

PART 11A

INTERPRETATION

11A.1 INTENT

This chapter is intended to regulate the nature, operation, location and size of signs for the purposes of safety and the amenity of neighbourhoods.

11A.2 DEFINITIONS

- (1) The following words, terms and phrases, wherever they occur in this Chapter, shall have the meanings assigned to them by this Part. Part 2B Definition shall continue to apply to terms used in this Chapter but not defined below.
 - (a) **“address designation sign”** means an address designation for any building or structure which does not exceed 0.6m² and denotes only the building name, civic address and/or occupant;
 - (b) **“alteration”** means a change or extension to any structural aspect of a sign, but does not include changes to the sign copy;
 - (c) **“animation”** means actual motion, the illusion of motion, or light and/or colour changes achieved through mechanical, electrical or electronic means;
 - (d) **“arterial street”** has the same meaning as defined in Part 2B;
 - (e) **“awning sign”** means a sign made from canvas-like, non-rigid material affixed to a frame and attached to a building wall (see Figure 11.1);
 - (f) **“banner sign”** means a sign made of paper, fabric or other non-rigid material with no enclosing frame;
 - (g) **“billboard sign”** means any sign which directs persons to or advertises goods, products, services or facilities situated or provided at a different property from where the sign is installed, but does not include portable signs used for this purpose;
 - (h) **“building”** means a structure used or intended for supporting or sheltering any use or occupancy;
 - (i) **“canopy”** means a rigid, multi-sided structure supported by columns or posts embedded in the ground;

- (j) **“canopy sign”** means a sign on a canopy;
- (k) **“collector street”** has the same meaning as defined in Part 2B;
- (l) **“construction,”** means the installation of signs and their supporting members on any building or premises and includes all equipment installed in connection with the sign;
- (m) **“construction sign”** means a sign displayed on a premises under development for the duration of time that the premises is under development;
- (n) **“DCD-CBM”** means the Chuka Boulevard Mixed Direct Control District as defined in Chapter 6;
- (o) **“DCD-CS”** means the Centre Square Direct Control District as defined in Chapter 6;
- (p) **“DCD-D”** means the Downtown Direct Control District as defined in Chapter 6;
- (q) **“DCD-QP”** means the Former Diocese of Qu-Appelle Lands Direct Control District as defined in Chapter 6;
- (r) **“DCD-SD”** means the Saskatchewan Drive/North Railway Direct Control District as defined in Chapter 6;
- (s) **“DCD-WH”** means the Dewdney Avenue Warehouse Direct Control District as defined in Chapter 6;
- (t) **“development officer”** means the Executive Director or designate;
- (u) **“digital sign”** means any sign where the sign copy can be altered by electric or electronic means;
- (v) **“directional sign”** means a sign stating only safety or warning messages, traffic and/or parking directions or other instructions, directions or orders to persons making use of the premises (see Figure 11.1);
- (w) **“drive-thru menu sign”** means a sign used by a business providing drive-thru service to communicate to customers using the drive-thru located on the same premises as the sign;
- (x) **“dwelling”** has the same meaning as defined in Chapter 2;
- (y) **“election sign”** means a sign promoting the election of a political party or candidate for public office in a particular election called pursuant to the applicable provincial or federal legislation;
- (z) **“engineer”** means a professional engineer, as defined in *The Engineering and Geoscience Professions Act*, and includes the holder

- of a certificate of authorization granted pursuant to section 22 of that Act;
- (aa) “**Executive Director**” means the Executive Director of City Planning and Community Development for the City of Regina or designate;
 - (bb) “**freestanding sign**” means a sign supported by one or more up-rights or braces placed in the ground and not attached to any building (see Figure 11.1);
 - (cc) “**gateway design area**” means the area surrounding a street intersection at a main entrance point to Regina and includes the intersections of Albert Street, Victoria Avenue, Pasqua Street, Lewvan Drive and Arcola Avenue with a major arterial street;
 - (dd) “**government sign**” means any sign erected by or on behalf of the City, its controlled corporations, a body established by Council or any other government body solely for the purpose of:
 - i. public service of the City;
 - ii. any public undertaking of a public utility;
 - iii. the Province of Saskatchewan exercising authority under any general or specific statute of Saskatchewan; or
 - iv. the Government of Canada exercising authority under any general or specific statute of Canada;
 - (ee) “**height**” means the height of a sign measured from grade level to the highest point of the sign, including any supporting structure extending beyond the top of the sign surface area;
 - (ff) “**historic marker**” means a sign intended to identify a heritage property or structure of historical significance;
 - (gg) “**hoarding**” means a temporary fence erected around a construction site;
 - (hh) “**identification sign**” means a sign which is limited to the name, address and telephone number of a building, institution or person and to the activity carried on in the building or in the institution, or the occupation of the occupant (see Figure 11.1);
 - (ii) “**illuminated sign**” means a sign which the sign copy cannot be altered by electric or electronic means and is characterized by the use of artificial light, either projecting through its surface (i.e. internally illuminated) or reflecting off its surface (i.e. externally illuminated), but does not include signs unintentionally illuminated by external sources (i.e. sunlight or indirect lighting from other sources);
 - (jj) “**inflatable sign**” means a sign or advertising device designed to be inflated and tethered to the ground, a vehicle, or any other structure

- and shall include balloons and any other inflatable advertising device;
- (kk) “**major arterial**” has the same meaning as defined in Chapter 2;
 - (ll) “**major arterial intersection**” means the intersection of two major arterial streets;
 - (mm) “**marquee**” means any roof-like structure constructed and erected as a part of the building over an entrance thereto, and projecting more than 305mm from the exterior wall of the building;
 - (nn) “**marquee sign**” means a sign attached to a building’s marquee;
 - (oo) “**MH**” means the Mixed High-Rise zone as defined in Chapter 4;
 - (pp) “**ML**” means the Mixed Low-Rise zone as defined in Chapter 4;
 - (qq) “**MLM**” means the Mixed Large Market zone as defined in Chapter 4;
 - (rr) “**OA**” means the Office Area zone as defined in Chapter 4;
 - (ss) “**on-premise sign**” means any sign which directs persons to; or advertises goods, products, services or facilities situated or provided at the same premises where the sign is installed;
 - (tt) “**parapet**” means that portion of a building wall that rises above the roof level;
 - (uu) “**permanent sign**” means a sign affixed to a structure or the ground;
 - (vv) “**person**” means a corporation and the heirs, executors, administrators or other legal representatives of a person;
 - (ww) “**portable sign**” means a sign used for on-site or off-site advertising that is mounted on a trailer, stand or similar support structure which is designed in such a manner that the sign can be readily relocated to provide advertising at another location and does not include signs painted directly on motor vehicles (see Figure 11.1);
 - (xx) “**premises**” means a lot or contiguous lots under the same ownership or control;
 - (yy) “**projecting sign**” means a sign other than a wall sign, which is attached to a building and extends beyond the line of the building or beyond the surface of that portion of the building to which it is attached by more than 300 millimetres (see Figure 11.1);
 - (zz) “**public property**” means any real property owned or controlled by the City of Regina;
 - (aaa) “**real estate sign**” means a sign advertising the sale, lease or rental of a premises or building which is located on the premises to which it relates;

- (bbb) **“roof sign”** means a sign erected upon and above the roof of a building that does not project beyond any edge of the roof (see Figure 11.1);
- (ccc) **“rotating sign”** means a sign or portion of a sign which moves in a revolving or similar manner;
- (ddd) **“sandwich board sign”** means a portable A-frame style sign hinged at the apex to be folded into a sandwich position when transported or stored (see Figure 11.1);
- (eee) **“secondary sign”** means a freestanding sign or portable sign that is in addition to the principal sign on a lot;
- (fff) **“sidewalk”** means the sidewalk where constructed on or adjacent to a part of a street or that portion of a street intended primarily for use by pedestrians or any structure in a park or other public place designed and intended for use by pedestrians;
- (ggg) **“sign”** means any writing, number, image, picture, emblem, symbol, trademark, flag, banner, pennant, or any other figure of similar character which:
- (i) is a structure, or is attached to, displayed on, or in any manner represented on a building or structure;
 - (ii) is used as a visual medium to announce, direct attention to, inform, identify or advertise; and
 - (iii) is intended to be visible from outside a building.
- (hhh) **“sign copy”** means the visual content displayed on the sign surface area;
- (iii) **“sign owner”** means the person to whom a sign permit is issued by the City or if no permit is issued or required, the owner of the sign or the owner of the premises on which the sign is placed;
- (jjj) **“sign surface area”** means the portion of a sign on which the sign copy is located and any framing around the sign copy;
- (kkk) **“small sign”** means a sign with each face smaller than one square metre which advertises only goods or services available on the same lot the sign is erected;
- (lll) **“street”** means a street, alley or other road designed and intended for or used by the public for the passage of vehicles, but does not include any privately or publicly owned area primarily intended to be used for the parking of vehicles and the necessary passageways on that area;
- (mmm) **“structure”** has the same meaning as it is defined in Chapter 2;

- (nnn) **“traffic control device”** means any sign, signal, parking meter, traffic island, pavement marking, barricade or other device erected, placed or marked on, at or above a public highway pursuant to *The Regina Traffic Bylaw, 1997* or any other applicable law for the purpose of regulating, warning or guiding the public;
- (ooo) **“traffic signal light”** has the same meaning as defined in *The Regina Traffic Bylaw, 1997*;
- (ppp) **“unsafe condition”** means a condition that, in the opinion of a designated officer or development officer, could cause undue hazard to life, limb, or health of any person who is authorized or expected to be on or about the premises;
- (qqq) **“utility structure”** means any box or bin used for the storage of litter or garbage or any pole, line or kiosk intended for the transmission of a public utility service, including sewer, water, electrical power, natural gas, telephone or cable television;
- (rrr) **“wall sign”** means a sign attached against the surface of, or within a recess in the wall, a column, a fence or a perpendicular portion of a building in a position parallel to the wall, column, fence or perpendicular portion and includes any sign attached to the walls of two or more buildings and spanning the space or spaces between the buildings (see Figure 11.1);
- (sss) **“window sign”** means a sign either painted on or attached to, or installed inside a window for purposes of viewing from outside the premises, including televisions used to project images and not including merchandise displayed inside a window (see Figure 11.1).

(#2020-33, s.118, 2020)(#2020-13, s.4, 2020)

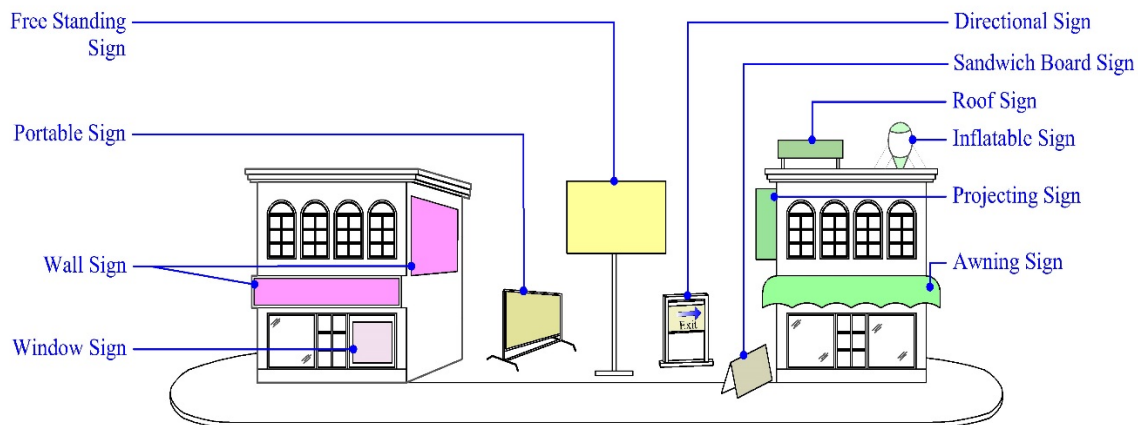


Figure 11.1: Examples of Sign Types

PART 11B

APPLICATION

11B.1 APPLICATION

- (1) No person shall erect, display, alter or allow or cause the erection, display, or alteration of any sign within the City except as permitted under this Bylaw.
- (2) Without limiting the generality of subsection 11B.1(1) no person shall erect, display, alter or allow or cause the erection display or alteration of any sign or part of a sign within the City on or above any public property or utility structure except as authorized by any other bylaw, or where prior written approval of the City is obtained and an agreement entered into with the City pursuant to any other bylaw of the City, or approved by City Council or the City Manager or designate in accordance with *The Regina Administration Bylaw* No. 2003-69.
- (3) Every sign owner shall be responsible for compliance with this Chapter.
- (4) No permit or license issued pursuant to this Bylaw, no approval of plans or specifications of work done or to be done in connection with a sign or any inspection of such work shall relieve the sign owner from responsibility for obtaining any other permit, the carrying out of the work, maintaining the sign in accordance with this Bylaw, or any other law, regulation or bylaw or compliance with any other law, regulation or bylaw.
- (5) Where any sign is affected by more than one requirement of this Bylaw, all requirements apply and where there is any inconsistency, the requirement(s) that are more restrictive shall prevail unless specifically stated otherwise.

11B.2 LEGALLY NON-CONFORMING SIGNS

- (1) Signs which were legally erected, displayed or approved by the City at the time of the coming into force of this Bylaw shall be considered legally non-conforming signs and remain subject to the laws in force at the time of construction, or if altered, the most recent alteration unless:
 - (a) the sign is structurally altered, re-built, enlarged or re-located, including screen replacement on a digital sign;

- (b) the sign is destroyed or damaged by fire with damage exceeding 75 percent of the value of the sign; or
 - (c) the building containing the use to which it is accessory is demolished or destroyed to an extent exceeding 50 percent of the value of the building.
- (2) If a sign is required to be removed pursuant to subsection 11B.2(1) then it must be removed no later than 30 days following the damage to the sign or building which rendered the sign no longer legally non-conforming.

PART C

DEVELOPMENT PERMIT

11C.1 INTERPRETATION

- (1) A permit issued pursuant to this Part shall constitute a development permit, as defined by *The Planning and Development Act, 2007* and this Bylaw.
- (2) Unless a development permit is expressly not required pursuant to this Bylaw, no person shall erect, display, alter or allow or cause the erection display or alteration of any sign within the City of Regina without first obtaining a development permit in accordance with this Part.
- (3) A development permit is not required for the following signs as defined in this Chapter, unless the sign has any of the characteristics listed in subsection 11C.1(4):
 - (a) Election signs;
 - (b) Construction signs;
 - (c) Real estate signs;
 - (d) Garage/yard sale signs;
 - (e) Directional signs;
 - (f) Address designation signs;
 - (g) Government signs;
 - (h) Window signs;
 - (i) Sandwich board signs;
 - (j) Small signs;
 - (k) Historic markers; and
 - (l) Banner signs.

- (4) With the exception of government signs, the signs noted in subsection 11C.1(3) require a development permit if they have any of the following characteristics:
 - (a) exceeds 3.0 m in height measured from grade to the top of the sign;
 - (b) exceeds 3.0 m² in area on any one side;
 - (c) exceeds 115kg in weight;
 - (d) projects above the top of a roof or parapet;
 - (e) supported by or fastened to a parapet wall;
 - (f) sandwich board signs greater than 1.52 metres in height or 0.75 metres in width; or
 - (g) digital or illuminated signs.
- (5) Any sign type not listed in subsection 11C.1(3) requires a development permit.

(#2020-13, s.6, 2020)

11C.2 PERMIT APPLICATION

- (1) Every application for a development permit for a sign shall include the following:
 - (a) a completed permit application in the form as required by the development officer;
 - (b) a site plan showing the property lines or other boundaries of the lot upon which the sign will be erected, as well as the placement of the sign in relation to any buildings on the lot and/or adjacent lots;
 - (c) where a sign is required to be structurally designed by an engineer pursuant to the requirements of this Bylaw, the complete drawings and specifications covering the construction of the sign and its supporting framework and other information with respect to the building upon which the sign is proposed to be located, where applicable, so as to determine whether the structure of the building will carry the additional loads and stresses imposed by the sign;
 - (d) where the proposed sign is to be erected on public property a copy of the Applicant's written agreement with the City;
 - (e) any other information which the development officer may reasonably request in order to determine if the sign meets the requirements of this Bylaw;

- (f) the applicable permit fees as set out in *Development Application Fee Bylaw No. 2008-66*.
- (2) All drawings submitted for permit shall have the dimensions and scales in metric (SI) units.
- (3) When an application for a development permit has not been completed in conformance with the requirements of this Part within 6 months after the initial date of filing, the application may be deemed by the development officer to be abandoned.
- (4) Where an application has been made for a development permit the development officer shall issue the development permit if the application is complete and meets the requirements of this Bylaw.
- (5) The development officer may refuse to issue a development permit if the proposed sign contravenes any bylaw of the City or any other applicable law.

11C.3 VALIDITY

- (1) The development officer shall have the authority to refuse or revoke a permit if:
 - (a) the sign or applicant does not comply with any provision of this Bylaw;
 - (b) it is determined that the applicant provided false, inaccurate or misleading information in order to obtain the permit; or
 - (c) the permit was issued in error.
- (2) A development permit issued pursuant to this Bylaw for a portable sign shall be valid until June 30 of each year.
- (3) No person shall cause, allow, suffer or permit a sign to remain on property owned or controlled by that person without a valid development permit.
- (4) A current registration sticker provided by the development officer must be displayed on all portable signs and must be affixed in the top one-third of the sign on the end or face closest to the street.
- (5) A permit or registration sticker may be transferred to a subsequent owner of the sign to which the permit relates provided that the City is notified in the form prescribed by the development officer.

PART D

SIGN REGULATIONS

11D.1 GENERAL

- (1) All signs shall be designed, constructed and maintained in accordance with the minimum standards as prescribed by this Part, whether or not a development permit is required.
- (2) All signs shall be designed and constructed to resist live, dead and climactic loads. All bracing systems shall be designed and constructed to transfer lateral forces to the foundations. For signs on buildings, the load shall be transmitted through the structural frame of the building to the ground in such a manner that it does not compromise the structural integrity of the building.
- (3) All signs shall be supported in an adequate manner by supports, braces, and guys of suitable size and strength, and properly fastened.
- (4) All signs and any of their supporting structures must be fastened with non-corrosive fasteners or otherwise have the fastening devices protected from corrosion.
- (5) Signs shall be structurally designed by an engineer and constructed in accordance with that design if they have any of the following characteristics:
 - (a) freestanding signs exceeding 3.0 metres in height, measured from grade to the top of the sign, or with a sign face area on one side greater than 3.0 square metres;
 - (b) exceeds 115 kg in weight;
 - (c) projecting signs weighing more than 115 kg or with a sign face area on one side greater than 3.0 square metres;
 - (d) roof signs with a sign face area on one side greater than 3.0 square metres; and
 - (e) signs projecting more than 1.52 metres above the top of the roof or parapet wall.

- (6) Notwithstanding subsection 11D.1(5), where a real estate or construction sign will be located on a lot under development or on an active construction site where public access is limited, such signs are not required to be designed by an engineer.
- (7) There shall be a clearance of at least 1.2 metres between any portion of a sign in front of any required opening in the exterior wall face of a building erected on the same property.
- (8) All signs shall be kept in proper repair and appearance and in the case of illuminated or digital signs, the lamps and other electrical or electronic components connected thereto shall be maintained in efficient operative condition.
- (9) No sign structure shall be erected, constructed or maintained in any manner which will obstruct any fire escape or any window or door or opening used as a required means of egress or so as to prevent free passage from a roof to any opening for required light or ventilation.
- (10) No signs other than drive-thru menu signs shall be permitted to transmit sound(s).

11D.2 CANOPY AND AWNING SIGNS

A canopy sign or awning sign shall be maintained with a minimum clearance from the ground of 2.6 metres and no portion of the canopy or awning sign may be closer than 600 millimetres to a vertical line from the curb face.

11D.3 DIGITAL OR ILLUMINATED SIGNS

- (1) Every digital or illuminated sign shall:
 - (a) have all electrical components constructed in accordance with the provisions of *The Electrical Regulations* of the Province of Saskatchewan;
 - (b) be located not less than 1.8 metres horizontally or 3.6 metres vertically from overhead electrical conductors which are energized in excess of 750 volts;
 - (c) have a clearance of at least 1.0 metre between any power pole or other power utility fixture;

- (d) be directed away from any adjacent residential use;
 - (e) not exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle (Lux) meter at a preset distance depending on sign area, using the following formula:
Measurement distance = $\sqrt{(\text{Sign face area} \times 100)}$ (ex. For a 3.0m² sign, the measurement would be taken from 17.3 metres away);
 - (f) for digital signs, be equipped with an automatic dimmer function;
 - (g) not include a white background;
 - (h) on the sign copy area, not contain full-motion video or otherwise give the appearance of animation or movement, including flashing lights or lights programmed to change colours in a pattern or sequence;
 - (i) not resemble emergency lights in any way;
 - (j) not resemble, interfere with or obstruct the view to traffic signs, signals and warning devices, including at railway crossings;
 - (k) for digital billboards, have a static sign copy area for a minimum of six seconds;
 - (l) for on-premise signs, including window signs visible from a public right-of-way, have a static sign copy area for a minimum of 20 seconds;
 - (m) have an instantaneous transition time between digital images;
 - (n) not have sign copy shown in a manner that requires the copy to be viewed or read over a series of sequential messages on a single digital sign, or sequenced on multiple digital displays.
- (2) if any component of the sign fails or malfunctions such a way that it impacts the image quality of the display, the sign shall be turned off until the display is operating as intended.

11D.4 INFLATABLE SIGNS

- (1) Inflatable signs shall not exceed the maximum permitted height limit for a freestanding sign in the same zone in which the inflatable sign will be erected.
- (2) Inflatable signs shall be securely tethered.

11D.5 WALL SIGNS

Where the wall on which a wall sign will be erected is constructed of non-combustible materials, the wall sign must also be constructed with non-combustible materials.

11D.6 ROOF SIGNS

- (1) Where the roof on which a roof sign will be erected is constructed of non-combustible materials, the roof sign, including uprights, supports, braces and display area must also be constructed with non-combustible materials.
- (2) No roof sign or any part thereof including any supports and braces shall project beyond the exterior surface of the exterior wall of the building to which it is attached.
- (3) Every roof sign shall be erected in such a manner that the support structure, guy wires, braces, and all other secondary supports are not visible from grade, so that the roof sign appears to be an architectural component of the building, unless otherwise approved by the Executive Director.

11D.7 PROJECTING SIGNS

- (1) A projecting sign shall be maintained with a minimum clearance from the ground of 2.6 metres and no portion of the sign may be closer than 600 millimetres to a vertical line from the curb face.
- (2) Where the wall on which a projecting sign will be erected is constructed of non-combustible materials, the projecting sign must also be constructed with non-combustible materials.

11D.8 SMALL SIGNS

Small signs shall not be erected or displayed closer than six metres from the property line fronting the street.

(#2020-13, s.7, 2020)

PART E

SIGN LOCATION

11E.1 SETBACK

- (1) Unless otherwise permitted in this Bylaw, no part of a sign shall encroach over any property line.
- (2) Notwithstanding subsection 11E.1(1), no portion of a freestanding sign shall be erected within 1.2 metres of any property line or from any building which is on the same property, unless such sign is constructed entirely of non-combustible materials except for the display area and backing.

11E.2 PROHIBITED AREAS

- (1) In gateway design areas (see Figure 11.2) a visibility triangle of 40.0 metres, measured from the outside corner of the landscaped area, shall be maintained clear of commercial signage.

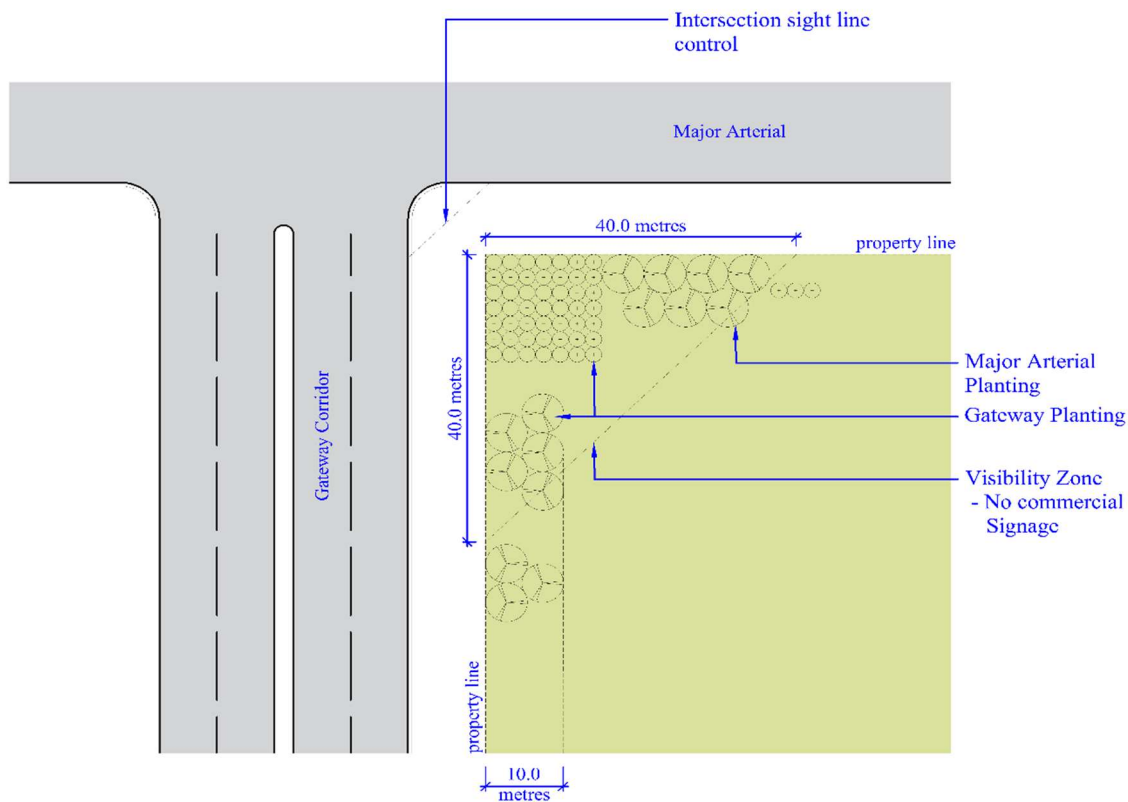


Figure 11.2: Gateway Design Areas

- (2) At major arterial intersections (see Figure 11.3) a visibility triangle of 30.0 metres, measured from the outside corner of the landscaped area, shall be maintained clear of commercial signage.

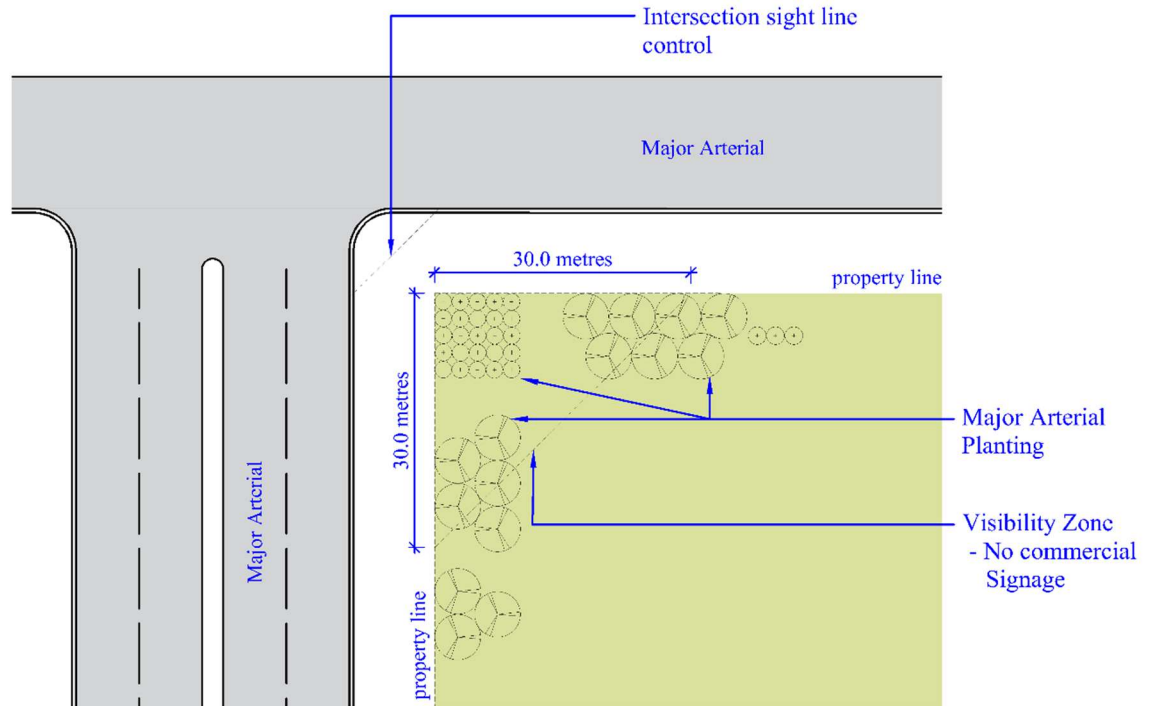


Figure 11.3: Major Arterial Intersections

- (3) No digital signs, other than those used for Service Trade, Motor Vehicle – Light and Service Trade Motor Vehicle – Heavy land uses as defined in Chapter 2; shall be permitted within 100.0 metres of any road with a permitted speed limit of 100 kilometres per hour or greater, measured from the closest point of the sign to the edge of the pavement.

11E.3 ILLUMINATED AND DIGITAL SIGNS

- (1) Digital and illuminated signs shall be permitted only in special, commercial, industrial and mixed-use zones, and in direct control districts where permitted by this Bylaw provided that there is at least 15.0 metres between the sign and any residential use.
- (2) Digital signs, other than those used by Service Trade, Motor Vehicle – Light and Service Trade Motor Vehicle – Heavy as defined in Chapter 2 are prohibited within a driver's cone of vision or proximity circle as determined

in accordance with this subsection and applicable sight line control provisions as prescribed in *The Regina Traffic Bylaw, 1997*.

(#2024-9, s. 224, 2024)

- (3) A cone of vision takes into account all driving lanes affected by a sign on a given street.
- (4) The measurement for the cone of vision (see Figure 11.4) shall be a 10 degrees cone starting at 110.0 metres from the traffic signal light, projected in the direction facing the traffic signal light and extending a further 50.0 metres behind the traffic signal light.

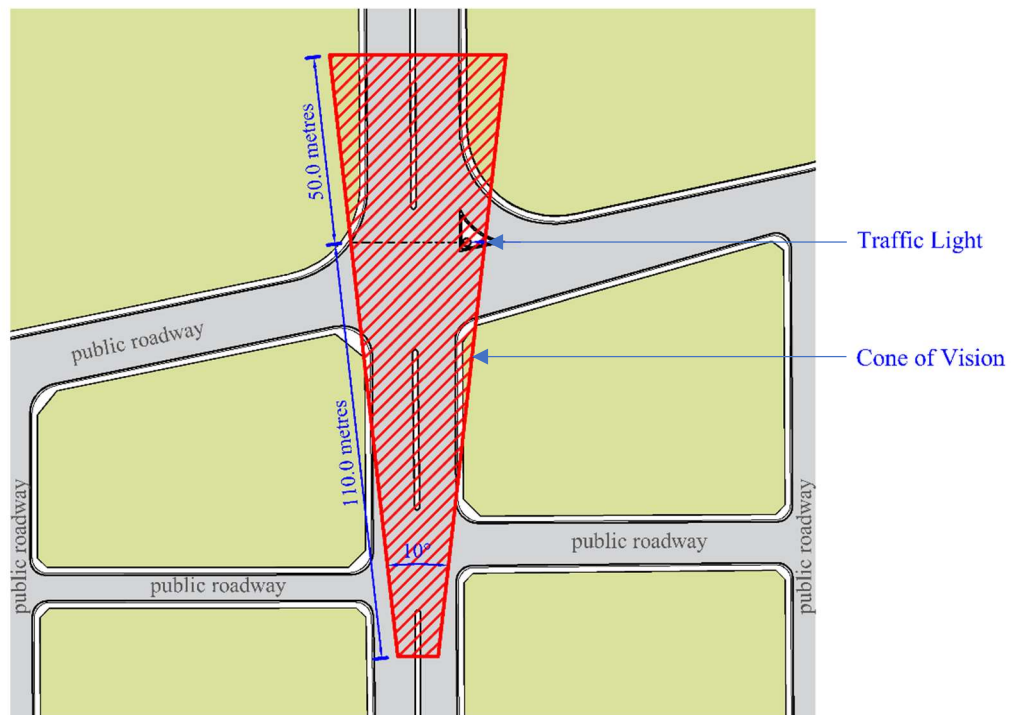


Figure 11.4: Cone of Vision

- (5) Where a proposed digital sign is outside of the cone of vision but still within proximity to a signalized intersection, a proximity circle (see Figure 11.5) will be used to determine whether the sign may impact traffic safety.
- (6) The radius of the proximity circle shall be:
 - (a) 75.0 metres for arterial streets; and
 - (b) 50.0 metres for collector streets.

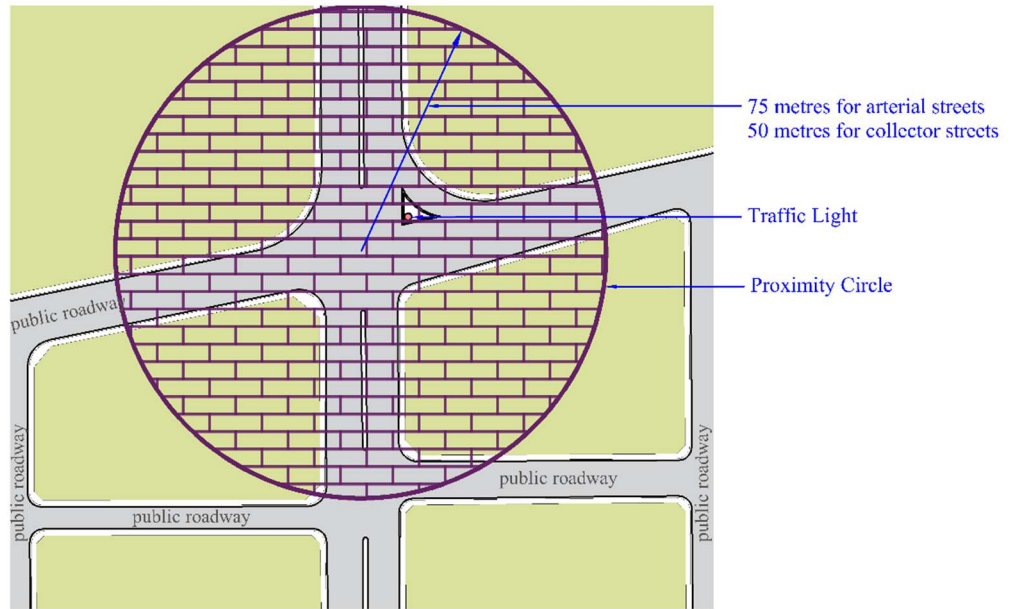


Figure 11.5: Proximity Circle

11E.4 INFLATABLE SIGNS

A maximum of one inflatable sign per lot shall be permitted only in the ML, MH, MLM and industrial zones, provided that it is located at least 15.0 metres from any adjacent residential lots.

11E.5 PORTABLE SIGNS

- (1) Portable signs shall be permitted in the following zones subject to the following conditions listed in Table 11E.5.T1:

TABLE 11E.5.T1: PORTABLE SIGNS			
Sec.	Land Use Zones	Sign Standards	
		Max. Sign Surface Area	Max. Height
T1.1	ML, MH, MLM, DCD-D and all Special ¹ and Industrial zones	6.0 m ²	3.2 m
T1.2	Key: ¹ = Excludes contract zones except as permitted within a contract zone agreement.		

- (2) Portable signs shall not be erected or displayed within any vehicle parking space required by this Bylaw.
- (3) Where there is more than one portable sign on a lot, there must be a minimum 20.0 metres of separation distance between signs.
- (4) Notwithstanding subsection 11E.5(3), where there are two or more portable signs:
 - (a) on a corner lot; and
 - (b) positioned at right angles to each other so they face traffic flows on separate streets.
 - (c) they may be placed closer together than 20.0 metres.
- (5) Portable signs must be located a minimum of 10.0 metres from any freestanding billboard sign.
- (6) Notwithstanding subsection 11E.5(5), one portable sign shall be permitted per lot where a business is located provided that:
 - (a) the sign is erected for the purposes of advertising the business on that lot;
 - (b) the sign is placed as far from the permanent billboard as the lot allows; and
 - (c) all other requirements of this Bylaw regarding signs are met.
- (7) Where a portable sign is multi-faced, each side shall be considered as facing traffic flowing in the opposite direction

(#2020-13, s.9, 2020)

11E.6 FREESTANDING SIGNS

- (1) Freestanding signs shall be permitted in the following zones subject to the following conditions listed in Table 11E.6.T1:

TABLE 11E.6.T1: FREESTANDING SIGNS			
Sec.	Land Use Zones	Sign Standards	
		Max. Sign Copy Area (Per Side)	Max. Height

T1.1	All Residential Zones	1.0 m ²	1.8 m
T1.2	Special Zones ¹	5.0 m ²	4.0 m
T1.3	ML Zone	10.0 m ²	8.5 m
T1.4	DCD-D	10.0 m ²	10.0 m
T1.5	MH Zone	(i) here the lot is located adjacent to an arterial street or expressway: 16 m ² (ii) otherwise: 10 m ²	(i) where the lot is located adjacent to an arterial street or expressway: 12 m (ii) otherwise: 10 m
(#2024-9, s. 225, 2024)			
T1.6	MLM and all Industrial Zones	24.0 m ²	14.0 m
Key: 1 = Excludes contract zones except as permitted within a contract zone agreement.			

- (2) Freestanding signs exceeding 3.2 metres in height or 6.0 square metres in sign face area must be located a minimum of 15.0 metres from any residential property line.
- (3) Where a freestanding sign is multi-faced, each side shall be considered as facing traffic flowing in the opposite direction.
- (4) Repealed (#2021-2, s.84, 2021)
- (5) Excluding DCD-D, where two or more freestanding signs are permitted (excluding secondary signs) the allowable sign copy area may be combined into one sign. The combined freestanding sign may contain an off-premises (Billboard) advertisement in conjunction with an on-premises advertisement, where a billboard sign is permitted at that lot location.
(#2024-9, s. 226, 2024)
- (6) In any zone except Special zones, where the longest lot line abutting a street exceeds 70 metres, one additional freestanding sign may be erected on the lot for each additional 70 metres, or portion thereof, of that lot line.
- (7) Subject to subsection (5), in no case shall the surface area of a freestanding sign in a residential zone be greater than 3.0m².
- (8) Notwithstanding subsection (6), in MH, MLM, DCD-D and all Industrial zones, where the longest lot line abutting a street does not exceed 70 metres, one freestanding billboard sign may be erected in addition to one on-premises freestanding sign, subject to compliance with billboard signs regulations in this Bylaw.
(#2021-2, s.85, 2021) (#2024-9, s. 227, 2024)

11E.7 BILLBOARD SIGNS

- (1) Billboard signs shall be permitted in the following zones subject to the following conditions listed in Table 11E.7.T1:

TABLE 11E.7.T1: BILLBOARD SIGNS		
Sec.	Land Use Zones	Sign Standards
		Max. Sign Copy Area
T1.1	MH and DCD-D	Maximum height and sign surface area are the same as for the given sign type (i.e. wall, freestanding, roof).
T1.2	MLM and all Industrial Zones	

(#2020-13, s.10, 2020) (#2024-9, s. 228, 2024)

- (2) Where a portion of a Railway zone abuts any of the zones mentioned in Table 11E.7.T1, a billboard may be erected in that portion of the Railway zone. The sign shall be erected along the boundary between the Railway zone and the abutting zone, and shall follow the billboard standards for the abutting zone.
- (3) Where there are two or more billboard signs:
- (a) on the same street; and
 - (b) facing the same traffic flow,

they shall not be placed closer together than 90.0 metres, measured from the closest point of each sign relative to the other.

- (4) Notwithstanding subsection 11E.7(3), at the intersection of two streets, multi- or single-faced signs at right angles to traffic on one street may be situated closer than 90.0 metres to a similarly-positioned sign across the street at right angles to traffic on the other street.
- (5) When a billboard sign is located between two buildings, both within 30.0 metres of the sign structure, no point of the structure shall be erected closer to any street line than a line drawn from the corners of the two buildings nearest the street.

(#2021-2, s.86, 2021)

11E.8 ROTATING SIGNS

- (1) Rotating signs are permitted in the following zones subject to the following conditions listed in Table 11E.8.T1:

TABLE 11E.8.T1: ROTATING SIGNS			
Sec.	Land Use Zones	Sign Standards	
		Max. Sign Copy Area (Per Side)	Max. Height
T1.1	ML and MH	10.0 m ²	10.0 m
T1.2	DCD-D	10.0 m ²	10.0 m
T1.2	MLM and all Industrial Zones	24.0 m ²	14.0 m

(#2024-9, s. 229, 2024)

- (2) One rotating freestanding sign may be erected in place of an otherwise permitted freestanding sign, but not in addition to any permitted freestanding sign.

11E.9 WALL SIGNS

- (1) Wall signs are permitted in the following zones subject to the following conditions listed in Table 11E.9.T1.

TABLE 11E.9.T1: WALL SIGNS				
Sec.	Land Use Zones	Sign Standards		
		Max. # per Lot	Max. Sign Copy Area	Max. Height
T1.1	Residential Zones	1	1.0m ²	N/A
T1.2	Special Zones	1	5.0m ²	N/A
T1.3	All Other Zones	Unrestricted		
(#2024-9, s. 230, 2024)				

- (2) Notwithstanding (1), wall signs in I-Institutional Zones may be permitted up to 10 square metres and are limited to one sign per building face.

11E.10 ROOF SIGNS

- (1) Roof signs are permitted in the following zones subject to the following conditions listed in Table 11E.10.T1:

TABLE 11E.10.T1: ROOF SIGNS			
Sec.	Land Use Zones	Sign Standards	
		Max. Sign Copy Area	Max. Height
T1.1	DCD-D, MLM and all Industrial Zones	24.0 m ²	7.5 metres*
Key: * = 7.5 metres above the highest point of the roof or parapet.			
(#2024-9, s. 231, 2024)			

- (2) Where the roof sign faces are back-to-back in a common structure, it shall be considered as a single sign.

(#2021-2, s.87, 2021)

11E.11 PROJECTING SIGNS

- (1) Projecting signs are permitted in the following zones subject to the following conditions listed in Table 11E.11.T1:

TABLE 11E.11.T1: PROJECTING SIGNS			
Sec	Land Use Zones	Sign Standards	
		Max. # per Lot Frontage	Min. Clearance Between Ground and Sign
T1.1	ML, MH, MLM, DCD -D and all Industrial Zones ¹	1	2.6 metres

- (2) One projecting sign is permitted per street frontage, except where the frontage of the property along any one right-of-way exceeds 90.0 metres, in which case two projecting signs are permitted.
- (3) Where there is more than one business on a lot, one projecting sign is permitted per business.
- (4) A projecting sign may:
- project no more than 2.6 metres from the face of a building, but not closer to a vertical line from any curb face than 600 millimetres; and
 - not rise more than two metres above the top of the parapet, or above the highest point of the roof on a sloped roof without a parapet.

11E.12 SECONDARY SIGNS

- (1) Repealed (#2021-2, s.88, 2021)
- (2) In any zone except Residential zones, one secondary sign is permitted per lot line abutting a street. Where the lot line abutting a street exceeds 70.0 metres in length, one additional secondary sign is permitted for each additional 70.0 metres, or part thereof, of that lot line.
- (3) Secondary signs shall not exceed 6.0 square metres in sign face area on any one side, or 3.2 metres in height.
 - (1) Secondary signs meeting the definition of portable signs shall also conform to the regulations for portable signs contained in this Bylaw. (#2020-13, s.11, 2020)

11E.13 ADDITIONAL PROVISIONS

- (1) Unless provided elsewhere in this Chapter signs shall be erected in the land use zones provided in this Bylaw in accordance with the standards specified for each sign type.
- (2) In the Office Area zone, the regulations applicable to signs in the Mixed Large Market zone shall apply, with the following exception: billboard, portable, rooftop, inflatable and rotating signs shall be prohibited in this zone.
- (3) In DCD-SD the regulations applicable to signs in industrial zones shall apply.
- (4) In DCD-QP, signs in the Mixed Use Policy Area shall follow the regulations applicable to signs in the Mixed Low Rise zone, in addition to the following standards:
 - (a) a wall sign or canopy may be applied to each façade within the sign band (see Figure 11.6) at the first story, and shall not exceed 0.9 metres in height along any length;
 - (b) projecting signs are to be not more than 0.4 square metres in area;
 - (c) signs may only be illuminated externally, except within shopfront glazing or a canopy; and
 - (d) a maximum of one wall sign or canopy sign is permitted per store front.

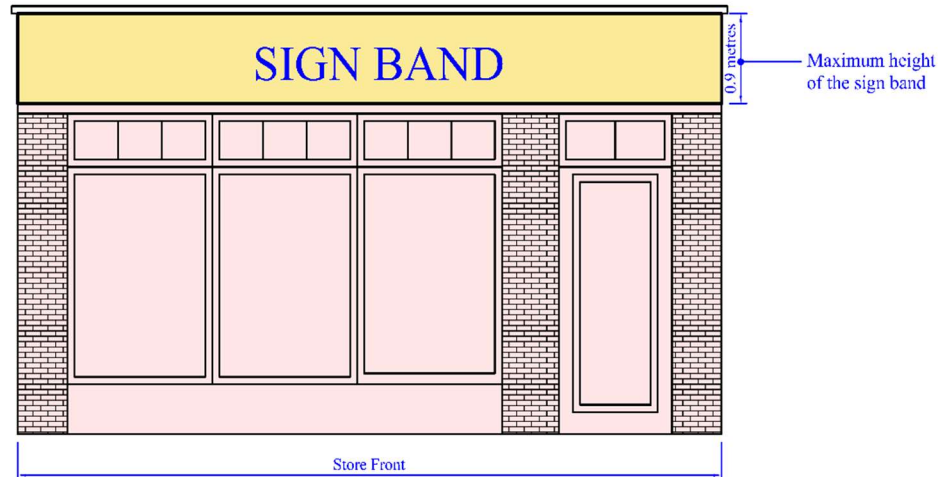


Figure 11.6: Sign Band

- (5) In all other policy areas, the regulations applicable to signs in residential zones shall apply.
- (6) In DCD-D, in addition to all generally applicable regulations herein, the following regulations shall apply:
 - (a) signs should be integrated into the design of building facades by placing them within architectural bays or Datum Lines including coordinated proportions, materials and colours (see Figure 11.7).
 - (b) signs and awnings should not obscure windows, cornices or other architectural elements;
 - (c) sign scale should reinforce the Downtown's pedestrian environment, through means such as street level locations for viewing from sidewalks;
 - (d) signs on heritage buildings must be consistent with traditional sign placement such as on a sign band, through window lettering, or within architectural orders and in accordance with Heritage Conservation District requirements, where applicable.
 - (e) street addresses should be clearly visible from sidewalks.

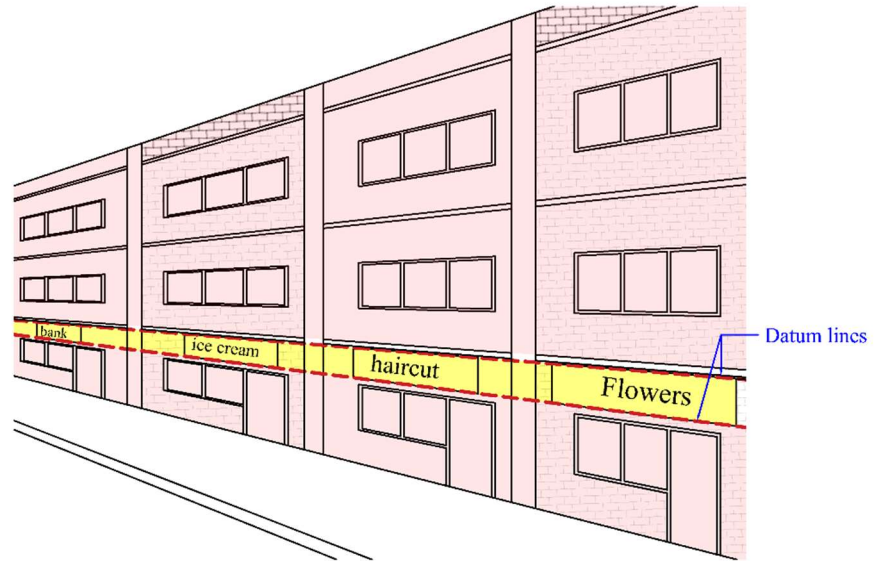


Figure 11.7: Datum Lines

- (7) In DCD-CS:
- (a) signs in the following land use areas are subject to the regulations for signs in Residential Zones:
 - (i) Low-Rise and House-Form Mix;
 - (ii) Mid-Rise and House-Form Mix; and
 - (iii) High-Rise Mix.
 - (b) signs in the following land use areas are subject to the regulations for signs in the Mixed-Mid Rise zone:
 - (i) Transitional Area Mixed; and
 - (ii) Transitional Area Arterial.
- (8) In DCD-WH, the regulations applicable to signs in Industrial zones shall apply.
- (9) In DCD-CBM, the regulations applicable to signs in the ML – Mixed Low Rise zone shall apply.
- (10) On lots 41, 42, 43, 44 and 45, Block 37, Plan AV2705 on 13th Avenue the following regulations shall apply:

- (a) a maximum of one wall sign not to exceed 1.0 square metres is permitted;
- (b) a canopy or awning sign is permitted provided that the minimum clearance from the ground shall be 2.59 metres;
- (c) ground signs shall be permitted to a maximum height of 1.8 metres;
- (d) digital signs are not permitted;
- (e) projecting, temporary, ground, rotating, billboard and roof signs are all prohibited.

(11) On Lots 55, 56, 57 and 58, Block 378, Plan No. 99RA5074 on 13th Avenue, in addition to all generally applicable regulations herein, the following regulations shall apply:

- (a) a maximum of one wall sign not to exceed 1.0 square metre in size is permitted;
- (b) canopy or awning signs are permitted provided that the minimum clearance from the ground shall be 2.60 metres;
- (c) ground signs shall be permitted to a maximum height of 1.80 metres;
- (d) digital signs are not permitted;
- (e) projecting, temporary, portable, rotating, billboard and roof signs are not permitted.

(12) Notwithstanding the zoning established pursuant to Chapter 9 of this Bylaw, for the purposes of this Chapter, the sign regulations applicable to the MLM – Mixed Large Market zone shall apply to that portion of those lands historically referred to as the “Regina Exhibition Grounds” and comprising that specific area comprising those lands legally described as:

- (a) Blk/Par H, Plan No, 14513, Ext. 1;
- (b) Blk/Par FF, Plan No. 84R29488, Ext. 1;
- (c) Blk/Par K, Plan No. DV4404, Ext. 0;
- (d) Blk/Par T, Plan No. 102121311, Ext. 2; and
- (e) Blk/Par W, Plan No. 102254622, Ext. 0.

(13) All “Assembly” land uses in residential zones shall be subject to sign regulations in the I-Institutional Zone.

(#2020-33, s.119, 2020, #2020-55, s.4, 2020)(#2021-2, s.89, 2021)(#2022-3, s. 7, 2022)