

## SIGN BY-LAW GUIDELINES

### GAS STATIONS

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](http://www.surrey.ca/signs) or consult the By-law.

For more info call 604-591-4370  
[planningdevelopment@surrey.ca](mailto:planningdevelopment@surrey.ca)

MORE CLUTTER  
LESS  
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.

LESS CLUTTER  
MORE  
EFFECTIVE



# 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

- Only one sign for each lot line adjacent to a road
- 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
- A maximum of 9.3 sq. m./100 sq. ft. sign area for a single face of a sign and 18.6 sq. m./200 sq. ft. total for all faces of the sign if the sign is located on a major road listed in the By-law
- For a sign not located on a road as listed in the By-law, the maximum sign area is 5.6 sq. m./60 sq. ft. for one face of the sign and 11.2 sq. m./120 sq. ft. total for all faces of the sign
- Maximum height 4.5m/15 ft., or up to 6m/20 ft. for a sign located on a road listed in the by-law, or 3.6m/12 ft. if the sign is located next to a residential lot
- For the maximum height and the ratio of sign width/height in Special Sign Areas, refer to Part 8 of the By-law

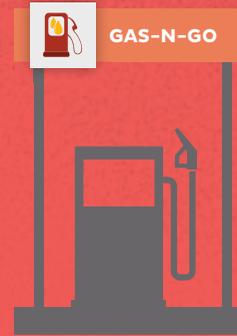


### FASCIA SIGNS

(attached to building)

- A maximum of two fascia signs in addition to pump-island canopy signs
- A maximum of 3 sq. m./32 sq. ft. sign area
- The combined sign area of all signs, except free-standing signs, not to exceed 1 sq. m./Linear metre (3 sq. ft. per linear foot) of the premises frontage

1. 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.



### PUMP ISLAND SIGNS

- One pump-island sign for each premises frontage or separate entrance of a premises, subject to meeting specific conditions



### SANDWICH BOARD SIGNS

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

## 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



### INFORMATION SIGNS

(that do not contain any advertising)

- Sign size = a maximum of 0.55 sq. m/6 sq. ft.
- Each sign to be mounted on a permanent or fixed base, or attached to a building wall or another permanent structure

## 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.

For further design tips visit  
[www.surrey.ca/signs](http://www.surrey.ca/signs)