

## Part 6 – Signs

### 6.1 General

The following general standards shall apply:

- (1)** Where this Part is inconsistent with the regulations respecting advertising signs on or near public highways made or administered by the Province of Nova Scotia Department of Transportation and Infrastructure Renewal, the more restrictive regulations shall apply;
- (2)** No person shall erect or enlarge a sign without first obtaining a Development Permit from the Development Officer except for signs permitted pursuant to Part 6.2 which shall not require a Development Permit and those signs explicitly stating that no Development Permit is required in various provisions of this By-law;
- (3)** No permit to erect or enlarge a sign shall be issued unless all the sign provisions of this By-law are satisfied;
- (4)** Any sign, including but not limited to projecting wall signs, canopy signs and temporary signs, that encroach upon or otherwise are located within a street right-of-way shall not be issued a Municipal Development Permit unless an indemnity in favour of the Town is signed by the sign owner. Special event signage and any other signs not requiring a Municipal Development Permit shall be exempt from this provision;
- (5)** Signs erected on a Municipal Heritage property or in the Heritage Conservation District shall require a Certificate of Appropriateness from the Town's Heritage Officer prior to approval;
- (6)** All signs and all parts thereof shall be maintained, kept in a good state of repair, and in like new condition;
- (7)** Free standing signs advertising a business, product or service that is not available at that location shall be permitted provided that the business, product or service being advertised is directly abutting the property or directly abutting through a group of properties owned by a single property owner and provided the sign meets all the requirements of the zone. Should a property within the group come under other ownership, causing an interruption in the group of commonly owned properties, all off-site signage that doesn't meet this requirement shall be removed; and,
- (8)** Notwithstanding anything else in this By-law, should a sign be approved by the Yarmouth Façade Improvement Society, regulations pertaining to the size and material of a sign shall not apply.

## **6.2 Signs Permitted in all Zones Not Requiring a Development Permit**

The following signs shall be permitted in all zones without a Development Permit:

- (1)** Signs of not more than 0.5m<sup>2</sup> (5ft<sup>2</sup>) in area showing civic address and name of resident or building;
- (2)** Real estate signs not exceeding 0.5m<sup>2</sup> (5ft<sup>2</sup>) in sign area in a residential zone and 1.4m<sup>2</sup> (15ft<sup>2</sup>) in other zones, which advertise the sale, rental, open house or lease of the premises;
- (3)** Signs regulating or denoting on-premises traffic or parking, or other signs denoting the direction, function or features of buildings or parts of a building or premise provided such signs are less than 0.5m<sup>2</sup> (5ft<sup>2</sup>) in area;
- (4)** Signs erected by a government authority or under their direction and bearing no commercial advertising;
- (5)** Memorial signs or tablets and signs denoting the date of erection of a structure provided such signs are less than 1.0m<sup>2</sup> (10.76ft<sup>2</sup>);
- (6)** The flag, pennant or insignia of any government or of any religious, charitable, security or fraternal organization. In addition, flags which advertise a business on premise shall be permitted provided the business is not located in any of the zones outlined in the Downtown Commercial and Residential Sign Provision Tables;
- (7)** Signs erected for the purposes of campaigning during a Municipal, Provincial or Federal election;
- (8)** A sign incidental to construction or advertising a construction company and within the area of such construction;
- (9)** A sign which displays the words "open" or lists a business's hours of operation;
- (10)** Product Display Signage not Exceeding 0.5m<sup>2</sup> (5.4ft<sup>2</sup>) in Area;
- (11)** Automobile service stations poster style signs attached to the pylons supporting the canopy sheltering at the pump station or on the pump station themselves and not withstanding anything else in this By-law, one (1) additional ground sign denoting only the business name and the price of gas/diesel may be erected provided the ground sign complies with the free standing sign dimensions and conditions of the zone;
- (12)** One (1) additional free standing sign may be attached to propane tanks and/or natural gas tanks (one (1) sign per propane/natural gas tank) denoting only the business name and the price of the propane or natural gas;
- (13)** Any light pole located on a property may have a light pole free standing sign, in addition to the free standing signs permitted by other sections of this By-Law;

**(14)** Cart corral signage;

**(15)** Private and public wharves and marinas free standing signs or flat fixed wall signs indicating off-site services and contact information associated with the needs of the marine transportation industry;

**(16)** No more than 25% of the glass area of any window may be covered by posters of papers affixed directly to the glass, whether inside or out;

**(17)** Pictures and murals;

**(18)** Signs located within a wholly enclosed compound, fenced or otherwise, facing internally which are not visible from outside the enclosure and up to three (3) free standing signs per fence wall facing externally per business premise provided they meet the dimensions and conditions of the zone;

**(19)** Special Sale Occasion Signage provided all signs are removed within fourteen (14) consecutive days of the end of the sale occasion; and

**(20)** Temporary off-site signage indicating that a business has moved and their new location provided all signs are removed within fourteen (14) consecutive days of the move.

### **6.3 Signs Prohibited in all Zones**

The following signs shall be prohibited in all zones:

**(1)** Any sign or sign structure which constitutes a hazard or hindrance to public safety or health;

**(2)** Any sign that obstructs the vision of drivers, either when leaving a roadway or driveway, or obstructs or detracts from visibility or effectiveness of any traffic sign or control device on public streets;

**(3)** Any sign which obstructs free ingress to or egress from a fire escape door, window or other required exit way;

**(4)** Signs not erected by a public authority which make use of words such as "stop", "look", "one way", "danger", "yield" or any similar words, phrases, symbols, lights or characters in such manner as to interfere with, mislead or confuse traffic along a street;

**(5)** Signs that advertise a product, service or business that is not available at that location, except for signs explicitly enabled by this By-law;

- (6) Signs on public property or on public right-of-ways unless:
  - i. erected by a public authority;
  - ii. erected with the permission of the owner of the property; or
  - iii. the sign is a temporary sign in compliance with this By-law;
- (7) Signs with more than two faces; and
- (8) Roof signs, with the exception of painted signs affixed or painted directly on a roof which will be regulated as a flat fixed wall sign.

#### **6.4 Signs in Residential Zones**

Notwithstanding anything contained in Part 6.2 of this By-law, signage within any residential zones shall be strictly prohibited except for the following:

- (1) Medium Density Residential Zone Main Street (R-2M) Zone Signage** according to the Downtown Commercial – Sign Provision table shall be permitted in the Medium Density Residential Zone Main Street (R-2M) Zone.

Residential (non-residential uses) – Sign Provision  
(only **one (1)** of the following will be permitted per home based business)






Shall apply to  
the following zones:

R-1

R-2



R-3

R-H

Sign Type	Permitted	Dimensions	Conditions	Application
<p><b>Flat Fixed Wall Sign</b> <i>means a sign which is attached to and supported by a wall of a building.</i></p> <p>* Clarity Note: flat fixed signs should project no less than 1ft from the wall. Signs that project a greater distance may be considered a canopy awning sign and then must meet the associated requirements.</p>	One (1) may be erected.	May cover up to 5% area of the wall upon which the sign is affixed.	<p>Must be non-illuminate.</p> <p>Be constructed of a wood or metal material.</p>	
<p><b>Free Standing Sign</b> <i>means a sign supported by one or more uprights, poles or braces placed in or upon the ground.</i></p>	One (1) may be erected.	<p>May have two (2) sign faces with a max sign area of .5m<sup>2</sup> (5ft<sup>2</sup>) (single face).</p> <p>May have a height of up to 1.5m (5ft). <i>from grade level to the highest part of the sign.</i></p>	<p>Must be non-illuminate.</p> <p>Be constructed of a wood or metal material.</p> <p>May be located as close as 1m (3.3ft) from any public street right-of-way or common lot boundary.</p>	
<p><b>Projecting Wall Sign</b> <i>means a sign which projects from and is supported by a wall of a building.</i></p>	One (1) may be erected.	May have two (2) sign faces with a max sign area of .5m <sup>2</sup> (5ft <sup>2</sup> ) (single face).	<p>Must be non-illuminate.</p> <p>Be constructed of a wood or metal material.</p> <p>May have any portion located as low as 1.6m (6ft). <i>above the level of any street right-of-way if located above a street right-of-way.</i></p>	
<p><b>Canopy and Awning Sign</b> <i>means a sign that is incorporated into the material of an awning or canopy.</i></p>	One (1) may be erected.	<p>May cover up to 5% of the wall upon which the awning/canopy is affixed.</p> <p>May project a maximum of 0.3m (1ft) from supporting awning/canopy.</p>	<p>May have any portion located as low as 2.4m (8ft) <i>above the level of any street right-of-way if located above a street right-of-way.</i></p> <p>Awnings/Canopies will be constructed of vinyl laminated polyester reinforced fabric or woven fabric, woven acrylic canvas.</p>	
<p><b>Subdivision Entrance (Community Sign)</b> <i>means an identification free standing sign consisting of community name, map of area and/or builders name.</i></p>	One (1) may be erected per subdivision.	<p>May have two (2) sign faces with a max sign area of 3m<sup>2</sup> (32ft<sup>2</sup>).</p> <p>May have a height of 3m (10ft) <i>from grade level to the highest part of the sign.</i></p>	<p>May be located as close as 1.5m (5ft) from any public street right-of-way.</p> <p>May not be located in a corner lot corner vision triangle* *Corner Vision Triangle means that part of a corner lot adjacent to the intersection of the exterior lot lines measured from such intersection, the distance required by this By- law, along each such street line and joining such points with a straight line.</p>	

## 6.5 Signs in Environmentally Sensitive (E-S), Open Space (O-1) and (O-2) Floodplain Zones:







The following signs shall be permitted within the Environmentally Sensitive (E-S), Open Space (O-1) and the Floodplain (O-2) zone, provided all requirements of this By-law are satisfied:

Parks and Public Spaces – Sign Provision				Shall apply to the following zones:	O-1	O-2	E-S
Sign Type	Permitted	Dimensions	Conditions	Application			
<p><b>Free Standing Sign</b> <i>means a sign supported by one or more uprights, poles or braces placed in or upon the ground.</i></p>	Up to one (1) may be erected per lot.	<p>May have two (2) sign faces with a max sign area of 1.1m<sup>2</sup> (12ft<sup>2</sup>) (single face).</p> <p>May have a height of up to 3m (10ft) from grade level to the highest part of the sign.</p>	May be located as close as 1m (3.3ft) from any public street right-of-way.				
<p><b>Temporary Sign</b> <i>means a sign which may be erected for a specified period of time and may include portable signs, banners, construction signs and the like.</i></p> <p><i>** Sandwich board temporary signs do not require a Development Permit provided they meet the following specifications of the Parks and Public Spaces Sign provisions table.</i></p>	Up to one (1) portable sign per lot.	<p>May have two (2) sign faces with a max sign area of 1.1m<sup>2</sup> (12ft<sup>2</sup>) (single).</p> <p>May not exceed a height of 1.4m<sup>2</sup> (4.5ft<sup>2</sup>).</p>	<p>May be permitted to occupy a parking space.</p> <p>May not include any illumination or be located in a rear or side yard that abuts a residential zone.</p> <p>May not be located on a sidewalk or other property of the Town unless the owner of the sign executes an indemnity agreement.</p>				

\*\*\* Advertising or signage for a Seasonal Retail Trade Use, in addition to the other signs permitted in the zone in which the use is located, are permitted to erect flat fixed wall signs for the entire space available on the unit, provided the use is not located in a main building.

## 6.6 Signs in Commercial and Industrial Zones:

The following signs shall be permitted within the General Commercial (C-2), General Commercial Main Street (C-2M), Commercial Industrial (CI-4), General Industrial (M-1) and Waterfront Industrial (M-2) zones provided all requirements of the By-law are satisfied:

Commercial & Industrial – Sign Provision		Shall apply to the following zones:		C-2	C-2M	C-H	CI-4	M-2	M-1
Sign Type	Permitted	Dimensions	Conditions	Application					
<p><b>Flat Fixed Wall Sign</b> means a sign which is attached to and supported by a wall of a building.</p> <p><small>* Clarity Note: flat fixed signs should project no less than 1ft from the wall. Signs that project a greater distance may be considered a canopy awning sign and then must meet the associated requirements.</small></p>	<p>May cover up to 15% of the area per wall elevation with flat fixed wall signs.</p>	<p>15% of the area of the wall to which the sign/signs are affixed.</p>	<p>May face any yard provided it is not located in a rear and/or side yard that abuts a residential designation.</p>						
<p><b>Free Standing Sign</b> means a sign supported by one or more uprights, poles or braces placed in or upon the ground.</p>	<p>Up to two (2) may be erected per lot.</p> <p><b>** lots abutting two (2) public streets may erect up to four (4) per lot.</b></p>	<p>May have two (2) sign faces with a max sign area of 11 m<sup>2</sup> (118ft<sup>2</sup>) (single face).</p> <p>May have a height of up to 10.7m (35ft) from grade level to the highest part of the sign</p>	<p>May be located as close as 50% of the height of the sign from front or flanking lot line and 30% of the height of the sign from side or rear property line.</p> <p>May face any yard provided it is not abutting a residential designation.</p>						
<p><b>Projecting Wall Sign</b> means a sign which projects from and is supported by a wall of a building.</p>	<p>Up to (3) may be erected per business premises per building wall elevation.</p>	<p>May have two (2) sign faces with a max sign area of 4m<sup>2</sup> (43.1ft<sup>2</sup>) (singleface).</p>	<p>May have any portion located as low as 2.4m (8ft.) Above the level of any street right-of-way if located above a street right-of-way.</p>						
<p><b>Temporary Signs</b> means a sign which may be erected for a specified period of time and may include portable signs, banners and the like.</p> <p><b>** Sandwich board temporary signs do not require a Development Permit provided they meet the following specifications of the Commercial Industrial Sign provisions table.</b></p>	<p>Up to one (1) temporary sign per business premise.</p>	<p>May have two (2) sign faces with a max sign area of 3.7m<sup>2</sup> (40ft<sup>2</sup>) (single).</p> <p>May not exceed a height of 2.4m (8ft).</p>	<p>May be permitted to occupy a parking space.</p> <p>May only be located in front of the lot for which it is advertising.</p> <p>May not be located in a rear or side yard that abuts a residential designation.</p> <p>May not be located on a sidewalk or other property of the Town unless the owner of the sign executes an indemnity agreement.</p>	 					
<p><b>Canopy and Awning Sign</b> means a sign that is incorporated into the material of an awning or canopy.</p>	<p>May cover up to 15% of the area per wall elevation with canopy/awning signs.</p>	<p>May cover up to 15% of the wall upon which the awning/ canopy is affixed.</p> <p>May project a maximum of 0.3 m (1 ft) from supporting awning/canopy.</p>	<p>May have any portion located as low as 2.4m (8 ft.) Above the level of any street right-of-way if located above a street right-of-way.</p>						

\*\*\*Advertising or signage for a Seasonal Retail Trade Use, in addition to the other signs permitted in the zone in which the use is located, are permitted to erect flat fixed wall signs for the entire space available on the unit, provided the use is not located in a main building.

### **(1) Special Signage Requirements: Menu Board Drive-Thru Signs:**

In addition to the signs permitted pursuant to this By-law, two (2) menu drive-thru signs per drive-thru may be erected in the form of either ground signs or facial wall signs without the issuance of a Municipal Development Permit provided the signs:

- a) Notwithstanding Section 6.3(7) may have multiple sign faces with a maximum sign area of 6m<sup>2</sup> (64.6ft<sup>2</sup>) (single face).
- b) shall not have any portion of the sign (base, post, frame or face) located closer than 1.5m (5ft) to any public street right-of-way or common lot boundary;
- c) shall not have any portion (base, post, frame or face) of the sign exceeding 4.6m (15 ft) in height from grade level to the highest part of the sign; and,
- d) in the case of a facial wall sign, the sign shall not extend above the top of the wall or beyond the extremities of the wall upon which it is attached nor project out further than 0.3m (1ft) from the supporting wall.

### **6.7 Special Occasion Event Signage Requirements:**

Notwithstanding anything else in this By-law, on-site or off-site special occasion event signage which may include the name(s) or logo(s) of the special occasion event sponsor(s) may be erected by registered not for profit societies or organizations without the issuance of a Municipal Development Permit in the form of any type of signage (those permitted as well as those not permitted by this By-law) provided:

- (1) Council's permission is obtained if the signage is erected within any street right-of-way with the exception of a maximum of one (1) banner sign per special occasion event stretching over a public street right-of-way or along any public street right-of-way with approval from the Town's Traffic Authority;
- (2) Council's permission is obtained if the signage is erected within any street right-of-way with the exception of banner signs attached to ornamental street light poles located within the Central Business District Designation with approval from the Town's Traffic Authority;
- (3) that the sponsorship signage shall not include any other message or convey any other information other than the business's name or logo, organization's name or logo and/or person's name;
- (4) the sponsorship signage may be on the same sign as the special occasion event signage or otherwise be on a separate sign but be adjacent to the special occasion

event signage in such a fashion as to be clearly part of the overall promotion of the special occasion event; and,

- (5)** that the special occasion event signage and any associated sponsorship signage shall not be erected for a period of time exceeding sixty (60) days per special occasion event and shall be immediately removed upon the completion of the special occasion event. Notwithstanding, Council's approval may be obtained for a special event signage and any associated sponsorship signage for period of time exceeding sixty (60) days.

## 6.9 Signs in Institutional (I-1) & Health Campus (HC) Zone






The following signs shall be permitted within the Institutional (I-1) and Health Campus (HC), provided all requirements of this By-law are satisfied:

Shall apply to  
the following zones:

H-C

I-1

### Institutional and Health Campus – Sign Provision

Sign Type	Permitted	Dimensions	Conditions	Application
<p><b>Flat Fixed Wall Sign</b> <i>means a sign which is attached to and supported by a wall of a building.</i></p> <p><small>* Clarity Note: flat fixed signs <b>should</b> project no less than 1ft from the wall. Signs that project a greater distance may be considered a canopy awning sign and then must meet the associated requirements.</small></p>	May cover up to 15% of the area per wall elevation with flat fixed wall signs.	May cover up to 15% area of the wall upon which the sign is affixed.	May face any yard provided it is not located in a rear and/or side yard that abuts a residential designation.	
<p><b>Free Standing Sign</b> <i>means a sign supported by one or more uprights, poles or braces placed in or upon the ground.</i></p>	Up to two (2) may be erected per lot.	May have two (2) sign faces with a max sign area of 3.7m <sup>2</sup> (40ft <sup>2</sup> ) (single face).  May have a height of up to 3.7m (12ft) from grade level to the highest part of the sign.	May be located as close as 1m (3.3ft) from any public street right-of-way.	
<p><b>Projecting Wall Sign</b> <i>means a sign which projects from and is supported by a wall of a building.</i></p>	Up to three (3) may be erected per business premise per building wall elevation.	May have two (2) sign faces with a max sign area of 4m <sup>2</sup> (43.1ft <sup>2</sup> ) (single face).	May have any portion located as low as 2.4m (8ft). <i>above the level of any street right-of-way if located above a street right-of-way.</i>	
<p><b>Temporary Signs</b> <i>means a sign which may be erected for a specified period of time and may include portable signs, banners and the like.</i></p> <p><small>** Sandwich board temporary signs do not require a Development Permit provided they meet the following specifications of the Institutional and Health Campus Sign provisions table.</small></p>	Up to one (1) temporary sign per business premise.	May have two (2) sign faces with a max sign area of 3.7m <sup>2</sup> (40ft <sup>2</sup> ) (single).  May not exceed a height of 2.4m (8ft).	May be permitted to occupy a parking space.  May not be located in a rear or side yard that abuts a residential designation.  May not be located on a sidewalk or other property of the Town unless the owner of the sign executes an indemnity agreement.	
<p><b>Canopy and Awning Sign</b> <i>means a sign that is incorporated into the material of an awning or canopy.</i></p>	May cover up to 15% of the area per wall elevation with canopy/awning signs.	May cover up to 15% of the wall upon which the awning/canopy is affixed.  May project a maximum of 0.3m (1ft) from supporting awning/canopy.	May have any portion located as low as 2.4m (8ft). <i>above the level of any street right-of-way if located above a street right-of-way.</i>  Awnings/Canopies will be constructed of vinyl laminated polyester reinforced fabric or woven fabric, woven acrylic canvas.	

\*\*\*Advertising or signage for a Seasonal Retail Trade Use, in addition to the other signs permitted in the zone in which the use is located, are permitted to erect flat fixed wall signs for the entire space available on the unit, provided the use is not located in a main building.

**6.10 Signs in the Downtown Commercial (C-1), Waterfront Commercial Industrial (WC1-5), Downtown Transition Zone (DTZ), Secondary Commercial (C-3), and Medium Density Residential Main Street (R-2M) Zones**

The following signs shall be permitted in the Downtown Commercial (C-1), Waterfront Commercial Industrial (WC1-5), Downtown Transition (DTZ), Secondary Commercial (C-3), and Medium Density Residential Main Street (R-2M) zones provided all requirements of this By-law are satisfied:

Downtown Commercial – Sign Provision

Shall apply to the following zones:



Sign Type	Permitted	Dimensions	Conditions	Application
<p><b>Flat Fixed Wall Sign</b> <i>means a sign which is attached to and supported by a wall of a building.</i></p> <p>* Clarity Note: flat fixed signs <b>should</b> project no less than 1ft from the wall. Signs that project a greater distance may be considered a canopy awning sign and then must meet the associated requirements.</p>	<p>May cover up to 15% of the area per wall elevation with flat fixed wall signs.</p>	<p>15% of the area of the wall to which the sign/signs are affixed.</p> <p>May not be located closer than 1m (3.2ft) to another sign on the same wall.</p>	<p>Lighted signs may face any yard provided it is not located in a rear and/or side yard that abuts a residential designation.</p> <p>May not extend beyond extremities of the wall on which it is placed.</p> <p>Should be constructed of mainly wood and metal materials.</p>	
<p><b>Free Standing Sign</b> <i>means a sign supported by one or more uprights, poles or braces placed in or upon the ground.</i></p>	<p>Up to one (1) may be erected per lot.</p>	<p>May have two (2) sign faces with a max sign area of 1.1m<sup>2</sup> (12ft<sup>2</sup>) (single face).</p> <p>May have a height of up to 3m (10ft) from grade level to the highest part of the sign.</p>	<p>May be located as close as 1m (3.3ft) from any public street right-of-way.</p> <p>Lighted signs may face any yard provided it is not located in a rear and/or side yard that abuts a residential designation.</p>	
<p><b>Projecting Wall Sign</b> <i>means a sign which projects from and is supported by a wall of a building.</i></p>	<p>Up to three (3) may be erected per business premise per building wall elevation.</p>	<p>May have two (2) sign faces with a max sign area of 1.1m<sup>2</sup> (12ft<sup>2</sup>) (single face).</p>	<p>May have any portion located as low as 2.4m (8ft.) above the level of any street right-of way if located above a street right-of-way.</p> <p>Should be constructed of mainly wood and metal materials and may not be printed on plastic backs.</p>	
<p><b>Temporary Signs</b> <i>means a sign which may be erected for a specified period of time and may include portable signs, banners and the like.</i></p> <p>** Sandwich board temporary signs do not require a Development Permit provided they meet the following specifications of the Downtown Commercial Sign provisions table.</p>	<p>Up to one (1) sandwich board sign per business premise.</p>	<p>May have two (2) sign faces with a max sign area of .5m<sup>2</sup> (6ft.<sup>2</sup>) (single).</p> <p>May not exceed a height of 1m (3ft).</p> <p>May not exceed a width of .6m (2ft).</p>	<p>Only sandwich board signage permitted.</p> <p>May not include any illumination.</p> <p>May not be located on a sidewalk or other property of the Town unless the owner of the sign executes an indemnity agreement.</p>	
<p><b>Canopy and Awning Sign</b> <i>means a sign that is incorporated into the material of an awning or canopy.</i></p>	<p>May cover up to 15% of the area per wall elevation with canopy /awning signs.</p>	<p>May cover up to 15% of the wall upon which the awning/canopy is affixed.</p> <p>May project a maximum of 0.3 m (1ft) from supporting awning/canopy.</p>	<p>May have any portion located as low as 2.4m (8ft.) above the level of any street right-of-way if located above a street right-of-way.</p> <p>Awnings/Canopies will be constructed of vinyl laminated polyester reinforced fabric or woven fabric, woven acrylic canvas.</p>	
<p><b>Projecting Banner Sign</b> <i>means a sign composed of lightweight material and fastened to at least two (2) edges of its surface.</i></p>	<p>Up to three (3) may be erected per business premise per building wall elevation.</p>	<p>May project a maximum of 1.2m (4ft.) from the building wall to which it is attached.</p>	<p>May have any portion located as low as 2.4m (8ft) above the level of any street right-of-way if located above a street right-of-way.</p> <p>Must be constructed of vinyl laminated polyester reinforced fabric or woven fabric, woven acrylic canvas.</p> <p>May not extend beyond extremities of the wall on which it is placed.</p>	

\*\*\*Advertising or signage for a Seasonal Retail Trade Use, in addition to the other signs permitted in the zone in which the use is located, are permitted to erect flat fixed wall signs for the entire space available on the unit, provided the use is not located in a main building.

### **6.11 Off-site Window Display Signage in Downtown Commercial (C-1) zone**

Notwithstanding Part 6.2 and Part 6.3 of this By-law, off-site window display signs may include advertising of the sign manufacturer and/or photo/image designer, whom may be located outside of the Downtown Commercial (C-1) zone, the Downtown Transition Zone (DTZ) or the Waterfront Commercial Industrial (WCI-5) zone, provided the maximum sign area of the signage manufacturer and/or photo/image designer does not exceed a sign area of  $0.2\text{m}^2$  ( $2.15\text{ft}^2$ ) per off-site window display sign.

- (1)** the off-site window display signs are located internally and not externally or are otherwise affixed to the glass portion of the window;
- (2)** the off-site window display signs advertise a use that is lawfully existing within the Downtown Commercial (C-1) zone, the Downtown Transition Zone (DTZ) or the Waterfront Commercial Industrial (WCI-5) zone;
- (3)** the off-site window display signs are located in a vacant storefront window at street level (first floor); and,
- (4)** a Municipal Development Permit is issued for the erection of the off-site window display signs.