



TOWN OF SIDNEY

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Guide to Signs and Sign Permits

This pamphlet is intended for general guidance only. Applicants should consult with staff on the appropriate Town of Sidney bylaws and the BC Building Code for specific requirements.

All signs in Sidney, except those specifically exempted under the Sign Bylaw, require a Sign Permit. This guide has been prepared to assist the public and sign manufacturers in preparing a complete submission for a Sign Permit, however it is intended as a general reference only; please refer to Sign Bylaw No. 1806 for detailed requirements to ensure that your proposed sign meets all the necessary criteria.

The complete Sign Bylaw No. 1806, which includes definitions and detailed sign regulations, can be found on our website at www.sidney.ca or copies can be purchased from the Town Hall.

Permitted Sign Types and Locations

Establishing the type and location of signs permitted for your business or property is a three-step process:

1. Determine the Sign District that the sign is to be located in.
2. Determine the sign types that are permitted in the Sign District.
3. Determine the permitted number, dimensions and placement of the sign(s).

See page 3 of this guide for a quick reference map of permitted signs in each of Sidney's nine Sign Districts, then reference the appropriate section of the Sign Bylaw for detailed information on the permitted number, size and location of the proposed sign type.

Some sign types are not permitted in Sidney. See Section 1.0 of the Sign Bylaw for definitions of each:

- | | |
|--------------------|-------------------|
| a. Flashing Signs | e. Portable Signs |
| b. Moving Signs | f. Wall Murals |
| c. Billboard Signs | g. Wall Signs |
| d. Roof Signs | |

Required Information for a Sign Permit Application

In order for a Sign Permit application to be processed in a timely manner, please submit all of the following:

- Completed Application Form
- Permit Fees (see below)
- Drawings of proposed sign showing all dimensions of sign and its location (elevation from grade, etc)
- Photograph of proposed sign location
- Sign material specifications
- Property owner's authorization (signature on application form or a signed letter)

The following may also be required if applicable:

- Strata authorization (signed letter by Strata president or strata council minutes)
- Site plan showing location of proposed sign (all Sandwich Board Signs require a site plan)
- Sign cross section including mounting hardware
- Engineered drawings if required by the Building Official

Fees for Signs

The fees for Sign Permits are as follows, and are charged for each sign:

- \$50 per Fascia, Canopy, Marquee, Projecting, or Free-standing (low-mount or regular) sign
- \$20 per Temporary sign
- \$100 per Sandwich Board sign
- There is no charge for window signs, providing they conform to the Bylaw requirements

Legal Non-Conforming Signs

In the case of older signage, a design or location of a sign may not be legal under the current Sign Bylaw. In most cases the sign was erected under the regulations of a previous Sign Bylaw, and at the time the sign would have been compliant with the Town's requirements. Under the Local Government Act (*LGA, Section 911*) if a sign has been maintained and used continuously (without being unused for more than 6 months at a time), then its non-conformance with the *current* bylaw is considered legal.

While maintaining a legal non-conforming sign is acceptable, anything that would increase its non-conformity (i.e. adding an additional sign board) would not be permitted.

Development Variance Permits

Because it is impossible for the Sign Bylaw to anticipate every situation where a sign would be required, a Development Variance Permit may allow for a relaxation of a section or sections of the Bylaw.

The fee for a Development Variance Permit application is \$250, is non-refundable and involves an opportunity for the public to comment on the proposal. The applicant should be prepared to provide a logical case for the variance, which would then be reviewed by Town staff, who would in turn make a recommendation to Town Council. Ultimately however, Council makes the final decision whether to allow or deny the variance proposal.

Window Signs

Window signs are permitted in some parts of Sidney without a permit, however certain restrictions apply depending on the Sign District. The diagrams below provide an overview of how the area of a window and a window sign are calculated; check the Sign Bylaw for detailed requirements in each Sign District.

Window Area is defined as the area of glass, including mullions of 12.7 centimetres (5 inches) or less, of a single window unit set between structural elements.

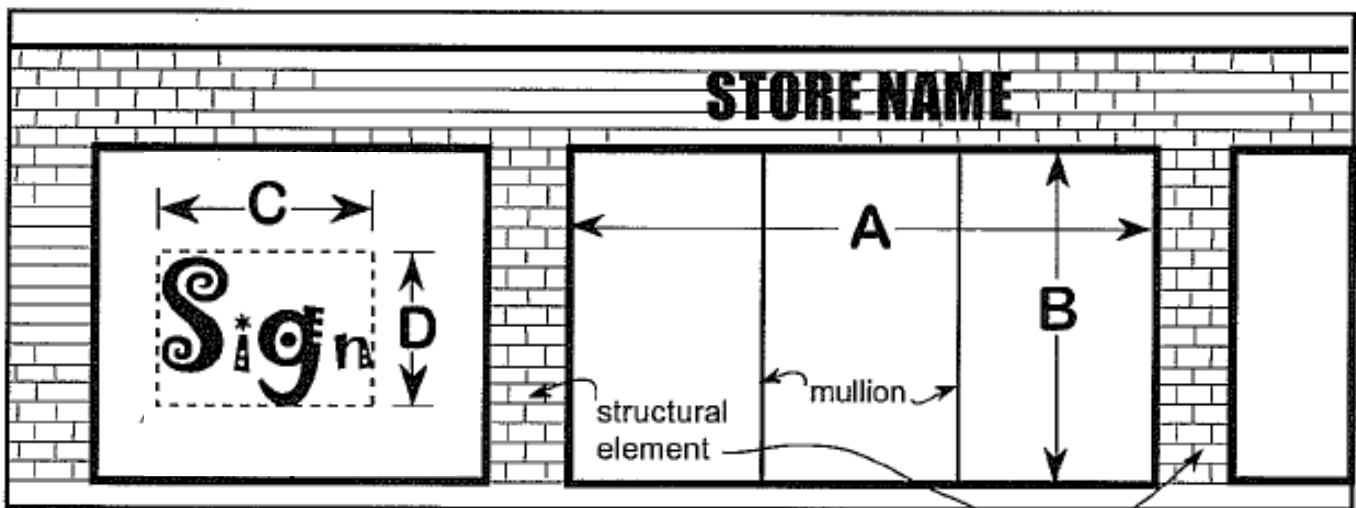
To calculate window area:
 $A \times B = \text{Window Area}$

Sign Area is calculated by measuring the area of the sign from its outermost edges.

To calculate sign area:
 $C \times D = \text{Sign Area}$

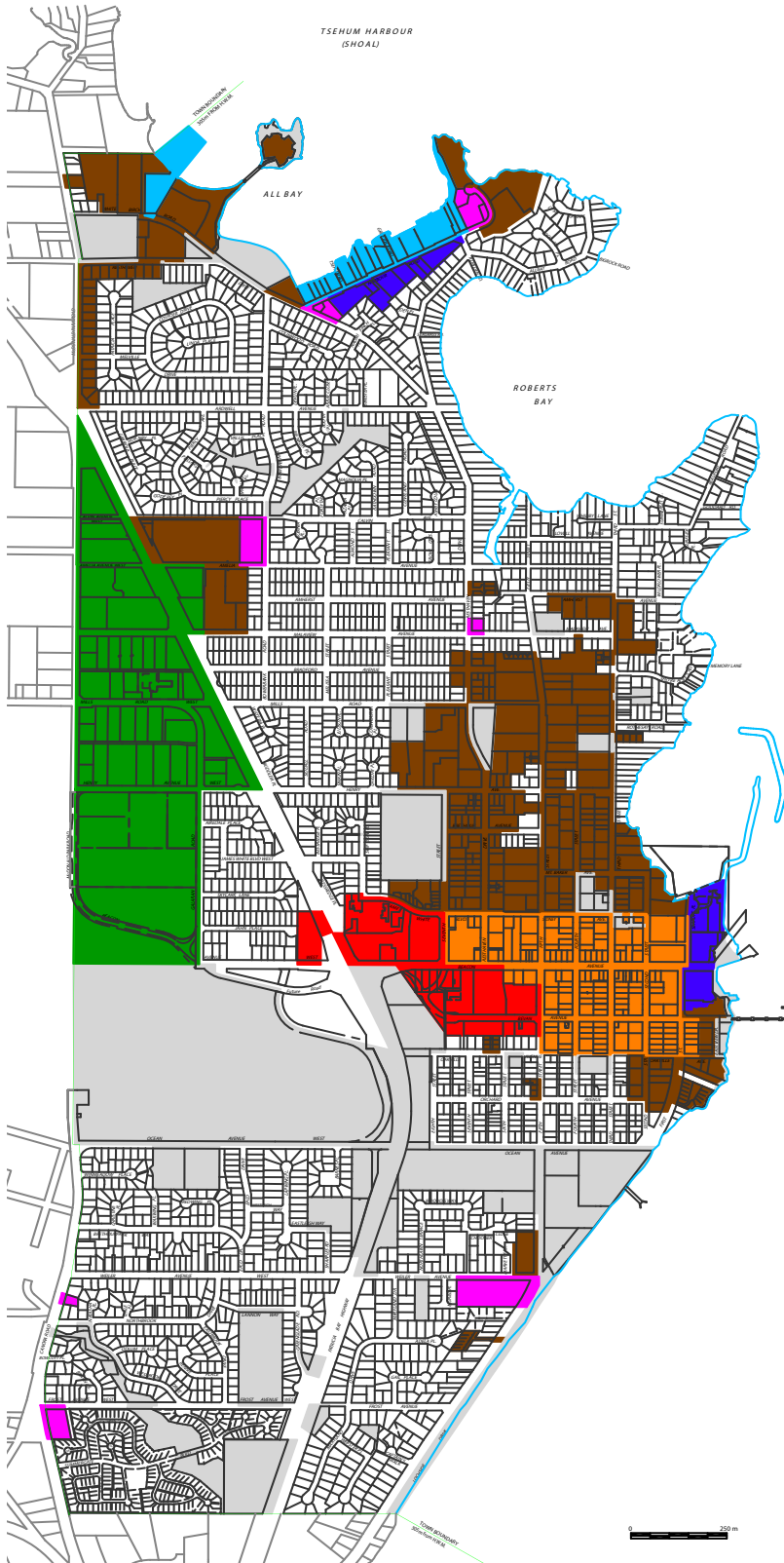
Note: Window Signs are limited to a maximum of 1.5 m² (16 ft²) or 20% of the total window area, **whichever is less**. See the Sign Bylaw for more details.

To calculate window coverage (%)
 $\text{Sign Area} \div \text{Window Area}$



Sign Districts

The Town of Sidney is divided into nine sign districts, each reflecting a different standard of signage based on the form and character of that area. Check the colour coded map below to see what signs are permitted in each sign district. Be sure to check the Sign Bylaw for detailed requirements and restrictions for each sign type.



Permitted Sign Types

See page 4 for definitions of each sign type.

Sign District A: Single-Family Residential

Home Occupation Sign

Sign District B: Multi-Family Residential

Low Mount Free-Standing Sign
Fascia Sign
Temporary Sign

Sign District C: Vehicular Commercial

Free-Standing/Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Window Sign
Marquee or Projecting Sign
Logo Flag Sign
Temporary Sign

Sign District D: Pedestrian Commercial

Fascia Sign or Canopy Sign
Marquee or Projecting Sign
Sandwich Board Sign
Temporary Sign
Window Sign

Sign District E: Neighbourhood Commercial

Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Projecting Sign
Window Sign
Temporary Sign

Sign District F: Industrial

Free-Standing/Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Window Sign
Projecting Sign
Logo Flag Sign
Temporary Sign
Sandwich Board Sign

Sign District G: Marine

Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Projecting Sign
Temporary Sign
Sandwich Board Sign
Window Sign

Sign District H: Special Permit Area

Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Projecting Sign
Temporary Sign
Sandwich Board Sign

Sign District I

Low Mount Free-Standing Sign
Fascia Sign or Canopy Sign
Projecting Sign
Temporary Sign

Sign Types

The following are example images of signs that may be permitted in Sidney. **Please refer to the Sign Bylaw for details on size, location and other requirements for each sign type.**



Free-Standing Sign

A sign that is supported independently of a building or other separate structure.



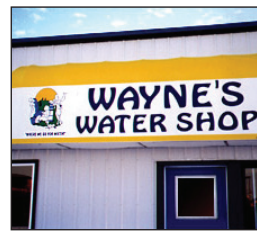
Low Mount Free-Standing Sign

A sign that is supported independently of a building or other structure and that is not greater than 1.8 metres in height.



Fascia Sign

A sign where the plane of its display surface is parallel throughout its length to that of the building face to which it is attached, but does not include a wall sign or wall mural.



Canopy Sign

A sign, which is painted on, or affixed to the exterior surface of a canopy, but does not include a marquee or roof sign.



Marquee Sign

A sign that is affixed beneath a canopy, and is at right angles to the building face.



Logo Flag Sign

A flag bearing a distinctive commercial design or style used to represent a company or trademark.



Projecting Sign

A sign which projects more than 0.3 metres (.98 ft.) from the building to which it is attached and at right angles to the building face, but does not include a marquee sign.



Temporary Sign

Any sign that is displayed or intended to be displayed for a limited period of time.



Sandwich Board Sign

A free standing portable sign consisting of two boards that are hinged on their upper edges.



Window Sign

A sign that includes any writing (letters, characters, words or numerals), logos or graphics, and is located within 20 centimetres of a window and is plainly visible from the exterior of the building.