



7 General Provisions: Signs

7.1 General Sign Provisions

- (a) No sign may be placed, erected or displayed on any land, building or structure except in conformity with this Part, however, any sign located within the limits of a public street right-of-way is not subject to this By-law.
- (b) Except as otherwise provided by this By-law, the number of permitted signs shall be limited to the following:
 - (i) One or more ground signs provided the total sign face area does not exceed the maximum sign face area standard for the zone, but no ground sign shall be permitted when there is a roof sign;
 - (ii) One or more wall signs provided the total sign face area does not exceed the maximum sign face area standard for the zone, but no wall sign shall be permitted when there is a projecting or painted wall sign;
 - (iii) One projecting sign provided the total sign face area does not exceed the maximum sign face area standard for the zone, but no projecting sign shall be permitted when there is a wall or painted wall sign;
 - (iv) One roof sign provided the total sign face area does not exceed the maximum sign face area standard for the zone, but no roof sign shall be permitted when there is a ground sign;
 - (v) One painted wall sign provided the total sign face area does not exceed the maximum sign face area standard for the zone, but no painted wall sign shall be permitted when there is a wall or projecting sign; and
 - (vi) In addition to the above signs, all other signs permitted by this Part may also be placed, erected or displayed provided such signs are in accordance with the provisions of this By-law.
- (c) Every face of a sign shall be considered a separate sign area for the purposes of this Part.
- (d) Except as otherwise provided by this By-law, a permitted sign may be non-illuminated or illuminated, but illumination shall not be intermittent.





- (e) Nothing in this By-law shall prevent a sign for a Commercial Group or Dwelling Group to be erected and maintained over the internal lot lines of the unified development.

7.2 Sign Permit Approval

- (a) Except as otherwise provided by this By-law, no person shall erect, display, alter, or relocate a sign without obtaining a permit in accordance with section 2.11 that has been approved by the Development Officer, and no permit shall be approved by the Development Officer unless the sign complies with the provisions of this Part.
- (b) Notwithstanding paragraph (a), no permit approval by the Development Officer shall be required for the change of sign copy of a sign, provided the sign copy area is not increased and does not become a third-party sign unless permitted by this section.

7.3 Signs Permitted in All Zones

Notwithstanding any other provision of this By-law except for section 7.4, the following signs shall be permitted in any zone and without requiring a permit:

- (a) A real estate sign provided the total sign face area does not exceed two square metres when located on a lot in a Residential zone or three square metres when located on a lot in any other zone;
- (b) A sign associated with a special event or a public election provided the sign does not exceed three square metres in total sign face area and is removed within seven days after the event or election;
- (c) A directional sign provided:
 - (i) There shall be a maximum of one directional sign for each entrance, exit and drive-thru lane;
 - (ii) Except for a logo, the sign shall be limited to the sole purpose of directing vehicles or pedestrians to an access or driveway on the lot;
 - (iii) The sign shall not exceed a maximum total sign face area of 0.5 square metres;
 - (iv) The sign shall not exceed a maximum height of 1.5 metres; and
 - (v) The sign shall have a minimum setback of two metres from a front, flankage or side lot line, and a minimum setback of one metre from the edge of the pavement or painted lane of an access or driveway;





- (d) A point-of-purchase sign;
- (e) An entrance identification sign;
- (f) A public welfare or safety sign authorized by the City, including, but not limited to, a directional or traffic sign outside of a public street right-of-way;
- (g) A traffic control device as defined by the Motor Vehicle Act outside of a public street right-of-way;
- (h) A sign identifying a hazard or danger on a lot or premise;
- (i) A memorial or foundation sign on a building;
- (j) A sign that identifies the address of a residence or the name of the resident provided the sign does not exceed 0.5 square metres in total sign face area;
- (k) A sign regulating the conduct of a person on a lot or premise provided the sign does not exceed 0.5 square metres in total sign face area;
- (l) A flag, banner or emblem representing a country, province, municipality, or non-profit organization;
- (m) A public transit sign; or
- (n) A sign affixed to a licensed taxi-cab.

7.4 Signs Prohibited in All Zones

Except as otherwise provided by this By-law, no person shall erect a sign that is not in compliance with the following:

- (a) A sign placed upon the ground shall not be temporary but be permanently affixed to the ground or a building or structure (i.e., temporary or mobile sign);
- (b) A sign shall not advertise an activity, business, product or service no longer conducted on the lot or premise where the sign is located (i.e., third-party or billboard sign)
- (c) A sign shall not be intermittently illuminated, except for an electronic sign subject to subsection 7.10(2);
- (d) A sign shall not be attached on top of the roof cornice of a building (i.e., roof sign);





- (e) A sign shall not be painted upon or on top of a wall (i.e., painted wall sign);
- (f) A sign, other than a traffic control device as defined by the Motor Vehicle Act, shall not use words such as “Stop,” “Look,” “Danger,” “One Way,” or “Yield,” or any similar word, phrase, symbol, light, or character used in a manner which may mislead, confuse or otherwise interfere with traffic along a public street;
- (g) A sign shall not create a hazard to public safety or health;
- (h) A sign shall not incorporate a searchlight, strobe light or resemble the flashing, intermittent or scintillating motion of lights usually associated with danger or those used by police, fire, ambulance, and other emergency vehicles;
- (i) A sign shall not obstruct the vision of motorists exiting a lot or detract from the visibility or effectiveness of any traffic sign or control device along a public street;
- (j) A sign shall not obstruct free ingress to or egress from a fire escape, door, window or other required exit;
- (k) A sign shall not occupy any portion of a required parking, loading or amenity space;
- (l) Except as provided for in this Part, a sign shall not project over or onto any part of a public street right-of-way, sidewalk or walkway; or
- (m) Except when situated on a lot in a Commercial or Industrial zone, a sign shall not be attached or located on or within a vehicle or trailer that is visible from a public street.

7.5 Billboard Signs

A billboard sign may be placed, erected or displayed subject to the following requirements:

- (a) A billboard sign shall only be permitted in a CC, CR, IL, IM, IH, PQ, or RU zone;
- (b) A billboard sign shall not exceed a sign face area having a length greater than 10 metres or a height greater than four metres;
- (c) A billboard sign shall not be located in any required front, flankage, side, or rear yard;
- (d) A billboard sign shall not be located closer than 300 metres from any other billboard sign, except two billboards may be located together as a unit if the total sign face area length does not exceed 15 metres;





- (e) Notwithstanding paragraph (b), the sign face area of a billboard may be increased to a maximum height of six metres provided the width does not exceed four metres in the case of a single panel or eight metres in the case of two panels located together as a unit; and
- (f) A billboard sign shall not be placed, erected or displayed within 100 metres of and oriented towards the Provincial Highway Nos. 1 or 7 but excluding their access ramps.

7.6 Canopy Signs

A canopy sign may be placed, erected or displayed subject to the following requirements:

- (a) Shall only be permitted in a Commercial, Industrial or Community Facility zone;
- (b) Shall be attached to or painted or placed upon an awning, canopy or marquee of a building;
- (c) Shall be permitted on a maximum of two sides of a building below the level of the second floor windows;
- (d) When projecting over a sidewalk or walkway shall have a minimum clearance of 2.5 metres above the sidewalk or walkway; and
- (e) When projecting over a sidewalk or walkway shall have a maximum projection of one metre.

7.7 Ground Signs

A ground sign may be placed, erected or displayed subject to the following requirements:

- (a) A ground sign shall only be permitted in the following zones with the following maximum sign face areas:

Residential Zones and others

(1)	Home Day Care, Home Occupation or Supportive Housing	0.5	square metres for each face
		1	square metre total of all faces
(2)	Crisis Care Facility, Day Care Neighbourhood, Rooming House, or Supportive Facility	1	square metre for each face
		2	square metres total of all faces





(3)	Bed and Breakfast or the following in a RH zone: Day Care Centre, Convenience Retail, Health and Fitness Facility, Medical Clinic, Personal Service, or Restaurant	1.5	square metres for each face
		3	square metres total of all faces
(4)	Other	0.25	square metres for each face
		0.5	square metres total of all faces
Commercial Zones			
(5)	CL zone	3	square metres for each face
		6	square metre total of all faces
(6)	CBP, CG, CM, CAE, and CRG zones	6	square metres for each face
		12	square metre total of all faces
(7)	CU, CW and CRC zones	7.5	square metres for each face
		15	square metre total of all faces
(8)	CC zone	11	square metres for each face
		22	square metre total of all faces
(9)	CR zone	19	square metres for each face
		38	square metre total of all faces
Industrial Zones			
(10)	IL, IM, IH, PQ, T, and US zones	11	square metres for each face
		22	square metre total of all faces
Community Facility Zones			
(11)	CFN zone	5	square metres for each face
		10	square metre total of all faces





(12) CFM zone	7.5	square metres for each face
	15	square metre total of all faces

Other Zones

(13) P, EP and RU zones	3	square metres for each face for each main non-residential use, building or structure
	6	square metre total of all faces for each main non-residential use, building or structure;

- (b) All ground signs shall be located no closer to a street line than the lesser of:
- (i) three metres; or
 - (ii) The minimum required front or flankage yard for the zone; and
 - (iii) No closer to a side or rear lot line than 1.5 metres; and
- (c) The height of a ground sign shall not exceed the maximum height permitted in the zone where the sign is located.

7.8 Projecting Signs

A projecting sign may be placed, erected or displayed in a Commercial, Industrial or Community Facility zone subject to the following requirements:

- (a) The projecting sign shall not exceed a total sign face area of four square metres in the CU and CW zones or six square metres in all other permitted zones;
- (b) The sign shall not project more than 2.5 metres from the main wall of the building; and
- (c) The projecting sign shall have a minimum clearance of 2.5 metres above the grade.





7.9 Wall Signs

A wall sign may be placed, erected or displayed subject to the following requirements:

- (a) A wall sign shall only be permitted in the following zones having the following maximum sign face areas:

Residential Zones and others		
(1)	Home Day Care, Home Occupation or Supportive Housing	0.5 square metres
(2)	Crisis Care Facility, Day Care Neighbourhood, Rooming House, or Supportive Facility	1 square metre
(3)	Bed and Breakfast or the following in a RH zone: Day Care Centre, Convenience Retail, Health and Fitness Facility, Medical Clinic, Personal Service, or Restaurant	1.5 square metres
(4)	Other	0.25 square metres
Commercial Zones		
(5)	CL zone	0.4 square metres per metre of lot frontage
(6)	CBP, CC, CG, CM, CAE, and CRG zones	0.7 square metres per metre of lot frontage
(7)	CR zone	0.7 square metres per metre of occupied building frontage for every business with an external public entrance
(8)	CU, CW and CRC zones	1 square metre per metre of occupied building frontage for every business with an external public entrance





Industrial Zones

(9)	IL, IM, IH, PQ, T, and US zones	0.7	square metres per metre of lot frontage
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Community Facility Zones

(10)	CFN and CFM zones	0.6	square metres per metre of lot frontage
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Other Zones

(11)	P, EP and RU Zones	0.5	square metres per metre of lot frontage for each main non-residential use, building or structure
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- (b) A wall sign shall be parallel to the wall to which it is attached;
- (c) A wall sign shall not extend beyond the extremities of the wall upon which it is placed;
- (d) A wall sign shall not cover a fence or roof;
- (e) When located on a lot not in a Residential zone a wall sign shall not be placed on a building wall that is oriented towards the side or rear yard facing an adjacent lot in a Residential zone; and
- (f) A sign located in the CAE zone shall not be illuminated intermittently or incorporate any type of flashing lights.

7.10 Other Signs

7.10(1) CONSTRUCTION SIGNS

Except for section 7.4, nothing in this By-law shall prevent the placement, erection or display of a construction sign having a maximum total sign face area of 28 square metres in any zone subject to the following requirements:

- (a) The construction sign shall only identify the architects, engineers, contractors or other individuals or firms associated with a development occurring on the same lot, or an announcement concerning a proposed development to occur on the same lot;
- (b) The construction sign shall not advertise any product or service; and





- (c) The construction sign is removed within 14 days after completion of the work.

7.10(2) ELECTRONIC MESSAGE BOARD SIGNS

Notwithstanding paragraph 7.4(h) an electronic message board sign with a maximum total sign face area of 3.5 square metres may be placed, erected or displayed in a Community Facility, Industrial or Commercial zone other than a CL zone, subject to the following requirements:

- (a) Only one electronic message board sign shall be permitted for each lot;
- (b) The message duration shall be a minimum of ten seconds;
- (c) The message transition shall not be less than one second and be limited to the message fading in and out;
- (d) The message shown on the electronic message board sign shall not flash or scroll; and
- (e) The maximum brightness of the electronic message board sign shall be 5,000 nits during daytime and 500 nits during night time.

7.10(3) HOME OCCUPATION SIGNS

A home occupation shall be limited to a maximum of one sign.

7.10(4) NEIGHBOURHOOD IDENTIFICATION SIGNS

Except for section 7.4, nothing in this By-law shall prevent the placement, erection or display of a neighbourhood identification sign in any zone subject to the following requirements:

- (a) There shall be a limit of one neighbourhood identification sign for each entrance into the area;
- (b) The message of the neighbourhood identification sign shall be limited to identifying the name of the neighbourhood or subdivision where it is situated;
- (c) Unless authorized by The City of Saint John, the neighbourhood identification sign shall not be located on a parcel of land owned by the City of Saint John;
- (d) The neighbourhood identification sign shall have a maximum total sign face area of three square metres and a maximum height of two metres; and
- (e) The neighbourhood identification sign shall not be lighted from within the sign structure.





7.10(5) Residence Signs

Except for section 7.4, nothing in this By-law shall prevent the placement, erection or display of a sign with respect to the identification of a multiple, townhouse or cluster townhouse dwelling containing more than six dwelling units subject to the following requirements:

- (a) There shall be a limit of one residence sign for each building;
- (b) The message of the sign shall be limited to the identification of the residence where it is located;
- (c) In the case of a ground sign, the residence sign shall be located no closer than two metres from a front, flankage, or side lot line;
- (d) The sign shall have a maximum total sign face area of 1.5 square metres and a maximum height of two metres; and
- (e) The sign shall not be lighted from within the sign structure.

7.10(6) TRINITY ROYAL PRESERVATION AREA SIGNS

Notwithstanding section 7.4 the following signs may be placed, erected or displayed on a lot in a Commercial zone that is within the Trinity Royal Preservation Area subject to the following requirements:

- (a) A total of one roof sign having a maximum area of one square metre for each metre of lot frontage; or
- (b) A total of one painted wall sign not exceeding fifty percent of the visible wall.

