

SIGN BY-LAW GUIDELINES

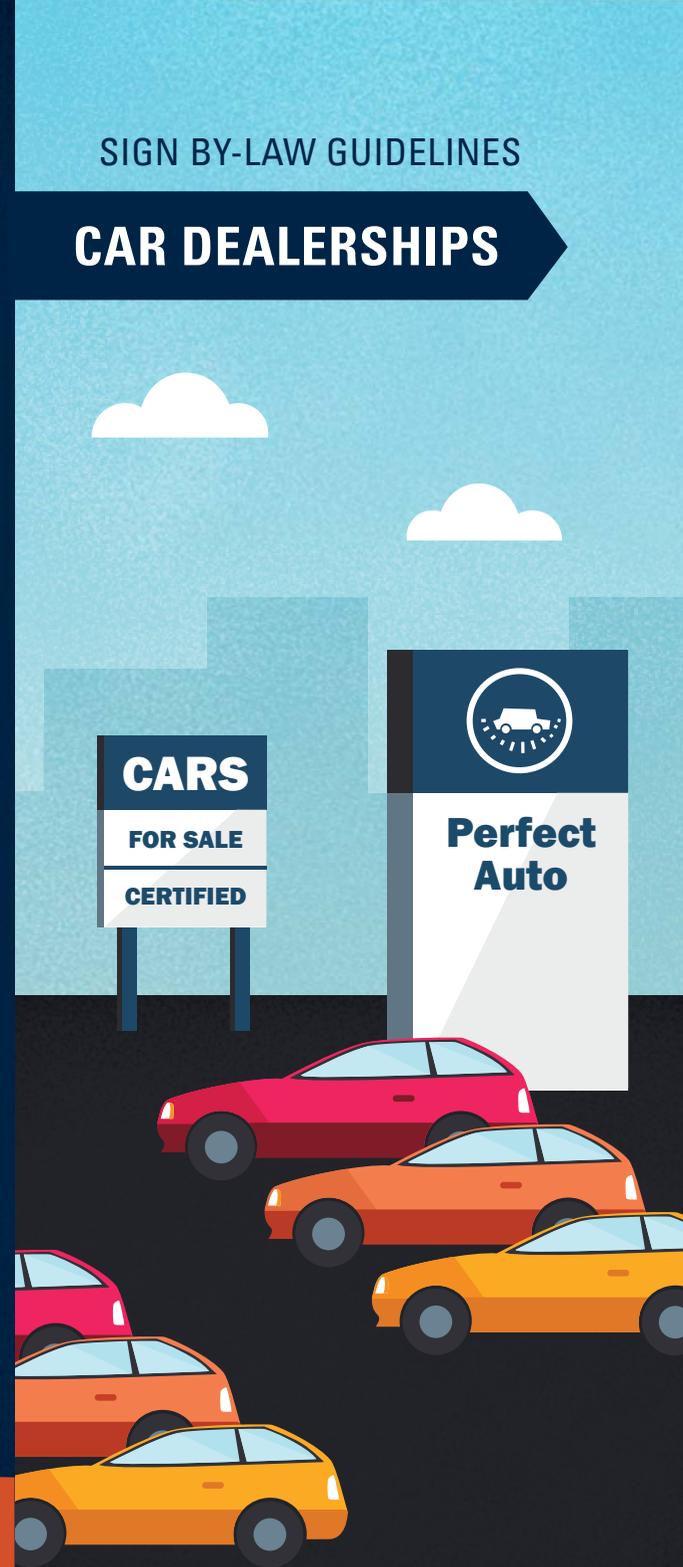
CAR DEALERSHIPS

The Sign By-law prohibits the following signs on all properties:

- Flashing sign, except in Special Sign Areas
- Roof sign
- Billboard sign
- Inflatable sign
- Flag, as a sign
- Mural, as a sign
- Streamer flags, except for religious and institutional event purposes, provided that the flags are removed within 30 days after the event has concluded
- Painted window sign
- Window sign above ground floor
- Electronic message board sign

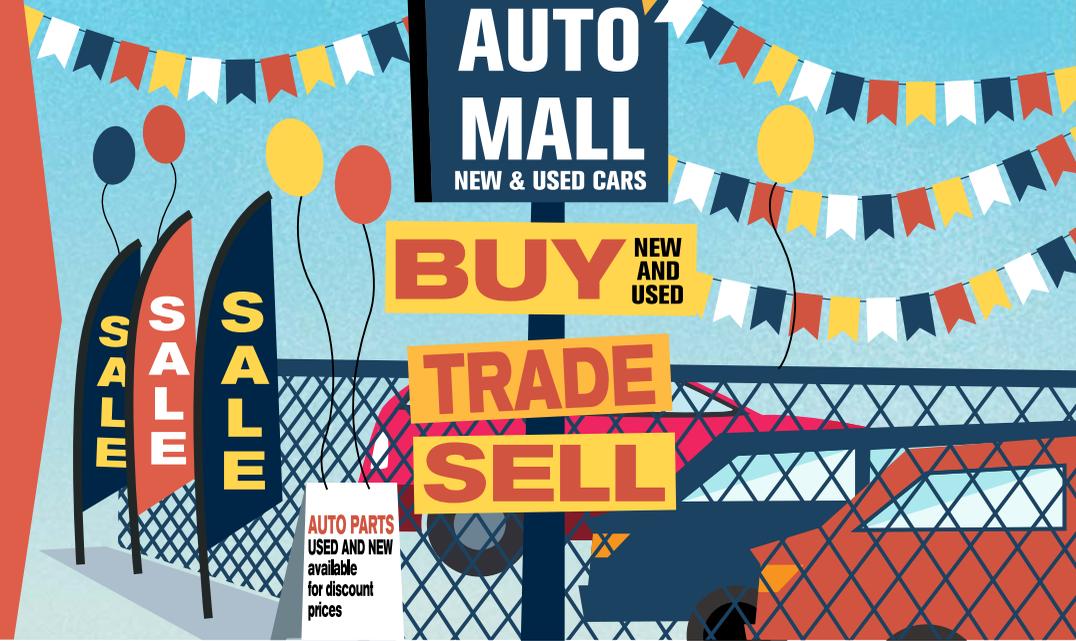
For a complete list of prohibited signs please visit www.surrey.ca/signs or consult the By-law.

For more info call **604-591-4370**
planningdevelopment@surrey.ca



MORE CLUTTER
LESS
EFFECTIVE

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MORE
EFFECTIVE



Better signage means better business. Well-designed signs and reduced signage clutter makes it easier for customers to find desired businesses and services, and enhances beautification in business areas.



PLEASE NOTE.

You need a sign permit prior to installing signage.
The City regulates the number and size/design of permitted signs.

Sign Permit Required



FREE STANDING SIGN

- Permitted only for buildings with a setback of more than 5m/16 ft. from a road
- A maximum of one sign, including an Identification Sign, per 50m for each lot line adjacent to a road and a minimum distance of 50m between signs on the lot
- Minimum setback of 2m/6.5 ft., which may increase depending on the location of the lot, whether it is in a special sign area or on a Provincial or Federal Highway
- Sign area of up to 14 sq. m./150 sq. ft. for a single-faced sign and 28 sq. m./300 sq. ft. for a double-faced sign
- Sign height of up to 4.5m/15 ft., or up to 6m/20 ft. if the sign is located on a major road listed in the By-law



FASCIA SIGNS

(attached to building)

- A maximum of two signs per premises provided both signs are not on the same façade



IDENTIFICATION SIGN

(address sign or name of complex)

- A maximum of one sign



AWNING/CANOPY SIGNS

- A maximum of one sign per premises, subject to the awning/canopy meeting specified dimensional requirements
- The combined sign area of all signs, excluding free-standing signs, cannot exceed 1 sq. m./Linear Metre (3 sq. ft. per linear foot)



UNDER-AWNING/CANOPY SIGNS & PROJECTING SIGNS

- A maximum of one sign, either as an under-awning/canopy sign or a projecting sign, subject to specific conditions for the two types of signs



SANDWICH BOARD SIGNS

- A maximum of one sign/business
- A maximum of 1.2 sq. m./13 sq. ft. in area and 1.2 m/4 ft. high
- The sign must be on the same lot as the business

1. Other signs, in addition to the signs listed here, may also be permitted. Refer to the Sign By-law.

2. Regulations are provided for convenience only and the wording may differ from the wording in the Sign By-law. Refer to the Sign By-law for actual regulations.

3. Free-standing signs include Pole Signs, but pole signs are restricted to car dealerships only, which are located in automalls or automall type developments, and are subject to the pole sign meeting specific conditions.

TIPS

For designing effective signage

- *Be succinct.* Stand out by drawing attention with plenty of space. Too much information will overload readers' senses and turns visitors away.
- *Be consistent.* Stick with one (maximum of two) typeface or font on your signs and use the same typeface in your marketing material.
- *Get it right the first time.* Avoid costly mistakes (the by-law is enforceable) by taking time to understand the By-law and work within the parameters.
- Pole signs and box signs are discouraged.

Sign Permit Not Required



DIRECTIONAL SIGNS

(entrance, exit, drive-thru)

- 0.4 sq. m./4 sq. ft. for a single-faced sign and 0.74 sq. m./8 sq. ft. for a double-faced sign
- A maximum of 1.2m/4ft high.



WINDOW SIGNS

- A maximum of three signs per premises, subject to meeting specific conditions

For further design tips visit
www.surrey.ca/signs