

9.0 SIGNAGE GUIDELINES

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Secondary Plan (SPA 2) Policy

5.6.2.6.b viii)

".. sign control shall be implemented by way of Urban Design Guidelines and a Sign by-law. Use of traditional signage and lighting in a design and scale appropriate to the character of the area shall be encouraged;"

CHAPTER 9

Chapter 9 Signage Guidelines

Where is a discrepancy between this signage guideline and the current City Sign By-law, the latter shall dictate.

- Ground sign locations shall be shown on the development permit site plan drawings.
- Signs shall conform to the City Sign By-law.
- Signage shall be subservient rather than dominant feature of the site and any illuminated signage shall not create glare or spillage onto abutting residential/institutional development.
- Directional signage may be used to facilitate vehicular and pedestrian movements.

9.1 Objectives

The objective of this guideline is to:

- Set out city expectation for a co-ordinated signage strategy within the Main Street North Development Permit System Areas.
- Assist property owners in understanding the city expectation for signage installation.
- Set out the aesthetic standard for signage installation.
- Provide a guide for visual coordination of signs for compatibility and effective communication of messages.
- Enhance the overall visual quality of signage on building facades.
- Ensure signs reinforce the heritage and cultural theme of the properties in the area.

9.2 Applicable Boundary

The proposed Sign by-law boundary shall be limited to signage application within the Main Street North precinct as depicted in the Figure 1.



Figure 1. Sign Guideline Boundary

Secondary Plan (SPA 2) Policy

5.6.2.6 f)

Signage and Display Areas

i) All signs shall be in accordance with the Main Street North Urban Design Guidelines and the City's Sign By-law. They shall be designed as an integral element of the site layout and/or building design and not dominate the overall development character. The height and overall size of the sign shall be to a pedestrian scale and be primarily in the form of a ground sign. Signs on listed or designated heritage properties pursuant to the Ontario Heritage Act are encouraged to be compatible with the architecture and character of the property.

ii) Display areas should be designed to make a positive contribution to the streetscape and the overall site development. Generally, there shall be a limited percentage of site frontage devoted to outside display areas. Architectural and/or landscaping components shall be used as appropriate, to provide well-defined display areas that work in harmony with adjacent buildings and display areas. The Development Permit by-law shall impose appropriate limits to the nature and extent of the outdoor display of goods

vi) the signage will respect the residential character of the area;



9.3 General Principles

- Good signs should welcome and enhance the business and the building design. The emphasis is on high quality, workmanship and compatible design with the building and surroundings.
- All signs must be integrated with their context in terms of size, shape, colour and lighting so that they compliment the character of the building.
- Signs should enhance the architectural features of buildings.
- Signs should entice at grade pedestrian activities.
- Signage should not dominate the building design but enhance it.

9.4 Design & Materials

- SG1. Exterior materials, finishes and colors should be the same or similar to those of the building or structures on site.
- SG2. Signs should be professionally constructed using high-quality materials such as metal, stone, hard wood and brass-plated.
- SG3. Internally lit plastic letters or plastic box signs are prohibited.
- SG4. The colors and lettering styles should compliment the building facade and harmonize with neighboring businesses.
- SG5. Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.
- SG6. The design and alignment of signs on multiple use buildings should compliment each other such that a unified appearance is achieved.

9.5 Sign Lighting

- SG7. All external sign lighting should be down lit and focus on the sign area and shall not create glare to the surroundings.
- SG8. Blinking and flashing lights are prohibited
- SG9. All electrical wiring/ transformer, raceway and mechanical/electrical accessories must be concealed.

9.6 Permitted Sign Area

- SG10. Signs are permitted on the front, side or rear elevations of buildings which are exposed to the public.
- SG11. The maximum total sign area of all permitted signs shall be in accordance with table 9.6.1

9.7 Sign Typology

The sign typology for the Main Street North Development Permit System area consist of:

A. Portable Signs:

- A1 Temporary "A" Frame Sign
- A2 Temporary Banner Sign
- A3 Temporary Restaurant Pedestal Sign

B. Ground Signs:

- B1 CMU2 Ground Sign
- B2 CMU3 Ground Sign

C. Wall Signs

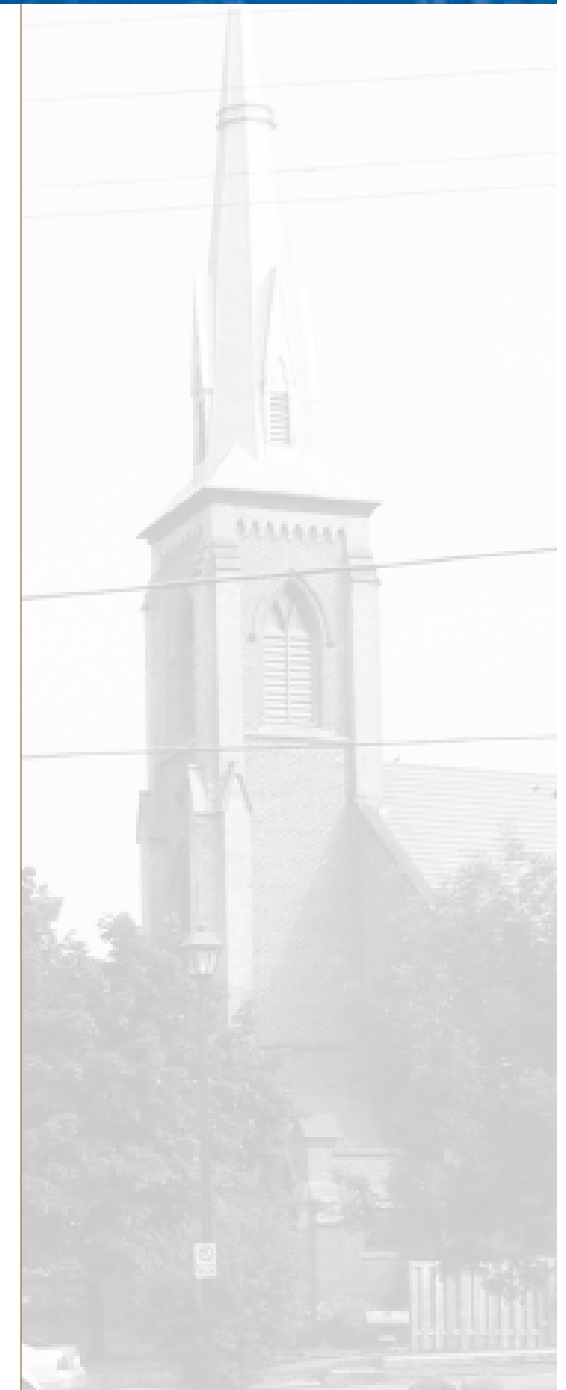
- C1 Wall Sign
- C2 Window Sign
- C3 Restaurant Menu Sign
- C4 Corporate Logo Sign

D. Overhead Signs

- D1 Projecting Signs
- D2 Permanent Banners

E. Awning and Canopy Entrance Signs

- E1 Awning Sign and Canopy Sign
- E2 Canopy Roof Sign



Classification	Type of Signs	Maximum number of signs	Maximum Display Period days	Maximum % of Wall Area %	Maximum Total Area		Minimum clearance from finished grade		Maximum Height		Upper limit of sign	Others	
					sf	sm	ft	m	ft	m			
A1	Portable	Temporary 'A' Frame Sign	1 per 20m of frontage	30	na	16.0	1.5	na	na	na	na	na	na
A2	Portable	Temporary Banner Sign	1 per 9m of frontage	30	10%	108.0	10.0	8	2.4	na	na	na	na
A3	Portable	Temporary Restaurant Pedestal sign	1 per 20m of frontage	30	na	16.0	1.5	na	na	na	na	na	na
B	Ground	Theatre Marquee Ground Sign	4	na	na	32.0	3.0	na	na	8.0	2.4	na	na
C1	Wall	Wall Signs	1	na	10%	108.0	10.0	8.0	2.4	na	na	Roof line of a one storey building	na
												The floor level of the second storey on a multi-storey building	na
												Wholly contained within a gable end wall of a one-storey building	na
C1	Wall	Raised Letter Sign	1	na	10%	10.0	0.9	8.0	2.4	na	na	na	na
C1	Wall	Plaque Sign	1	na	na	1.0	0.1	na	na	na	na	na	na
C2	Wall	Window Signs	1	na	10% of glazed area	108.0	na	na	na	na	na	na	na
C3	Wall	Restaurant Menu Sign	1 per 20m of frontage	30	na	16.0	1.5	na	na	na	na	na	na

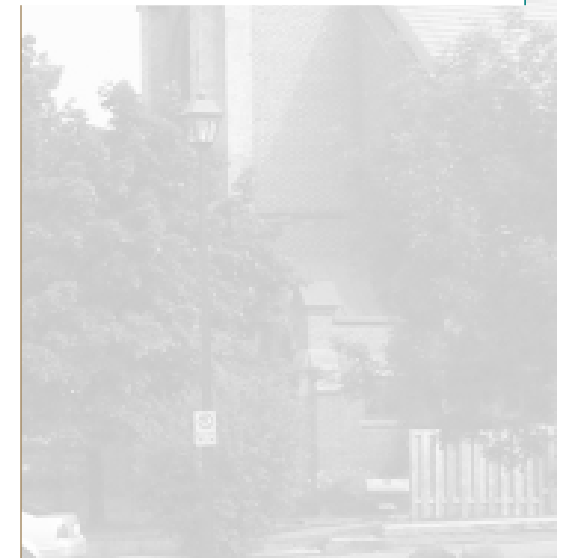
Table 9.6.1 Main Street North Sign Regulations



Classification	Type of Signs	Maximum number of signs	Maximum Display Period days	Maximum % of Wall Area %	Maximum Total Area		Minimum clearance from finished grade		Maximum Height		Upper limit of sign	Others
					sf	sm	ft	m	ft	m		
C4	Wall Corporate Logo Sign	1	na	2%	na	na	na	na	na	na	na	
D	Overhead Projecting Hanging Signs	1	na	na	9.0	0.8	8.0	2.4	3.0	0.9	3.4m or 11ft	Maximum extension from wall shall be 1.3m (4.3 ft)
E	Awning Awning Sign	1	na	35% of the awning or canopy	na	na	na	na	na	na	na	

Note: Total permissible sign area for all signs combined cannot exceed 20% of façade area.

Table 9.6.1 Main Street North Sign Regulations



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9.7.1. A. Portable signage

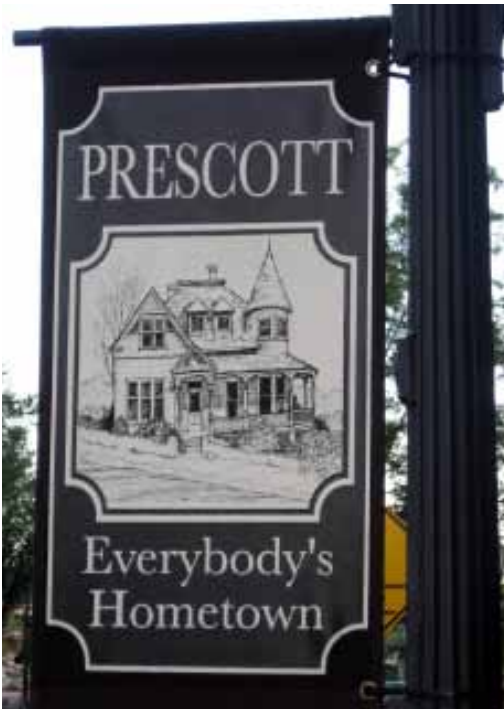
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A.1 Temporary 'A' Frame Signs

- SG12. Design should be visually interesting and professionally crafted
- SG13. Shall be displayed only during the hours of business for which it is advertising
- SG14. No more than five permits shall be issued for a single business location or unit in a plaza in a calendar year
- SG15. 1 sign permitted per lot 20.0 metres of frontage
- SG16. Maximum display period of 30 days
- SG17. Maximum total sign area of 1.5 square metres
- SG18. Maximum height of 1.2 metres
- SG19. Must not obstruct pedestrian circulation



APPROPRIATE



A.2 TEMPORARY BANNER SIGNS

- SG20. Design should be of good quality and visually interesting
- SG21. Banners must be constructed of durable and high quality material
- SG22. Must be securely fastened and safe
- SG23. Fastening devices are to be hidden
- SG24. Must be properly located in comparison with the building facade and should not block any architectural details
- SG25. Maximum of 1 sign per 9.0 metres of frontage
- SG26. Maximum display period of 30 days.
- SG27. Maximum total sign area of 10.0 square metres
- SG28. Maximum percentage of wall area to be covered is 10%
- SG29. No more than five permits shall be issued for a single business location or unit in a plaza in a calendar year

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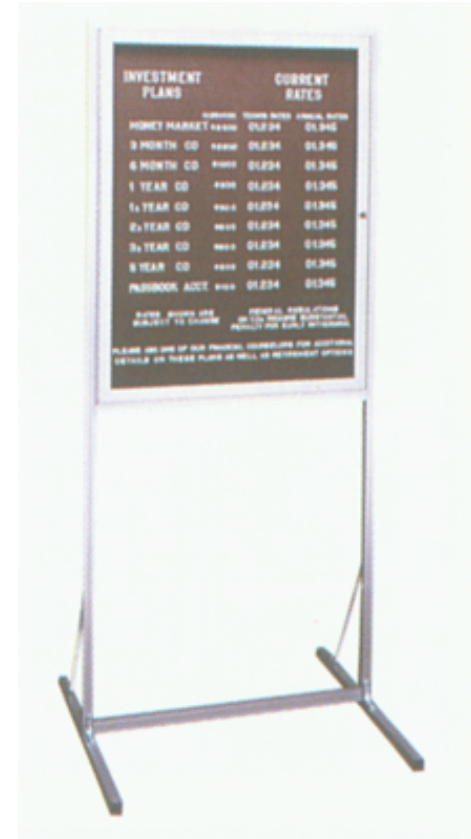
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A.3 Temporary Restaurant Pedestal Signs

- SG30. Must not obstruct pedestrian circulation
- SG31. Must be of good quality, design and material
- SG32. Use of animated characters are encouraged
- SG33. No more than five permits shall be issued for a single business location or unit in a plaza in a calendar year
- SG34. Only 1 sign permitted per lot 20.0 metres of frontage
- SG35. Maximum display period of 30 days
- SG36. Maximum total sign area of 1.5 square metres
- SG37. Maximum height of 1.2 metres

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9.7.2. B. Ground Signs

- SG38. Must be of good quality, design and workmanship.
- SG39. Must not obstruct pedestrian circulation.
- SG40. Must be of a design that is coordinated with and subordinate to building design/ architecture

B.1 Ground Signs (CMU2 Zone)

- SG41. Maximum dimensions:
 - height: 1.8 m
 - width: 1.6 m
- SG42. Minimum setbacks

B.2 Ground Signs (CMU3 Zone)

- SG43. Maximum dimensions:
 - height: 2.4 m
 - width: 1.6 m
- SG44. Minimum setbacks

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9.7.3. C. Wall Signs

C.1 Wall Signs

- SG45. Shall be compatible with storefront scale, proportion and colour
- SG46. Shall not have a gloss finish texture
- SG47. Solid colours are preferred over striped background
- SG48. Shall be indirectly illuminated only
- SG49. Manufactured as individual cut-out letters only or painted directly on background
- SG50. Wall signs shall be securely fastened and protrude no more than 0.1 metres from the exterior façade plane
- SG51. Located on the roof line of a one storey building and the floor level of the second storey on a multi-storey building
- SG52. Maximum of 1 sign per elevation
- SG53. Limited to a maximum 10 % of the building façade (exterior wall exposed to public)
- SG54. Maximum total sign area for CMU2 properties is 10.0 square metres
- SG55. Maximum total sign area for CMU1 and CMU3 properties are 1.0 square metres
- SG56. Maximum clearance from finished grade to be 2.4 square metres
- SG57. Maximum height of 0.9 metres

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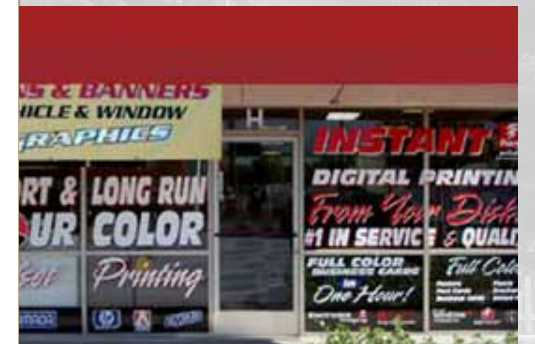
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C.2 Window Signs

- SG58. Any signage applied directly to the glazed surface of the building in a permanent manner
- SG59. Must be constructed of good and high quality materials
- SG60. Use of window posters applied indirectly to the interior face of the glazed surface is strongly discouraged
- SG61. Graphics should be visually interesting and professionally crafted
- SG62. Shall be contained on the main floor of the building only
- SG63. Maximum percentage of glazed area to be covered is 10%
- SG64. Maximum total of sign area of 10.0 square metres for CMU2 area
- SG65. Maximum total of sign area of 1.0 square metres for CMU1 and CMU3 areas
- SG66. Window signs not permitted for uses in CMU3-DPS Zone

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C.3 Restaurant Menu Signs

- SG67. Should be located on the main floor of the building by the entrance of the restaurant
- SG68. Indication of menus and pricing to inform the public
- SG69. Must be directly mounted onto the exterior wall surface
- SG70. For restaurant use only
- SG71. Shall be indirectly illuminated only
- SG72. High quality materials and design
- SG73. Maximum of 1 sign per 20.0 metres of frontage
- SG74. Maximum total sign area of 0.6 square metres
- SG75. Shall not protrude further than the property line

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C.4 Corporate Logo Signs

- SG76. Any sign directly mounted to the building face showing only the logo of the business
- SG77. Maximum number of 1 corporate logo sign
- SG78. Shall be permitted at the top of the building only but below the roof line of the building
- SG79. Minimum clearance from finished grade is 2.4 metres
- SG80. Maximum percentage of wall area to be covered is 2%
- SG81. Corporation logo not permitted on wall face in CMU3 Zone

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APPROPRIATE



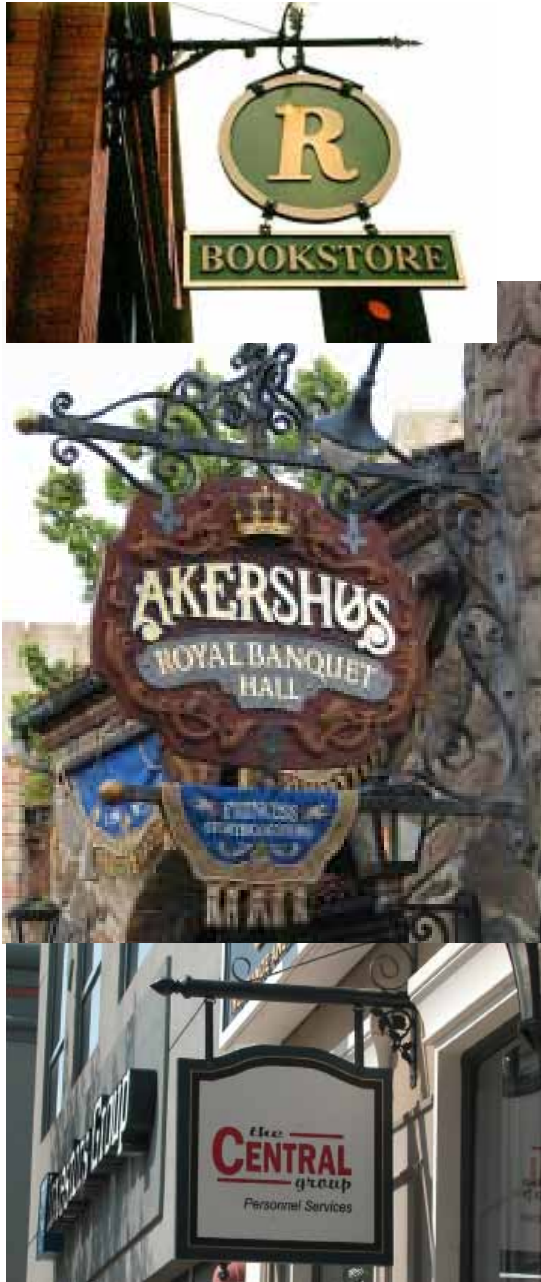
D.2 Permanent Banners

- SG82. When permitted, permanent banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building
- SG83. Freestanding banners are not permitted. Banner signs may contain a business name and logo but they are not to contain any other written message
- SG84. Shall be indirectly illuminated only
- SG85. Shall hang from projecting metal brackets perpendicular to the wall face of the building
- SG86. Upper limit of sign to be the roof line of the building
- SG87. Banner shall not project more than 0.9 metres from the building wall face.
- SG88. Maximum total area to be 2.2 square metres
- SG89. Minimum clearance from finished grade to be 2.4 metres

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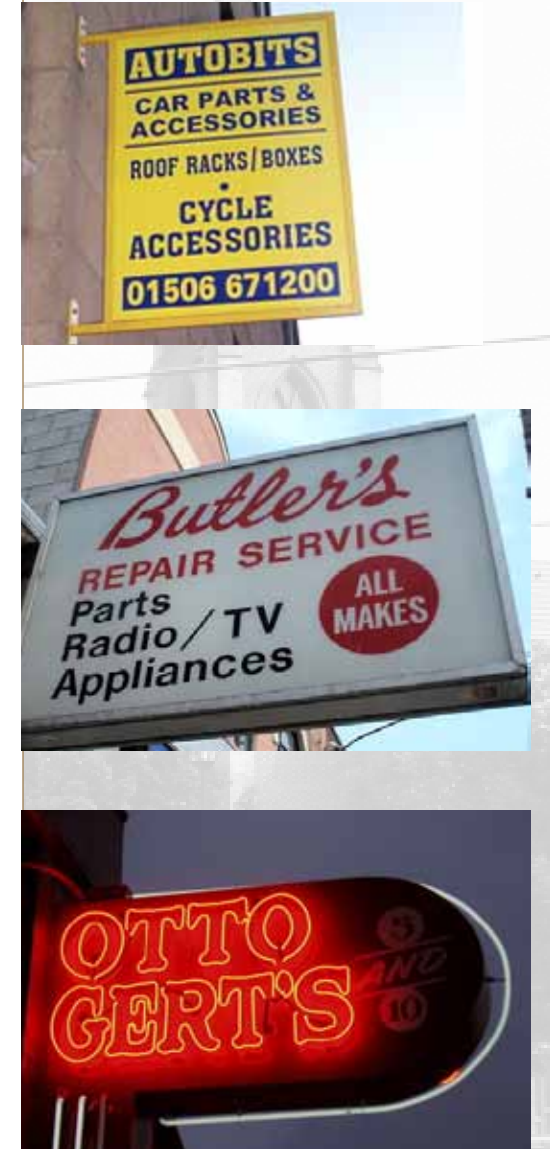


9.7.4. D. Overhead Signs

D.1 Projecting Signs

- SG90. Design should be visually interesting and professionally crafted using high quality, vandal resistant materials
- SG91. Shall relate to design/ architecture of building
- SG92. Mounted below second floor window level
- SG93. Compatible mounting devices, attractive and decorative
- SG94. Shall be indirectly illuminated only
- SG95. Maximum of 1 sign per lot frontage
- SG96. Maximum total sign area of 0.8 square metres
- SG97. Minimum clearance from grade to be 2.4 metres
- SG98. Maximum height of 0.9 metres
- SG99. Upper limit of sign of 3.4 metres
- SG100. Maximum width shall be 0.9 metres and maximum extension from the main wall of the building shall be 1.3 metres

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9.7.5. E. Awning Signs and Canopy Signs

E.1 Awning Sign and Canopy Sign

- SG101. Awnings typically provide additional shade to the window opening and also act as an alternate signage opportunity for business
- SG102. Awning signs should accent not dominate the facade of a building.
- SG103. Open ended awnings are preferred
- SG104. Shall not be continuous over the entire length of the facade or wrap around multiple sides of a building
- SG105. Solid colour backing is preferred over striped background
- SG106. Maximum size of awning must comply with zoning setback requirement
- SG107. Maximum percentage of the awing area to be used as signage is 50%
- SG108. Minimum clearance from finished grade to be 2.4 metres
- SG109. Signage must be fully contained within the canopy or awning face
- SG110. Shall be indirectly illuminated only
- SG111. Signage must not protrude no further than 0.1 metre from the wall or canopy face

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E.2 Canopy Roof Signs

Canopy signs can be a decorative way to place signage on facades with canopies. These signs can either be supported from above, hang downward or pinned upward.

- SG112. Color and font must be compatible with the building color and architecture.
- SG113. Must be centered on canopies and special care is to be taken to avoid blocking any architectural features of the building.
- SG114. Maximum height of 0.6 metre
- SG115. To cover a maximum of 80% of canopy width
- SG116. Attach directly to the top and front of the canopy
- SG117. Shall be indirectly illuminated only
- SG118. Not permitted in CMU3 Zone

INAPPROPRIATE (NOT RECOMMENDED)



9.8 Signage within the Public Realm

SG119. Signage within the Public Realm shall be in accordance with the approved City's Way Finding and Signage Standards



SG-101 Welcome Signage (Streetlight)

SG-102 Welcome Signage (Streetlight)

SG-103 Directional Signage (Streetlight)

SG-104 Informational Signage (Streetlight)

SG-105 Informational Signage (Streetlight)

Project/Client	Logo	Dimensions	Notes	Colors	Materials	Sign Type
City of Brampton Brampton, Ontario	carbon design	12' x 6' x 4' H 60" x 180" Streetlight	One design change: streetlight. Also used as example for illuminated and use of level of quality. Sign design to include: materials, installation method, etc. for streetlight approval by City. Design with the City of Brampton. Streetlight	06/26/09 06/27/09 06/28/09	Polystyrene 1/2" Thick Aluminum Paint Decorative Design Decorative Decorative	Sign Type Array

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