

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

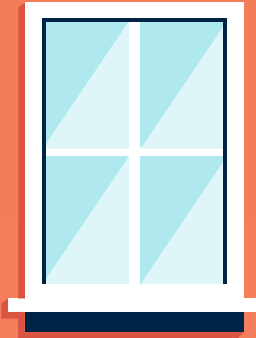
- Flashing sign, except in Special Sign Areas
- Roof sign
- Billboard sign
- Inflatable sign
- Flag, as a sign
- Mural, as a sign
- Streamer flags, except for religious and institutional event purposes, provided that the flags are removed within 30 days after the event has concluded
- Painted window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

SIGN BY-LAW GUIDELINES

OUTDOOR RETAIL STOREFRONTS



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 signs permitted.

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/150 ft. at each lot line adjacent to a road and a minimum distance of 50m/150 ft. between signs on the lot
- One free-standing sign permitted per 50m of lot frontage
- 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. m. 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/20ft if the sign is located on a major road listed in the by-law
- In special sign areas, sign height varies from a maximum of 2.4m/8ft to 4.5m/15ft.



FASCIA SIGNS

(attached to building)

GROUND FLOOR

- A maximum of two fascia signs per premises provided both signs are not on the same façade.
- For buildings of 3,000 sq. m./32,290 sq. ft. or greater floor area, one additional sign is permitted per 1,000 sq. m./10,760 sq. ft. of floor area up to a maximum of six signs

ABOVE GROUND FLOOR

- A maximum of one sign per lot frontage to identify the building complex address; and
- A maximum of one additional sign for the tenant occupying the most floor area above ground floor.
- Only one sign on each building face.



AWNING/CANOPY SIGNS

- A maximum of one sign per premises, if the awning/canopy provides weather protection as per the by-law.
- The combined sign area of all signs (fascia, identification, awning/canopy), 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



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 Must be on the same lot as the business



IDENTIFICATION SIGN

(address sign or name of complex)

- A maximum of one sign/business
- If free-standing sign, it should comply with free-standing sign regulations.

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 and up to 0.389m/3sqft or 25% coverage, whichever is greater.

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.

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