

City of Richmond

Signage Bylaw

The updated Sign Regulation Bylaw 9700 modernizes regulations related to signage, increases education and enforcement and addresses a variety of concerns about clutter and visual pollution.

The new bylaw includes a number of major changes, including:

- decluttering rules, which will limit the percentage of storefront windows that can be covered by signage;
- updating the existing Sign Bylaw dating back to 1990 to modernize language and definitions, and meet current business needs, technology advancements and trends;
- clarifying rules for temporary signs, such as signs for new businesses, signs for community events or signs on construction sites;
- specifying the number, location and duration of display of each type of sign permitted;
- increasing application fees to recover processing costs and match current norms across the region;
- increasing penalties for sign bylaw infractions and introducing an adjudication process to deal with disputes; and
- the City encourages the use of language that is at least 50% English in order to promote inclusion and community harmony.



Business Signage

Businesses have a variety of sign types to choose from. While most of the regulations related to signage for businesses have not changed, there has been a significant change to how window signs are regulated.

Window signs

- Up to 25% coverage does not require a permit
- Signage covering more than 25% and up to 50% will require a permit
- Signage covering more than 50% is prohibited
- A window sign includes text, images, graphics or other symbols that are attached to or forming part of a window, including a sign that is transparent

New sign types

- Almost all permitted sign types are now allowed to contain changeable copy (i.e. electronic messages or images) as long as they are not flashing or animated and contain a light sensor.
- Businesses in commercial zones are allowed to have projecting signs as well as projected image signs.

Business Frontage Signs & Freestanding signs

- Businesses in all zones are permitted to have fascia, canopy, awning, mansard roof or marquee signs as long as the combined area of all signs does not exceed 1.0 m² per metre of frontage.
- Freestanding signs in Agriculture, Golf and Mixed Use Zones are limited to a sign area of 9 m² and a height of 4 m
- Signs outside of Agriculture, Golf, Mixed Use and Residential Zones are limited to a sign area of 15 m² and a height of 9.0 m on lots with up to 60 m of frontage and 12.0 m otherwise
- The new bylaw also includes restrictions on where freestanding signs can be placed

Sign types that remain prohibited

- Portable signs such as inflatable signs or flag/blade signs
- Sandwich Boards displayed after the first 30 days a business first opens