

# ILLUSTRATED GUIDELINES FOR THE **SIGN BY-LAW NO. 52-09** THE VILLAGE CORE DISTRICT

APRIL 2015

## TOWN OF RICHMOND HILL



*Richmond Hill*



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THE VILLAGE CORE DISTRICT, TOWN OF RICHMOND HILL

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# Introduction

# 1

Purpose  
Village Core District Special Signage Area  
How to Use this Document  
Sign Types and Building Use  
Signage Approval Process  
Signage Application

## 1.1 Purpose

In 2009, Richmond Hill Council approved the Town-wide Sign By-law No.52-09 to regulate signage activities within the community. It sets in place requirements for all signage located, erected or displayed within the Town.

The Illustrated Guidelines for By-Law No 52-09 will provide the local business community with an understanding of the sign permit process and sign regulations applicable within the Village Core District.

The document is intended to assist business premises and property owners within this very distinctive district to clearly understand the type, how big, and where the signage would be permitted within the Village Core while ensuring that the proposed signage would fit with the heritage character of the Village Core District.

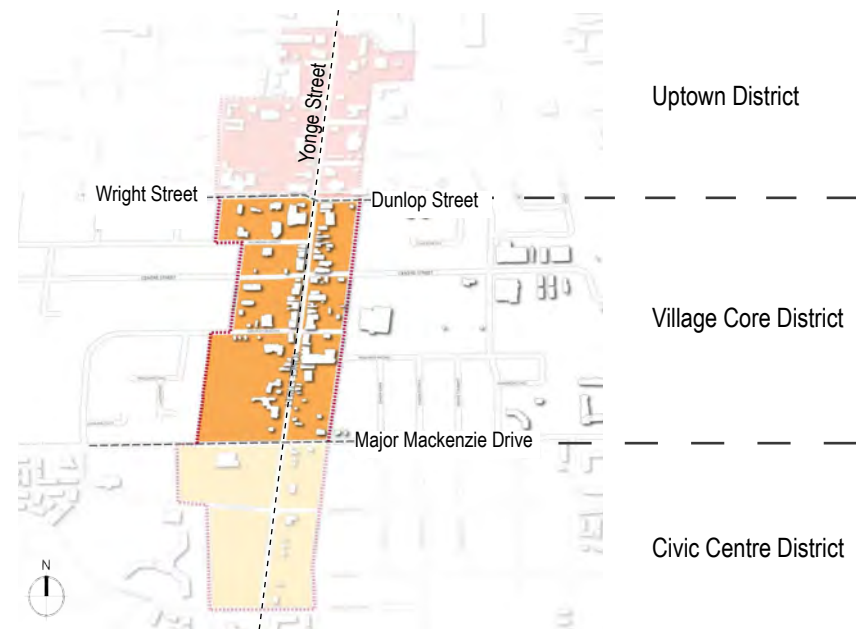
## 1.2 Village Core District Special Signage Area

The Village Core District of Richmond Hill is the historic heart of the community. The village began to develop in the 1800's with the construction of Abner Miles' Store and Tavern at the corner of Major Mackenzie Drive and Yonge Street. Since that time, the area has developed into the symbolic and cultural centre of the community.

Today, this historic core is identified as the Village Core District in the Official Plan and is defined as the area along the Yonge Street corridor, bounded by Major Mackenzie Drive East/West to the south, and Dunlop Street / Wright Street to the north. It is the Town's intention to protect, promote and enhance the character and feel of the area through appropriate signage design and placement.

The following four key principles are used to help develop the signage regulations in the Village Core District:

1. Sign shall be located at consistent signage height and location within a block of buildings;
2. The use of durable materials that complement the buildings they are attached to;
3. That signage shall be clear and legible;
4. That signage shall not be internally lit, but may be externally illuminated; and
5. That at least 50% of the signage text should be in English or French language.



# 1.3 How to Use This Document

Section 1 provides an illustration to the document, including its purpose, description of the Village Core District, and a brief overview of the signage approval process.

Section 2 of this document - "Sign Considerations" - provides an illustrated overview of:

1. The various signage types allowed within the Village core District;
2. Overall design and locational guidelines for the permitted signage types within the district; and
3. The appropriate way to measure proposed signage.

For additional detailed information, applicants should refer to the full text of the By-Law No. 52-09 which is available on the Town's website. The direct web address for Sign By-Law No. 52-09 is [www.richmondhill.ca/documents/sign\\_bylaw.pdf](http://www.richmondhill.ca/documents/sign_bylaw.pdf).

Please note: Definitions for italicized words are located in the glossary on page 18.

**2.1 Ground Sign**

**Sign Considerations**

**Sign Size**  
Size depends on distance to traffic lights, distance from street line, distance from private driveway, and distance to the lot line. Refer to Sign By-Law No. 52-09 section 7.6.

**Material and Colour**  
Should complement the building facade.

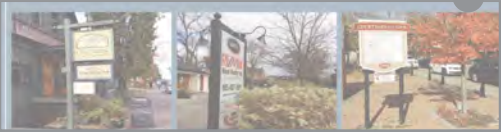

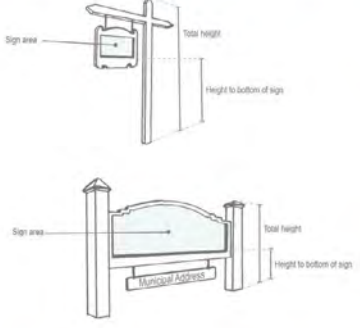
**Lighting**  
Signage should be non-illuminated or the lighting may be provided externally.

**Text**  
No moving text or movable portions of the sign are allowed. For use of read-o-grams please refer to Sign By-Law No. 52-09 section 7.6.

**Maximum Number**  
One sign per premise.

**Location**  
To determine distance requirements from traffic control devices, street line, private driveway or premise, or any lot line, please refer to Sign By-Law No. 52-09 section 7.6.

**Overview** A sign directly supported by one or more uprights, poles, or fences, or located on a structural base placed in or upon the ground.  
Examples: Off-site directional development sign, construction entrance feature sign, directional sign, address sign, and real estate sign.

**2.1 Ground Sign**

**How to Measure**

**Sign Area**  
When calculating sign area, do not include the area occupied by the municipal address. For the maximum sign area and height of a ground sign please refer to Sign By-Law No. 52-09 section 7.6.

**Location**  
Provide measurements for the distance from the base of the sign to:  
1. The street line,  
2. From premise,  
3. The nearest lot line, and  
4. The nearest traffic control device.

**Sign Height**  
When calculating the total height of the sign area it shall include the area of the municipal address.  
Required measurements:  
1. Total height from average grade to top of sign; and  
2. Height to Bottom of Sign (do not include area occupied by the municipal address).

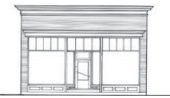
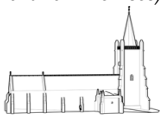

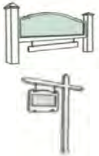




**Read-o-gram**  
Provide the total area of the read-o-gram.  
*Note: All measurements must be provided in metric.*

The intent of this section is to identify the overall design requirements (location, colour, area, font size, etc) that must be considered when preparing new signage for individual premises.

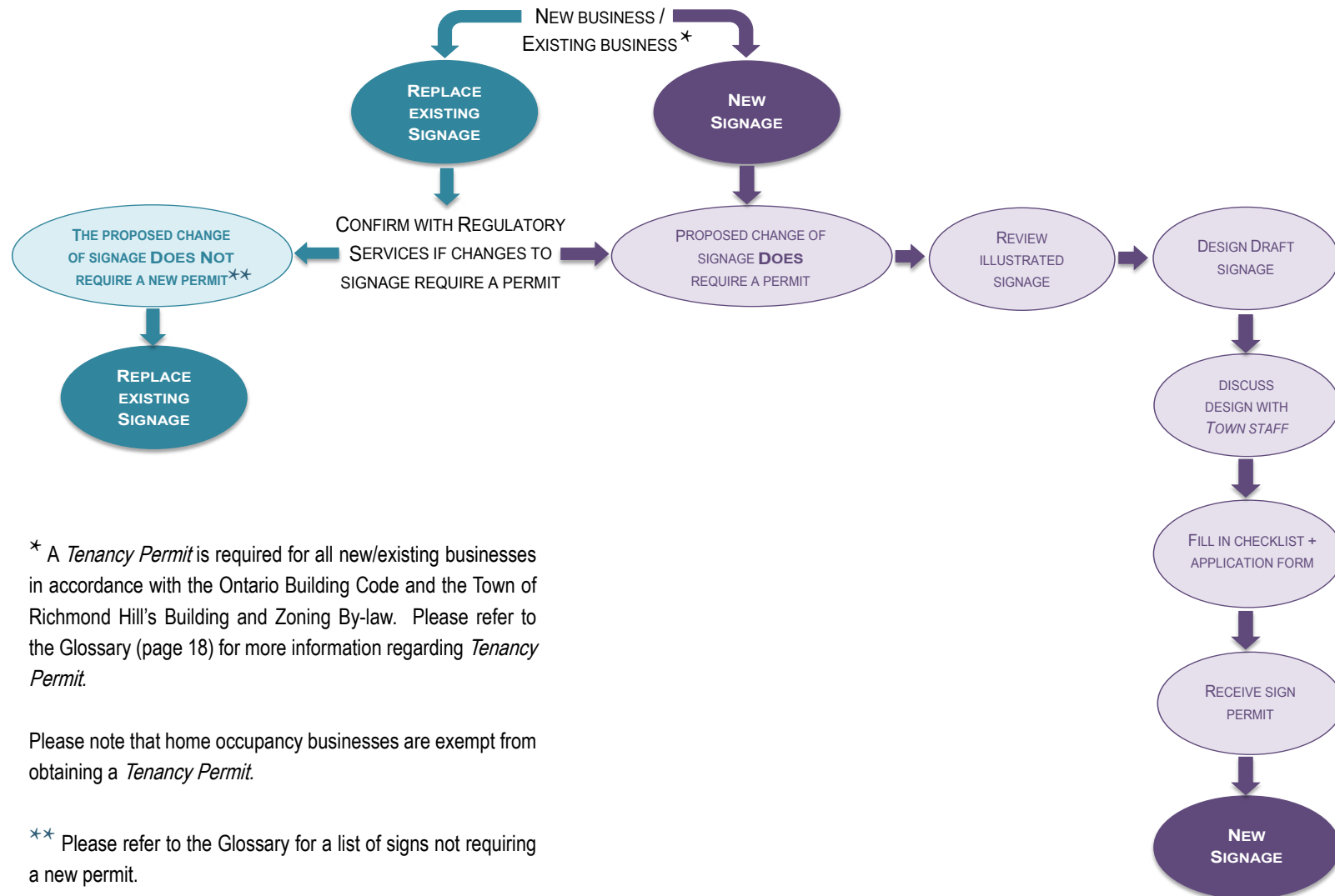
The intent of this section is to provide clear descriptions for business owners as to how to measure proposed types of signage, size, and measurements. For further details on specific size and height requirements please refer to the By-Law No. 52-09, or contact staff.

# 1.4 Sign Types and Building Use

The table below provides an overview of which sign types are permitted on what type of building.

Sign Type	Building Use		
	Commercial 	Church (Landmark Premises) 	Home Occupation 
Ground 	✓	✓	✓
Portable 	✓	✓	✗
Awning 	✓	✓	✗
Wall 	✓	✓	✓
Window 	✓	✓	✓

# 1.5 Signage Approval Process



\* A *Tenancy Permit* is required for all new/existing businesses in accordance with the Ontario Building Code and the Town of Richmond Hill's Building and Zoning By-law. Please refer to the Glossary (page 18) for more information regarding *Tenancy Permit*.

Please note that home occupancy businesses are exempt from obtaining a *Tenancy Permit*.

\*\* Please refer to the Glossary for a list of signs not requiring a new permit.

## 1.6 Signage Application (Ground and Wall Sign Permit Checklist)

Change of signage does not always require a permit. Please see section 1.5 which provides an overview of the signage approval process for new signage or replacing existing signage.

Application forms are available on the fourth floor of the Town of Richmond Hill at 225 East Beaver Creek Road. Please provide a *Comprehensive Signage Design Plan* which includes the following:

1. Site Plan - showing location of proposed sign with respect to parking layout, driveway, property lines, traffic lights and buildings
2. Elevation View - dimensioned drawing showing tenant's business premise, proposed location of sign, sign area and graphics / wording on sign
3. Ground Sign Foundation Details
4. P. Eng. (stamped) Design - Commercial / Industrial / Institutional Ground Sign Structure. Foundation and Connection Details (if sign is greater than 7 feet above grade)
5. Connection Details / Sections indicating the following:
  - a. sign weight
  - b. spacing, size, strength and # of connecting screws, bolts and/or shields
  - c. thickness and strength of attaching member
  - d. description of existing building component sign is being attached to
6. Written Consent from Condominium Corporation or Property Owner
7. Permit Fee: For Permit Fee please please contact the fourth floor of the Town of Richmond Hill at 225 East Beaver Creek Road.

# Sign Considerations 2

Ground Sign  
Portable Sign  
Awning Sign  
Wall Sign  
Window Sign

## 2.1 Ground Sign

### Sign Considerations

#### Sign Size

Size depends on distance to traffic lights, distance from *street line*, distance from private driveway, and distance to the *lot line*. Refer to *Sign By-Law No. 52-09 Section 7.6*.

#### Material and Colour

Signage material and colour should complement the building facade.

#### Lighting

Signage should be non-illuminated or the lighting may be provided externally.

#### Text

No moving text or moveable portions of the sign are allowed. For use of read-o-grams please refer to *Sign By-Law No. 52-09 Section 7.6.5*.

#### Maximum Number

One sign per property.

#### Location

To determine distance requirements from traffic control device, *street line*, private driveway or premise, or any *lot line*, please refer to *Sign By-Law No. 52-09 Section 7.6.4 and 7.6.6*.

### Overview

A sign directly supported by one or more uprights, poles, or braces, or located on a structural base placed in or upon the ground.

Examples: *Off-site directional sign, construction, entrance feature Sign, directional sign, address sign, and real estate sign.*



## 2.1 Ground Sign

### How to Measure

#### Sign Area

When calculating *Sign area*, do not include the area occupied by the municipal address. For the maximum *Sign area* and height of a ground Sign please refer to *Sign By-Law No. 52-09 Section 7.6 and 9.1.2 (Table E) Provisions for Signs on a Premises in the Village Core District*.

#### Location

Provide measurements for the distance from the base of the sign to:

1. The *street line*;
2. From premise;
3. The nearest *lot line*; and
4. The nearest traffic control device

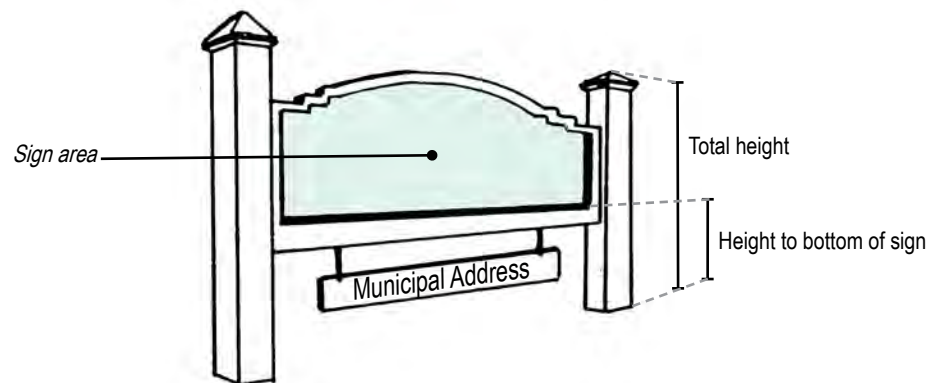
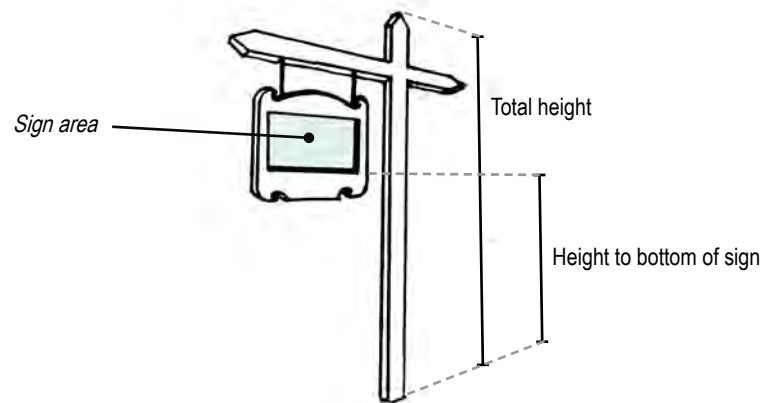
#### Sign Height

When calculating the total height of the *Sign area* it shall include the area of the municipal address.

Required measurements:

1. Total height (from average grade to top of sign); and
2. Height to Bottom of Sign (do not include area occupied by the municipal address)

Units: All measurements must be provided in metric.



## 2.2 Portable Sign

### Sign Considerations

#### Permit Validation

To determine the maximum period from the date the permit is issued for a portable Sign, please refer to *Sign By-Law No. 52-09 Section 7.9.2 and 7.9.3.*

#### Material and Colour

Signage material and colour should complement the building facade.

#### Lighting

Signage can only be non-illuminated.

#### Maximum Faces

A portable Sign shall have a maximum of two faces.

#### Maximum Number

One Sign per private property.

#### Location

Sign must be placed on private property, immediately behind *street line*. The Sign shall be removed and stored indoors each evening after the close of the business. To determine distance requirements from traffic control device, *street line*, private driveway or premise, or any *lot line*, please refer to *Sign By-Law No. 52-09 Section 7.9.1.*

### Overview

A free-standing Sign located or displayed on but not permanently anchored in the ground, any structure, tree or fence.

Examples: signs commonly referred to as A-frame, T-frame, and sandwich board.



## 2.2 Portable Sign

### How to Measure

#### Sign Area

To determine the maximum *Sign area* of the portable sign please refer to *Sign By-Law No. 52-09 Section 9.1.2 (Table E) Provisions for Signs on a Premises in the Village Core District.*

#### Sign Height

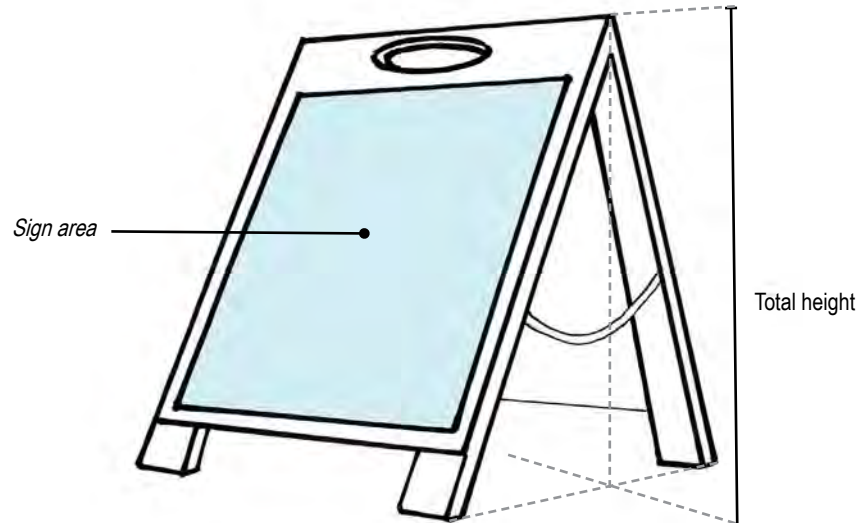
To determine the maximum height of the portable sign please refer to Sign By-Law No. 52-09 section 7.9.

#### Location

Provide measurements for the distance from the base of the Sign to:

1. The nearest *lot line*;
2. The nearest traffic control device; and
3. The nearest residential property.

Units: All measurements must be provided in metric.



## 2.3 Awning Sign

### Sign Considerations

#### Sign Size

An awning sign shall not extend beyond the extremity of the awning. please refer to *Sign By-Law No. 52-09 Section 7.3.*

#### Material and Colour

Signage material and colour should complement the building facade.

#### Lighting

Signage should be non-illuminated or the lighting must be provided externally.

#### Roof Type

Awning sign shall only be erected on a premise with a flat roof.

#### Maximum Number

One awning sign per awning per premise. One additional awning sign per premise's wall that abuts an additional street or private laneway.

#### Location

Awning Sign shall only be located on the first storey of a multi-storey building. Refer to *Sign By-Law No. 52-09 Section 7.3.*

### Overview

A Sign located, erected, or displayed on an awning and having a face thereof on a plane approximately parallel to the plane of such wall to which the awning is attached to.

Examples: *fixed and retractable*



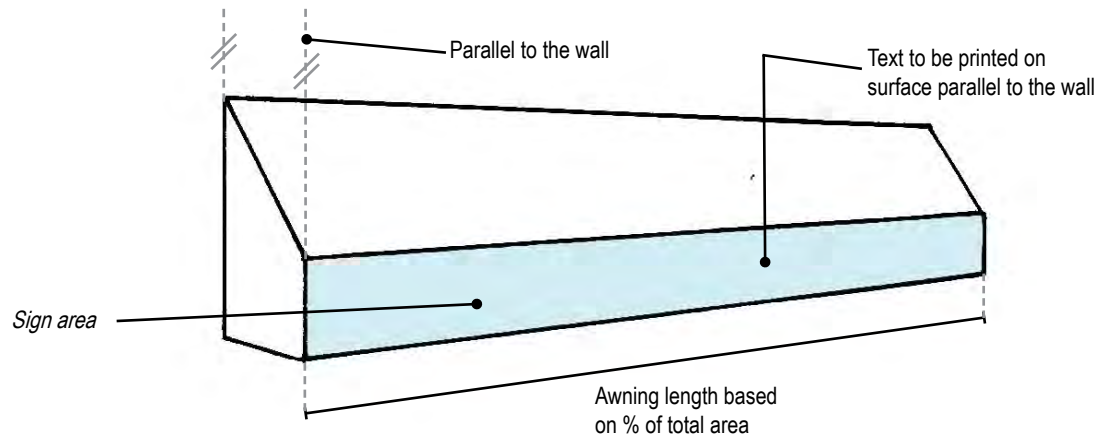
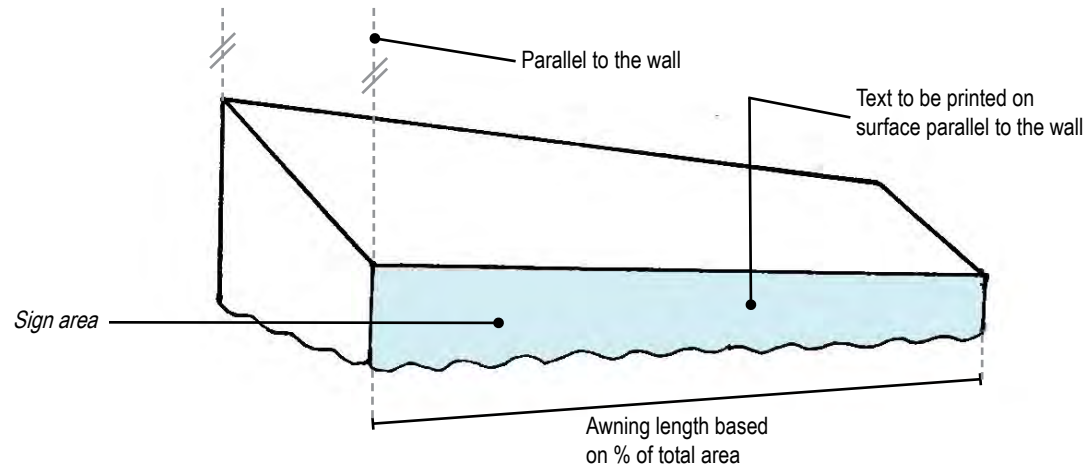


## 2.3 Awning Sign

### How to Measure

#### Sign Area

Maximum area of the awning sign depends on the length of the awning. To determine the maximum *Sign area* of an awning sign please refer to *Sign By-Law No. 52-09 section 7.3 and 9.1.2 (Table E) Provisions for Signs on a Premises in the Village Core District.*



Units: All measurements must be provided in metric.

## 2.4 Wall Sign

### Sign Considerations

#### Sign Size

A wall Sign or any portion of a wall sign shall not extend beyond the extremity of the premises wall on which it is located. Refer to *Sign By-Law No. 52-09 Section 7.11*.

#### Material and Colour

Signage material and colour should complement the building facade.

#### Lighting

Signage should be non-illuminated or the lighting must be provided externally.

#### Roof Type

A wall sign shall only be erected on a premise with a flat roof.

#### Maximum Number

One wall and *projecting sign* per premise. One additional wall Sign per premise's wall that abuts an additional street or private laneway.

#### Text

A read-o-gram as a wall Sign shall only be displayed on a wall that faces an internal lane, a private driveway, or a combination of both. For additional information, refer to *Sign By-Law No. 52-09 Section 7.11.6*.

#### Location

A wall sign shall be located on a premises wall that abuts a street, And shall not be located on any single-detached, semi-detached, townhouse or apartment dwellings, or a wall that abuts any of these dwellings except where it is separated by a street. A wall Sign shall only be located on the first storey of a multi-storey building. A *projecting sign* can be located on the first storey, second storey or a combination thereof. For additional information, refer to *Sign By-Law No. 52-09 Section 7.11*.

### Overview

A Sign attached to, marked or inscribed on, or placed against a wall of a premises and having the exposed face thereof on a plane approximately parallel to the plane of such wall. A *projecting sign* can be attached to wall or hanging from a soffit.

Wall sign includes: *display box, projecting sign, directory sign, entrance feature sign, and address sign.*





## 2.4 Wall Sign

### How to Measure

#### 2.4.1 Display Box

##### Sign Area

Maximum *sign area* shall be calculated based on the linear horizontal length of the premises wall upon which the wall sign is to be displayed. Where the wall includes indentations, it can be considered to be continuous. To determine the maximum *Sign area* of a display box wall signs please refer to *Sign By-Law No. 52-09 Section 7.11 and and 9.1.2 (Table E) Provisions for Signs on a Premises in the Village Core District.*

##### Location

Provide measurements for the distance from the edge of the wall sign to:

1. Below the top of parapet of wall in a single-storey premises;
2. Below the top of the first storey in a multi-storey premises;
3. Any side of the premises wall; and
4. Any other existing Sign.

#### 2.4.2 Projecting Sign

##### Sign Area

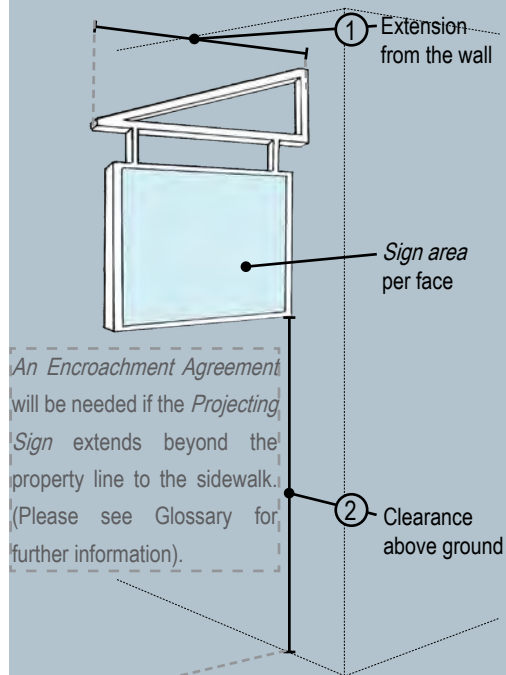
For maximum *sign area* of the *projecting Signs* please refer to *Sign By-Law No. 52-09 section 7.10.*

##### Location

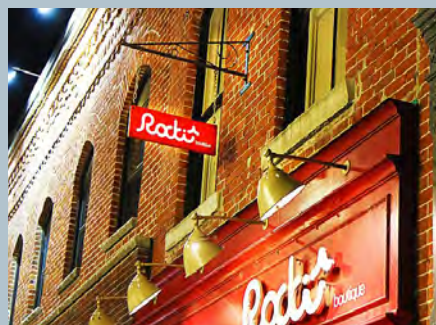
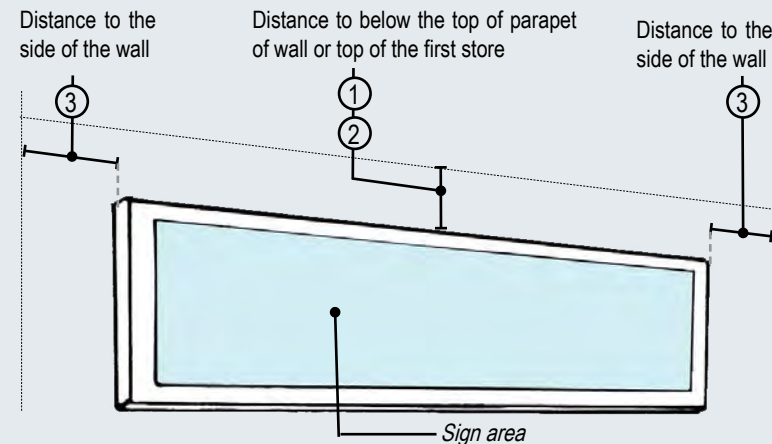
Provide measurements for:

1. The extension of of the *projecting Sign* from the premises wall.
2. The clearance of the *projecting Sign* above average grade.

#### Projecting Sign



#### Display Box



## 2.5 Window Sign

### Sign Considerations

#### Sign Size

Refer to *Sign By-Law No. 52-09 Section 7.12.*

#### Colour

Signage material and colour should complement the building facade.

#### Lighting

Signage should be non-illuminated only.

#### Maximum Number

One per premise.

#### Location

A window sign shall only be located on the first storey of a multi-storey building. Refer to *Sign By-Law No. 52-09 Section 9.1.2 (Table E) Provisions for Signs on a Premises in the Village Core District.*

### Overview

A sign located on the interior of a premise and which is displayed in the interior of a window, window section or window pane and is intended to be seen from outside a premise.





## Glossary

### Address Sign

Means a sign on which the copy displays the municipal address, or unit number, or combination thereof, of a property or premises on which the sign is located, erected, or displayed.

### Awning

Means a retractable or non-retractable structure that is attached to and projects from the exterior wall of a Premises and is not supported from the ground by poles or structures.

### Awning Sign

Means a Sign located, erected, or displayed on an Awning and having a face thereof on a plane approximately parallel to the plane of such wall to which the awning is attached to and shall not include a Canopy Sign.

### Canopy

Means a non-retractable roof-like structure that is supported from the ground by poles or structures and may be attached to the exterior wall of a Preses.

### Canopy Sign

Means a Sign located, erected, or displayed on a Canopy and approximately parallel to the plane of such Canopy and shall not include an Awning Sign.

### Comprehensive Signage Design Plan

Means drawings and specificatio s for all Signs to be located, erected, or displayed on a property or premises that demonstrate the general conceptual arrangement of said signs including details relating to number, location, size, and design features of the signs in relation to the overall urban design features of a property or premises.

### Construction Sign

Means a Sign that identifies the property owner, developer, contractor or a combination thereof involved in the construction or demolition of a premises or property.

### Copy

Means the graphic content of a Sign in either permanent or non-permanent letter, pictorial, symbolic, numeric form, insignias, logos, pictures or other means.

### Directional Sign

Means a Sign which gives direction or instructions for control of vehicular or pedestrian traffic on a property or premises and which copy displays a notation of an arro .

### Directory Sign

Means a Sign on which the copy displays the unit numbers, business names of tenants, or a combination thereof of a premises.

### Encroachment Agreement

Means an agreement that may need to be signed between the owner of a business premisis and the Town to permit the legal encroachment of projecting signage into the public right-of-way.

### Entrance Feature Sign

Means a Sign located, erected, or displayed on property or premises, at the entrance of a development in a residential, commercial, industrial, or institutional zone for the purpose of identifying the development.

### Flashing Sign

Means a Sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing lights by means of animation or an externally mounted light source and shall not include an Animated Sign or Read-0-Gram.

### Ground Sign

Means a Sign directly supported by one or more uprights, poles, or braces, or located on a structural base placed in or upon the ground and does not include a Flag Sign, an inflatable Sign, a mobile Sign, or a Portable Sign.

### Height

Means the vertical distance measured from the average grade immediately below a Sign to the highest point of the Sign and includes any supporting structure or ornamental feature of a Sign.

### Home Occupation

Means a home based business operated within a dwelling unit incidental and secondary to the residential use.

### Illumination

Means lighting of a Sign, in whole or in part, by artificial means directly or through any transparent or translucent material and when used in reference to:

(a) Internal Illumination includes internally illuminated, means lighting or having the potential of lighting the Sign with a light source located behind or within the Sign;

(b) External Illumination includes Externally Illuminated, means having a light source exterior to the Sign and on or directly at the Sign, and

(c) Non-illumination includes Non-illuminated, means the Sign IS not Internally Illuminated or Externally Illuminated.

### Incidental Sign

Incidental Sign denoting specific sections of a Premises and includes but is not limited to a Sign denoting the hours of operation or an open Sign, or a combination thereof.

### Landmark Premises

Means a Premises identified on Schedule "C" to By-law 52-09.

### Lot

Means a line delineating any boundary of a lot, but shall not include a street line.

### Lot Line

Means a parcel of land having specific boundaries which is capable of being conveyed without a requirement for consent pursuant to the *Planning Act*, including land described as a lot or block on a registered plan of subdivision or by metes and bounds or reference plan in a deed registered in a Land Registry Office. For the purposes of this By-law, a *Lot* separated from a *Street* by a strip of land 0.50 metres in width or less abutting a *Street* that is owned by the authority having jurisdiction over such a *Street*, as defined in this By-law, shall be deemed to abut such *Street*. The length of the reserve shall be included in the calculation of distance from a *Street Line*.

### Off-Site Directional Sign

Means a Sign erected, located, or displayed on Public Properties for purposes of providing directions to any corporation owed community facilities, private recreational facilities, place of worship, private properties, premises or districts designated under the Ontario Heritage Act, business improvement areas, or business parks.

**Projecting Sign**

Means a Sign attached to and projecting from a premises wall or attached to and hanging from a soffit.

**Permit**

Means a written permission to locate, erect, or display a Sign or Signs issued by the Commissioner pursuant to provisions of this By-law.

**Person**

Means any individual, association, proprietorship, partnership, syndicate, company, firm, business, authorized agent, trustee and their heirs, executors or other legal representatives, or any combination thereof.

**Premises**

Means any building, multiple buildings, or units within a building located on a Property.

**Private Property**

Means Property owned by or under the control of a Property Owner, save and except for any Public Property.

**Property Owner**

“Property Owner” means the registered owner or owners of the Property as shown in the records of the Land Registry Office; or where the lands are included in a description registered under the Condominium Act, 1998, S.O. 1998, c.19, the board of directors of the condominium corporation

**Sign Area**

Means the entire area of the surface of a Sign including the border or frame, together

with any material forming an integral part of the background of the display or used to differentiate the Sign from the premises façade on which it is located, erected, or displayed, but excluding the supporting structure unless such supporting structure is used for display of any part of the Sign’s message.

Where there is no border or the sign is composed of individually installed letters, numerals or shapes, the area of the Sign shall include all of the area of a four-sided geometric shape that encloses the surface of the Sign or the grouping of letters, numerals, shapes, or a combination thereof. Where a Sign is double-faced or multi-faced, the maximum combined Sign area shall be double the sign srea permitted for one (1) face.

**Sign Owner** includes

- (a) the property owner;
- (b) a person who is the occupant of the property or premises;
- (c) in the case of a mobile Sign, the owner or lessor of the Sign;
- (d) the person or persons having the use or major benefit of the Sign,
- (e) any person acting or purporting to act on behalf of the persons listed in (a), (b), (c) or (d) with respect to the Sign.

**Street Line**

Means the boundary between a street and a lot.

**Tenancy Permit**

A Tenant Permit is a requirement of the Building By-law, Zoning By-law and the Ontario Building Code to ensure the use of a space is located in the right area and is constructed properly to provide the requirements for the Health and Safety of all occupants, staff and the public.

To confirm if you have a tenancy permit, please contact Building Department staff for further information on the fourth floor of the Town of Richmond Hill located at 225 East Beaver Creek Road. 905-770-8800

If you require a a tenancy permit, please contact Building Department staff for further information on the fourth floor of the Town of Richmond Hill Municipal Building, located at 225 East Beaver Creek Road. 905-770-8800

### **Town Staff**

Building Department Staff are located on the fourth floor of the Town of Richmond Hill located at 225 East Beaver Creek Road. 905-770-8800.

### **Wall Sign**

Means a Sign attached to, marked or inscribed on, located, erected or placed against a wall of a Premises and having the exposed face thereof on a plane approximately parallel to the plane of such wall and may include display boxes, but shall not include an Awning Sign, a Banner Sign, a Canopy Sign, a mural Sign, or a Poster Sign. A Wall Sign shall not be supported by the Roof; the ground or a combination thereof.

### **Window Sign**

Means a Sign located on the interior of a Premises and which is located, erected or displayed in the interior of a window, window section or window pane and is intended to be seen from outside a Premises.

### **Zone**

Means an area designated for particular land uses as determined by a zoning bylaw of the Corporation pursuant to the Planning Act, which is in force and effect.



The Illustrated Guide to Sign By-law No. 52-09 The Village Core District is prepared to provide a visual demonstration of the sign by-law regulations applicable to the Richmond Hill Village Core District. It aims to assist business premises and property owners within the Village Core District to clearly understand the different types of signage defined in the By-law, and how/where the signage would be permitted within the Village Core District.

**Town of Richmond Hill**

225 East Beaver Creek Road  
Richmond Hill, ON L4C 4Y5

Planning and Regulatory Services Department

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