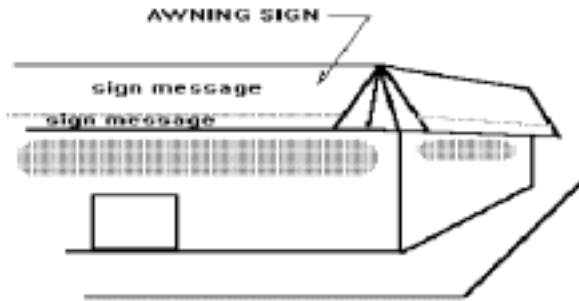


# Sign Definitions

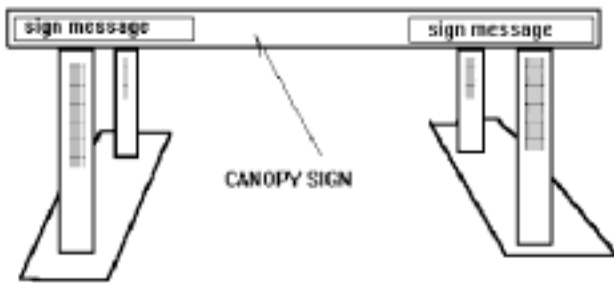
**Awning** means a sign made from canvas-like, non-rigid material affixed to a frame and attached to a building wall.



**Banner** means a sign made of fabric or other non-rigid material with no enclosing framework.

**Billboard** means a large poster panel with a maximum single sign face not to exceed 23.23 m<sup>2</sup> or a painted bulletin and includes any structure, panel, board or object designed exclusively to support such poster, panel, or a painted bulletin. These signs typically advertise off-site products and services.

**Canopy Sign** means a rigid, multi-sided structure supported by columns or posts embedded in the ground. These signs are typically four-sided, freestanding signs located over gasoline pumps.



**Commercial Rental Unit (CRU)** means a single, commercial space available on the market as a self-sufficient, independent unit, equipped, zoned and intended to be used for commercial purposes.

**Directional/Information Sign** means an on-site sign giving directions, instructions or facility information. This sign is not intended to include any advertising copy. A logo may be incorporated into the sign provided that the logo does not occupy more than 25% of the total sign area.

**Electronic Variable Message** means a sign whose informational content can be changed or altered by means of computer driven electronic impulses.

**Flashing** means illumination which is intermittent.

**Freestanding Sign** means any sign supported by a permanent structure and not attached to any building.

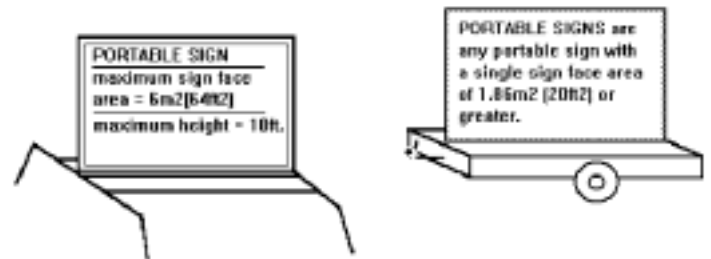
**Laser Projected Sign** means a device utilizing laser technology or intense beams of light for the purpose of projecting a static and/or animated message or display onto another surface.

**Logo Sign** means a sign that primarily displays a company or business logo and which is incorporated into the architecture and overall design of the building. It is intended that logo signs are built into the design of the building including the use of similar materials, colour and style of the building. Logo signs do not normally include lettering but do normally include symbols and shapes.

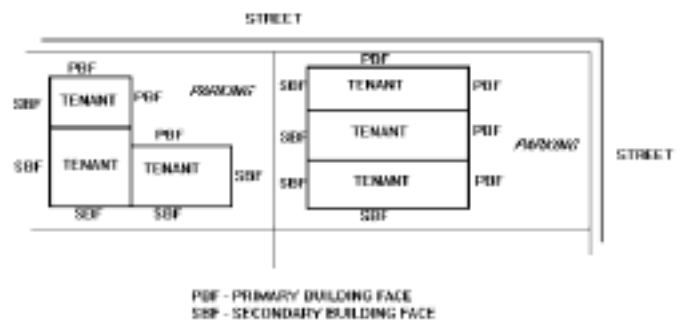
**Non-flashing** means steady, constant illumination.

**Overhanging Sign** means any sign which, upon erection, will extend beyond the site property line of the site to which it is affixed. For the purpose of calculating overhanging sign fees, any sign which projects more than 0.3 metres over the site property line is considered overhanging.

**Portable Sign** means a portable, freestanding sign mounted on a wide based frame with a single sign face area of not less than 1.9 m<sup>2</sup> or greater than 6.0 m<sup>2</sup> which can be readily moved or transported to various locations. Typical portable signs are illustrated.



**Primary Building Faces** means the exterior building walls facing a street, not including lanes, and any other exterior building wall facing a parking lot which contains a public entry to the principal building. See illustration below:



**Primary Free-Standing Sign** means a freestanding sign which is used as the primary means to advertise the site's name, use, tenants, products or services offered on site.

**Project Development Sign** means a temporary sign which is used to describe a land development project which is currently under construction or development. These signs may be erected on site for the duration of the project or while development is being actively carried out. These signs must be entirely removed from the site upon completion of the project.

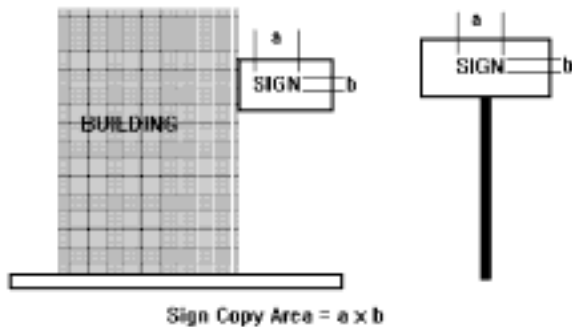
**Roof Sign** means any sign, which is entirely upon and above the roof or parapet of a building.

**Secondary Building Face** means the exterior building walls which are not classified as primary building faces. See the previous illustration.

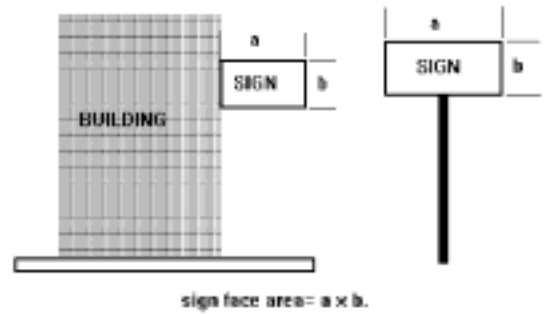
**Secondary Freestanding Sign** means a freestanding sign, which is subordinate in terms of height and sign face area to a site's primary sign and which is used primarily to advertise sales, tenants, special offers and incorporates at least 65% changeable copy per sign face.

**Sign** means any device which is affixed to a building, structure or land and which identifies or advertises any object, product, place, activity, person, organization or business in such a way as to be visible to the public on any street or thoroughfare.

**Sign Copy Area** means the area of the lettering, graphics and logo contained on any sign and is calculated using the following illustration:



**Sign Face Area** means the area of the single face of any sign and is calculated using the following illustration:



**Small Ground Sign** means a temporary, portable sign with less than 1.9m<sup>2</sup> of single sign face area which can be readily picked up and moved by an individual. These signs are typically folding sandwich boards, and pedestrian oriented. Typical small ground signs are illustrated below:



**Superboard** means a large billboard sign with a sign face area greater than 23.23 m<sup>2</sup>.

**Total Sign Face Area** means the total amount of sign face area on a sign including all sides.

**Vision Clearance Area** means those areas near intersections of roadways and ingress and egress points where a clear field of vision is necessary for public safety.

**Wall Sign** means a sign attached, or affixed, to any part of the wall of a building, including entrance doors, overhead service doors and windows. This definition includes lettering, paintings, awnings, and marquees.