

Appendix E: Sign By-law Guidelines for Heritage Properties

Schedule 'B' – Guidelines – Heritage Buildings

1. Objective

- 1.1 The primary objective for the heritage sign guidelines is to encourage signage that preserves and enhances the heritage nature of a property and the surrounding streetscape. Signs should serve as a piece of street furniture which contributes to the visual character of the surrounding area. Signs that are simple in design, informative and harmonious with the architectural style of the street are encouraged.

2. Guidelines for Designated Heritage Properties

- 2.1 In the event of a conflict, this Section of the Sign By-law takes precedence over the guidelines contained within the Brant Avenue and Victoria Park Square Heritage Conservation District Studies.
- 2.2 Signs shall be designed to complement and enhance a building's appearance.
- 2.3 Signs shall contribute the heritage nature of the existing streetscape.
- 2.4 Signs shall not disfigure or conceal any significant architectural features of a building.
- 2.5 Signs shall be limited to one sign per property, except:
 - a) Where a property fronts on more than one street; or
 - b) In the Victoria Park Square Heritage Conservation District; where one secondary identification sign is permitted on one other facade.
- 2.6 Ambient, overhead, gooseneck, or low-key spotlighting are acceptable methods for exterior lighting of signs.
- 2.7 Internally illuminated signs, back-lit signs and electronic messaging centres are not permitted.
- 2.8 Permitted sign materials shall include wood (painted, carved or cut-out letters) and metal (porcelain coated, photo or line-etched, engraved or brass letters). Alternative materials may be considered, provided that they maintain the heritage character of the streetscape.
- 2.9 Soft, muted colours within historical colour palettes are encouraged.
- 2.10 Signs on top of buildings are not permitted.

3. Brant Avenue Heritage Conservation District and Individually Designated Heritage Properties

3.1 Post Signage

Post signage (2 posts) should be used wherever possible to identify activities within a building.

3.1.1 Single Use Buildings

- a) Post signage shall not exceed 1.8m (5.9 ft.) in height.
- b) The total area of any post signage shall not exceed 1.5sqm (16 sq. ft.) per single sign face, or 3.0sqm (32 sq. ft.) for all faces combined.

3.1.2 Multi-Use Buildings

- a) Post signage shall not exceed 2.0m (6.6 ft.) in height.
- b) The total area of any post signage shall not exceed 2.0sqm (21.5 sq. ft.) per single sign face, or 4.0sqm (43 sq. ft.) for all faces combined.
- c) The width of any single sign face shall not exceed 1.8m (6.0 ft.).

3.2 Fascia Signage

Fascia signage will become the primary signage when space does not adequately allow post signage.

- a) Fascia signage shall not exceed placement above the first storey of a building.
- b) The total area of any fascia signage shall not exceed 0.3sqm (3.2 sq. ft.) for each 1.0m (3.3 ft.) of linear frontage of the building wall upon which the sign is located and, in any event, not greater than 1.25sqm (13.5 sq. ft.) for each sign.
- c) Fascia signage shall not be painted directly on the exterior wall of a building or structure

3.3 Hanging Signage

- a) A hanging sign shall not exceed 0.75sqm (8 sq. ft.).
- b) A hanging sign shall not project more than 0.9m (3 ft.) from the face of a building.

- c) All portions of a hanging sign, including support brackets, shall be a minimum of 2.1m (7 ft.) above any walkway.

3.4 Mobile, Portable and “Sandwich-Board” Signage

- a) Only one “sandwich-board” sign is permitted on a property.
- b) A “sandwich-board” sign shall not exceed 0.6sqm (6.5 sq. ft.).
- c) A “sandwich-board” sign shall not exceed 1.5m (5 ft.).
- d) A “sandwich-board” sign shall be constructed in accordance with the guidelines regarding materials, lighting, colouring and typefaces for signage within this Schedule.
- e) A “sandwich-board” sign shall only be displayed during the hours of operation of the business it is advertising.
- f) Internally illuminated mobile, portable and “sandwich board” signs are not permitted.

4. Victoria Park Square Heritage Conservation District

4.1 The total permitted signage area shall not exceed the following:

- a) Commercial Buildings: 7.0sqm (75 sq. ft.) with the largest sign not exceeding 4.6sqm (50 sq. ft.).
- b) Public and Institutional Buildings: 4.6sqm (50 sq. ft.) with the largest sign not exceeding 2.3sqm (25 sq. ft.).
- c) Freestanding Lawn Sign: 2.3sqm (23 sq. ft.).

5. Complete Application

5.1 In addition to the requirements of Section 7.1 of By-law 122-91, all applications for heritage signage shall be accompanied by scale drawings that show:

- a) The building elevation if the proposed sign is attached thereto.
- b) The type of proposed sign (free-standing or attached to the building).
- c) The dimensions of the sign, along with any proposed design or lettering.
- d) The materials of which the proposed sign is to be constructed.

- e) A cross-section of the proposed sign, showing the brackets and method of affixing the sign to the wall where it affects the building.
- f) The proposed colour scheme for the sign.
- g) Any proposed means of illumination of the sign.