



Town of Perth



Signage Guidelines

Signage Guidelines
Town of Perth
2012

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INTRODUCTION

The Perth Signage Guidelines are intended to explain and illustrate reasonable standards for signs in the municipality. It is intended that the Guidelines will assist property owners and business owners in understanding the Town's expectations, while encouraging creative and innovative approaches to signs within the established framework of this document and the Sign and Merchandise Display By-Law.

Signs are intended to act as identifiers for businesses and not as a form of advertising.

Through application of the Perth Signage Guidelines and the Sign and Merchandise Display By-law the visual quality of the municipality will be protected, especially along its arterial roads and downtown.

The Perth Signage Guidelines consist of three parts:

Sign categories and types identify four broad categories of signs and describe the typical characteristics of the existing types within each;

Permitted sign categories/type by location in the municipality identifying three kinds of locations and the permitted signs in each area.

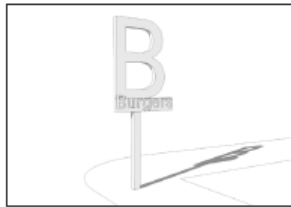
1. Highway / Arterial commercial
2. Transitional commercial
3. Downtown Commercial and the Perth Heritage Conservation District

Guidelines provide general and specific considerations with respect to size, material, colour, lighting and landscape context for each one of the sign categories and types.

The Perth Signage Guidelines should be read in conjunction with the Perth Sign and Merchandise Display By-law that sets out the procedure for gaining approval of a sign.

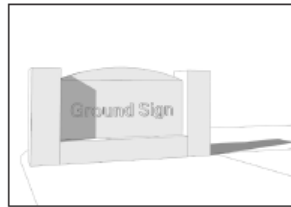
TYPICAL CHARACTERISTICS OF CURRENT SIGN CATEGORIES AND TYPES

FREE STANDING



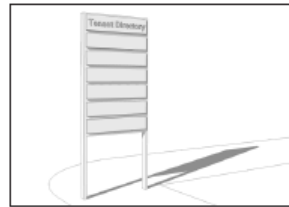
PYLON

- one or two posts
- elevated above grade, above eye level
- large sign area
- typically set in a landscape context
- usually lit
- usually the principle sign for a business
- often has corporate logo



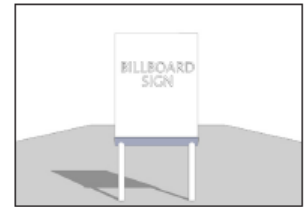
GROUND

- fixed to the ground
- typically at or below eye level



TENANT DIRECTORY

- used to identify multi tenant buildings and businesses
- typically businesses are in a plaza
- typically set in a landscape context
- sometimes lit



BILLBOARD

- sign which advertises goods, products, services or facilities
- sometimes in locations not associated with the business
- two posts
- elevated above grade
- large sign area
- sometimes lit
- above eye level

BUILDING MOUNTED



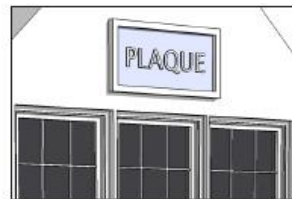
AWNING

- printed or painted on, or attached to an awning or canopy above a business door or window
- oriented to pedestrians from the opposite side of the street



WALL SIGN

- mounted flush and fixed securely to a building wall facing the street
- does not extend beyond the frontage for the business
- sometimes backlit
- Typically the main identification sign for a building



PLAQUE

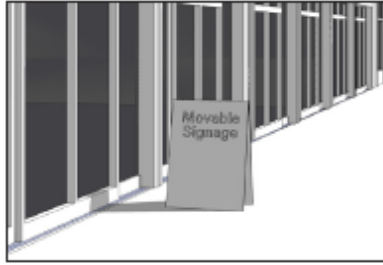
- sign affixed to the building wall
- not part of the typical sign band
- above eye level
- typically secondary to a wall or awning sign



PROJECTING HANGING

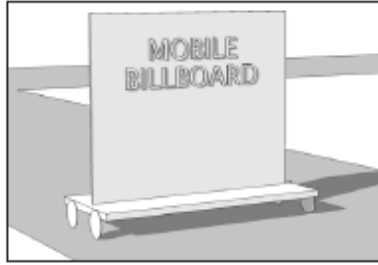
- affixed at the right gable to the face of a building
- typically secondary to a wall sign

MOVABLE SIGNS



A-FRAME

- stand on their own
- Typically located on public property, but not in front of the associated business.
- typically below eye level



MOBILE BILLBOARD

- no fixed foundation
- not permanently attached to a building
- large sign area
- intended to provide temporary signage for a business at its location.

BANNER SIGNS



BANNERS

- Sign composed of lightweight, flexible material such as cloth, plastic, canvas
- Mounted on brackets and affixed to utility poles.
- typically event specific

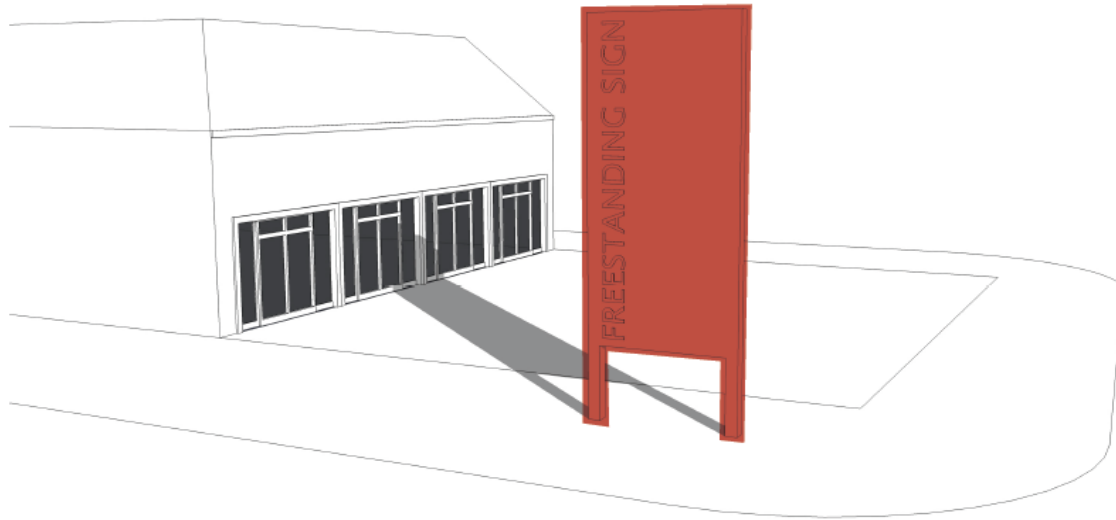
PERMITTED SIGN TYPE BY LOCATION IN THE MUNICIPALITY

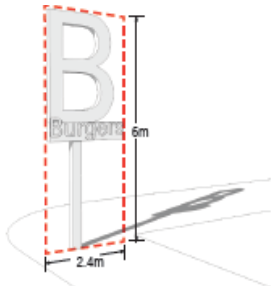
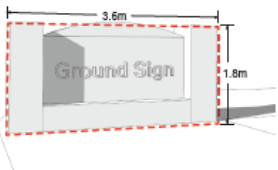
FREESTANDING SIGNAGE


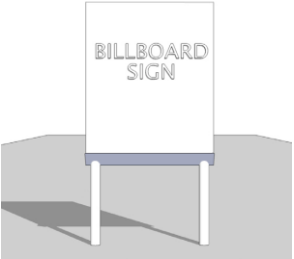


General Guidelines – located in a Highway or Arterial commercial context

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<p>Maximum sign area to be determined based on a review of specific conditions of the context:</p> <ul style="list-style-type: none"> • lot frontage • separation from adjacent buildings • width of right-of-way • landscape conditions • setback from roadway • generally the sign should fit within an imaginary rectangle of 6m x 2.4m <p>• See examples on next page</p>	<ul style="list-style-type: none"> • Signs should be professionally constructed using high quality materials such as stone, wood and other natural products. • Colours and lettering style should complement the building façade • Modifications to corporate logos may be required to ensure appropriate scale. 	<ul style="list-style-type: none"> • Light source must be directed to sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians. • Lighting must be dark sky compliant 	<ul style="list-style-type: none"> • Sign must be located within a landscape setting that is integrated with the landscape of the site. • Located on commercial property with significant road frontage. 	<ul style="list-style-type: none"> • No moving text or movable portions of the sign are allowed • Flashing lights are not permitted • Changeable message may comprise up to 15% of sign • Changeable message maximum every 30 seconds • Third party signs are prohibited



Specific Guidelines by Type	Size & Sign Area	Material & Colour	Location on Building Site
<p data-bbox="402 1024 506 1056">PYLON</p> 	<ul data-bbox="522 1035 1036 1539" style="list-style-type: none"> • No more than one pylon sign per lot. Where a number of lots are developed in a manner so as to function as a single development, only one pylon sign shall be permitted. • Size must be proportionate to the lot frontage and width of RIGHT OF WAY, so as not to clutter or dominate the streetscape character, especially in urban areas. • Generally, signs will be lower/smaller on smaller frontages with closely spaced buildings and narrower ROWs. • A changeable message may be a minor component of the sign. Maximum 15% of the area of the sign face may contain a changeable message. • Sign should fit within a rectangle of 6m x 2.4m with the least dimension being the width. 	<ul data-bbox="1068 1035 1263 1203" style="list-style-type: none"> • No internally lit elements. • Located on Arterial Commercial roads. 	<ul data-bbox="1295 1035 1515 1308" style="list-style-type: none"> • Set back from edge of the road allowance or Right of Way depends on size of sign. • Generally the sign is to be set back a dimension that is at least half the height of the sign.
<p data-bbox="289 1549 506 1581">GROUND SIGN</p> 	<ul data-bbox="522 1560 1036 1633" style="list-style-type: none"> • Sign should fit within a rectangle of 3.6m x 1.8m (6.5m²) maximum with the least dimension being the height 	<ul data-bbox="1068 1560 1263 1801" style="list-style-type: none"> • Design and materials should complement buildings • Materials should reflect natural character (e.g., limestone / sandstone) 	<ul data-bbox="1295 1560 1515 1665" style="list-style-type: none"> • Could be located within 3m of the edge of the Right of Way

<p style="text-align: center;">TENANT DIRECTORY</p> 	<ul style="list-style-type: none"> • One tenant directory sign per property. • Individual tenant sign panels should be uniform in size. The major tenant or name of the Centre may be more prominent. • Sign panels should be limited in size to the width of the architectural support elements of the sign with wide spacing between to clearly distinguish individual signs. • Where a number of Vats are developed in a manner so as to function as a single development, only one sign shall be permitted. • Tenant directory sign should be considered within the context of a sign strategy for the development. 	<ul style="list-style-type: none"> • Sign structure should be designed to incorporate details, materials and colours of the associated building within landscape context. 	<ul style="list-style-type: none"> • Set back 6m from edge of Right of Way.
<p style="text-align: center;">BILLBOARD</p> 	<ul style="list-style-type: none"> • One per property. • Maximum sign area is 6m² 		<ul style="list-style-type: none"> • One billboard per kilometer • Located on vacant lands zoned for industrial or commercial or vacant lands exceeding 25ha • Located at least 3m from the edge of the Right of Way.




Examples of Free Standing Signs

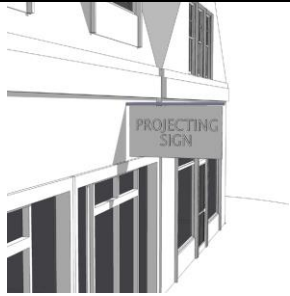
BUILDING MOUNTED SIGNS

General Guidelines – affects all commercial areas

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> • Size of the sign must not overwhelm the facade of the building. 	<ul style="list-style-type: none"> • Signs shall be professionally constructed using high quality materials. • Colours and lettering style should complement the building façade • Modifications to corporate logos may be required to ensure appropriate scale. 	<ul style="list-style-type: none"> • Internally lit signs are not permitted. Light source must be directed to sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians. • No flashing, pulsating or moving lights. • Lighting must be dark sky compliant. • Back light is acceptable. 	N/A	<ul style="list-style-type: none"> • Downtown Perth is recognized for its building character. Care should be taken not to cover or interfere with the design elements, such as windows, doors and cornices, that contribute to a building's character • Fonts and colours must be complimentary to the building and reflect the historic character of Downtown Perth. • Roof mounted signs are not permitted.



Specific Guidelines by Type	Size & Sign Area	Material & Colour	Location on Building Site
<p style="text-align: center;">AWNING</p> 	<ul style="list-style-type: none"> • Minimum height is 2.4m above the sidewalk • Lettering and/or logo to be located on the bottom band. • Shape to complement the building 	<ul style="list-style-type: none"> • Could be retractable or permanent. • Colour of awning to compliment the character of the area and the building. • Shed awnings, with no end panels, are the preferred awning style. • Scalloped or decorative valences are discouraged. 	<ul style="list-style-type: none"> • Located to project over the individual door and/or window. • Approval of road authority required if awning sign will project over road allowance.
<p style="text-align: center;">WALL SIGN</p> 	<ul style="list-style-type: none"> • Not to exceed 25% of the business façade (A) • May project from building face a maximum of 100 mm 	<ul style="list-style-type: none"> • Located on the fascia uninterrupted by door/window. • Wood or materials which are wood like in appearance. • Raised lettering should be considered on Buildings in the Downtown Commercial district (BIA) and the Perth Heritage Conservation District • Paint 	<ul style="list-style-type: none"> • Location should be coordinated with signs on adjacent buildings on the street. Visual continuity for an entire block face can be achieved through sensitive design and alignment of various signs. • Raised letters could be affixed directly to the façade, without being on a backing. • Externally lit or back lit only. • Lighting to be dark sky compliant
<p style="text-align: center;">PLAQUE</p> 	<ul style="list-style-type: none"> • Maximum sign area is .8 sq metres. • Sign structure shall be subordinate to a wall sign. 	<ul style="list-style-type: none"> • Locate plaque on upper storey above the ground floor business. 	<ul style="list-style-type: none"> • Shall compliment the wall sign.
<p style="text-align: center;">PROJECTING HANGING</p>	<ul style="list-style-type: none"> • Maximum sign area is 0.4m² • Can project up to 1m as long as 1.5m of unobstructed sidewalk space is protected for pedestrians. 	<ul style="list-style-type: none"> • Sign located a minimum of 2.4m above sidewalk surface. • Shall be fixed mounted. • Steel frame and anchoring to the building may require structural design. 	<ul style="list-style-type: none"> • Externally lit only • Lighting to be dark sky compliant • No A-frame signs permitted for businesses with a projecting sign / hanging sign. • May be mounted on a standard dedicated for this purpose.



Examples of Building Mounted Signs



MOVABLE SIGNS





General Guidelines –

Moveable signs are temporary signs to be displayed for limited time.

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> • Fixed free standing or building-mounted signs should be the main sign. • Moveable signs are not substitutes for permanent identification signs. 	<ul style="list-style-type: none"> • Contrast to building and sidewalk. • Signs must be professionally constructed using high quality materials. 	<ul style="list-style-type: none"> • No lighting is permitted 	N/A	<ul style="list-style-type: none"> • No lights. • No moving parts • Display on municipal property requires an annual permit and a hold harmless agreement and confirmation of insurance coverage. • Display on or adjacent to Provincial Highway requires MTO approval.



Specific Guidelines by Type	Size & Sign Area	Location on Building Site	Special Considerations	Materials & Colour
<p>A-FRAME</p> 	<ul style="list-style-type: none"> • Minimum height is 0.9m, maximum width 0.6m. • Should have two sign faces. 	<ul style="list-style-type: none"> • One per business located immediately adjacent to the building wall. • Located on the frontage ensuring 1.5m of unobstructed sidewalk space. 	<ul style="list-style-type: none"> • Must be moved inside after business hours. • Must be protected against movement by wind. • Shall not be displayed during adverse weather conditions. 	<ul style="list-style-type: none"> • Signs shall be professionally constructed using high quality materials. • Colours shall complement the neighbourhood in which the sign is located.
<p>MOVEABLE BILLBOARD</p> 	<ul style="list-style-type: none"> • Maximum sign area is 6.5m² • No greater than 1.5m high. 	<ul style="list-style-type: none"> • Located on side of business. 	<ul style="list-style-type: none"> • Located on a site of business for up to one month and not more than a total of two separate occasions per year. 	<ul style="list-style-type: none"> • White or light tone, letters on a black background or black letters on a white background. • No fluorescent signs or lettering • No lights or moving parts.

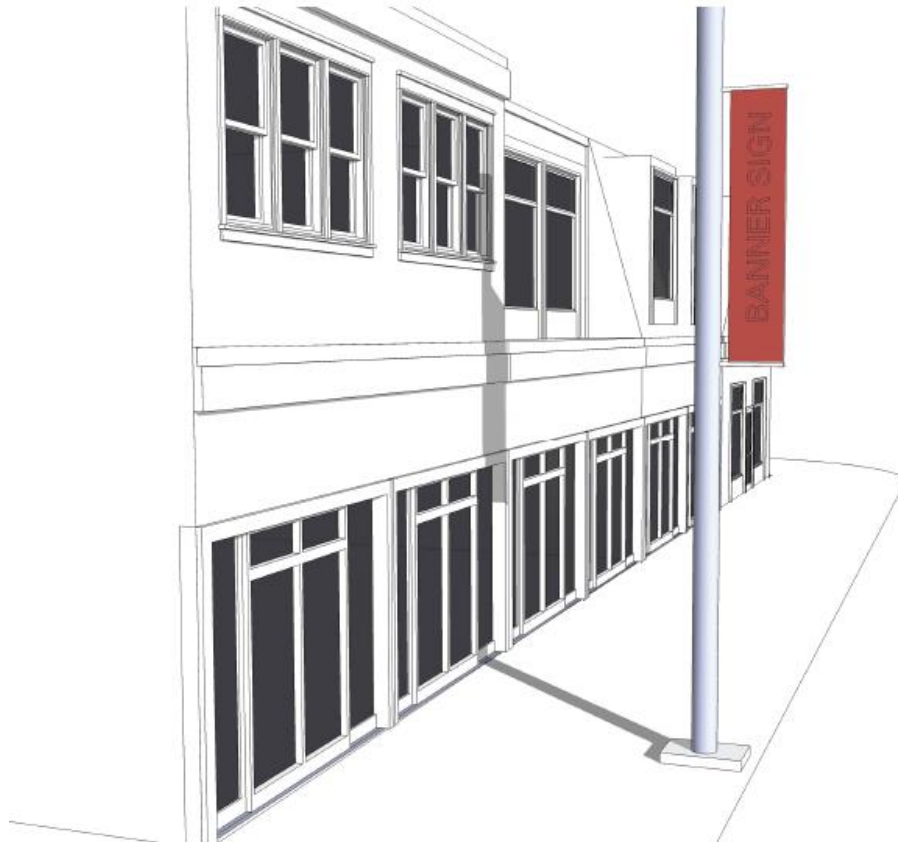
Examples of Moveable Signs

BANNER SIGNS



General Guidelines

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> • Maximum height above ground of 2.5m for clearance of pedestrians • Two sign faces. 	<ul style="list-style-type: none"> • Bold colours and high contrast • Preferably can be read from both sides • Strong, durable materials such as vinyl and appropriate fabrics 	<ul style="list-style-type: none"> • No lighting 	N/A	<ul style="list-style-type: none"> • Reserved for public authority, agency or special events • Must be firmly attached and present no public danger in windy conditions • Placement of special events banners are not to exceed 2 weeks, every 6 months.



PEDESTRIAN ORIENTED DIRECTIONAL SIGNS

General Guidelines – Municipal Policy and Procedure

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> • Maximum height above ground of 2.5m for clearance of pedestrians • Two sign faces. • Individual arrows 3 inches x 24 inches; double arrows 6 inches wide 	<ul style="list-style-type: none"> • White or bold colours on black background • Two sided • Strong, durable materials cast aluminum and steel 	<ul style="list-style-type: none"> • No lighting 	<ul style="list-style-type: none"> • Sidewalks and boulevard in downtown context. 	<ul style="list-style-type: none"> • Permanent directional signs for business and pedestrian services • Sign posts maintained by municipality at approved locations. • Business pays to have the sign created, installed and maintained.

Example of Pedestrian Oriented Directional Signs

