** from its **premises**.

5.4.6 **City** means the City of Richmond.

5.4.7 **construction sign** means a temporary **sign** other than one required by the City, displaying the name, nature and particulars of a development project on the land on which the **sign** is placed or **erected**, which may include the names and commercial symbols or logos of developers, designers, contractors, subcontractors, financiers and prospective occupiers of the project.

5.4.8 **construction fence sign** means a **construction sign** attached or forming part of a fence that surrounds an active construction site.

5.4.9 **community special event sign** means a temporary sign erected or placed to give notice of or publicize a community, charitable, civic,

- patriotic, sport or religious event occurring in Richmond on a date or dates specified on the **sign**.
- 5.4.10 **copy area** means the area of the smallest rectangle, square or circle enclosing the portion of a **sign** that displays or conveys information whether in the form of letters, words, logos, symbols or other graphic images.
- 5.4.11 **directional sign** means a **sign** in private property providing travel directions to **premises**, a parking area, or an event.
- 5.4.12 **Director** means the **Director** of Permits and Licences and any person authorized by the **Director** to administer or enforce this Bylaw.
- 5.4.13 **erect** in relation to a **sign** includes construct, place, project, paint on or attach to a building wall or other surface, and alter other than by changing the **sign** copy;
- 5.4.14 **fascia sign** means a **sign** painted or otherwise displayed on the exterior wall of a building or affixed to the wall so as to project only minimally and display a message in approximately the same plane as the wall.
- 5.4.15 **freestanding sign** means a **sign** that is permanently attached to the ground and supported independently of any building or structure.
- 5.4.16 **frontage** means that dimension of a lot or **premises** that abuts a street;
- 5.4.17 **height** in relation to a **sign** means the vertical distance between the highest portion of a **sign** and the lowest ground level beneath any portion of the **sign**.
- 5.4.18 **home-based business sign** means a **sign** that provides the name and occupation of an occupant who carries on a business on the **premises**.
- 5.4.19 **instructional sign** means a **sign** that provides a warning of a hazard or danger to persons or property or that indicates that trespass is prohibited.
- 5.4.20 **large window sign** means a **window sign**, or combination of **window signs**, that cover more than 25% of the window area of the **premises** where the **sign** is located, and for this purpose a window area includes mullions separating individual panes of glass within the same window sash or frame.
- 5.4.21 **mansard roof sign** means a **sign** mounted on a roof that has a pitch of 30 degrees or less from the vertical plane.

- 5.4.22 **marquee sign** means a **sign** mounted on a marquee, being a canopy-like structure **erected** over the entry to a theatre, cinema or other building primarily for the purpose of displaying a **sign** or providing weather protection.
- 5.4.23 **multi-tenant residential complex sign** means a **sign** placed or **erected** on the **premises** of four or more dwelling units, identifying the **premises** by name and address including any associated identification symbol or logo.
- 5.4.24 **open house sign** means a temporary **sign** that indicates that **premises** subject to a real estate listing are open for viewing, and that displays, in addition to the words "Open House", only the individual or corporate name of the real estate agent who has the listing, or both.
- 5.4.25 **plaque** means a permanent **sign** that conveys information about historical event, site or building or other object of interest.
- 5.4.26 **premises** means the lot, building, or portion of a lot or building on which a use or occupancy to which a **sign** pertains is located.
- 5.4.27 **projected-image sign** means a temporary **sign** produced by the use of lasers or similar technology to project a graphic image of any kind onto any surface.
- 5.4.28 **projecting sign** means a **sign** that is affixed to and projects perpendicularly from a wall or other building face by more than 0.3 m.
- 5.4.29 **real estate sign** means a temporary **sign** that indicates that **premises** on which the **sign** is located are for sale, rent or lease.
- 5.4.30 **residential zone** includes any site-specific residential zone.
- 5.4.31 **sandwich board sign** means a temporary **sign** consisting of two **sign areas** hinged at the top, placed to direct attention to **business premises** or services immediately adjacent to the location of the **sign**.
- 5.4.32 **sign** includes any device that is visible from a public place including the airspace above the **sign**, or from land other than the land on which the device is located, used or capable of being used to display information or direct or attract attention for the purpose of advertisement, promotion of a business, product, activity, service, or idea, or of providing direction, identification, or other information.
- 5.4.33 **sign area** means that portion of a **sign** on which copy could be placed, and in the case of a multi-faced **sign** the allowable area may be doubled.
- 5.4.34 **small window sign** means a **window sign**, or combination of **window signs**, that covers 25% or less of the window area of the **premises** where the **sign** is located, and for this purpose a window

area includes mullions separating individual panes of glass within the same window sash or frame.

- 5.4.35 **under-canopy sign** means a **sign** suspended from a canopy or awning, oriented perpendicularly to the length of the canopy or awning.
- 5.4.36 **window sign** means any **sign**, text, images, graphics or other symbols that are attached to or forming part of a window, including a **sign** that is transparent.

PART 6 - SEVERABILITY AND CITATION

- 6.1 If any part, section, sub-section, clause, or sub-clause of this Bylaw is, for any reason, held to be invalid by the decision of a court of competent jurisdiction, such decision does not affect the validity of the remaining portions of this Bylaw.
- 6.2 Sign Bylaw No. 5560 is repealed.
- 6.3 A permit may be issued for a **sign** that does not comply with this Bylaw if the **sign** complies with Sign Bylaw No. 5560, a complete application for the permit was made prior to adoption of this **Bylaw** and the permit application fee was paid.
- 6.4 This Bylaw is cited as "Sign Regulation Bylaw No. 9700".

FIRST READING

JUN 12 2017

SECOND READING

JUN 12 2017

THIRD READING

JUN 12 2017

ADOPTED

MAYOR

CORPORATE OFFICER

CITY OF RICHMOND
APPROVED for content by originating dept.
<i>CE</i>
APPROVED for legality by Solicitor
<i>JA</i>