

Portable Sign Guide



A Sign is any writing (including letter or word), pictorial representations (including illustrations or decoration), emblem (including device, symbol or trademark), flag (including banner or pennant), or any other figure of similar character which:

- a) is a structure or any part thereof, or is attached to, painted on, or in any manner represented on a building;
- b) is used to announce, direct attention to, or advertise; and
- c) is visible from outside the building.

What is a Portable Sign?

A Portable Sign is a sign mounted on a trailer, stand or similar support structure which is designed in such a manner that the sign can be readily relocated to provide advertising at another location, and may include copy that can be changed manually through the use of attachable characters.

The Zoning Bylaw distinguishes between portable signs used for **on-site advertising** and those used for **off-site advertising**.

On-site advertising means that the sign is located on the same site as the goods or services that it is advertising.



Off-site advertising means that the sign describes goods or services that are available on a different location from where the sign is installed.



NOTE: This guide has no legal effect and cannot be used as an official interpretation of regulations or bylaw provisions currently in effect. As the guide is intended to provide a general overview only, users are advised to refer to original bylaw(s) or to contact the Development Services Department for assistance. The City of Regina accepts no responsibility for any consequences resulting from persons relying solely on the information contained herein.

General Regulations

The following regulations pertain to both types of portable signs (ie. on-site and off-site advertising). The sections referred to in this guide are taken from *Regina Zoning Bylaw No. 9250* (Zoning Bylaw) and are noted in parathysis.

Owner's Responsibility

The owner of the sign shall be held responsible for ensuring compliance with the Zoning Bylaw. [16C4.7]

Permits

A portable sign owner must obtain a valid permit for any portable sign to be displayed within the city limits. Portable sign permits are issued for a 12-month period commencing July 1 of each year (July 1-June 30). [16C.4.4] Please see Regina.ca to obtain the current application fee. The fee will not be prorated over the 12-month period.

Portable Sign permits are issued in the form of a registration sticker. The registration sticker entitles a person to place the portable sign on sites where portable signs are permitted. Portable signs must display a current registration sticker that is issued with the permit. The sticker shall be permanently affixed to the top 1/3 of the sign on the end or face closest to the street. [16C.4.5]

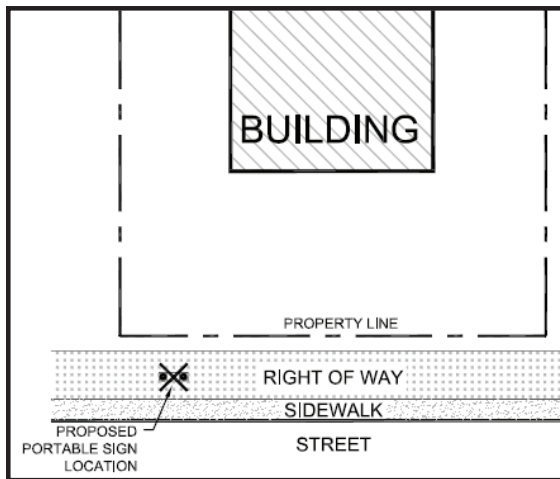


FIGURE 1

Prohibited Locations

No part of a portable sign shall be located on a public roadway, including a City-owned right-of-way, boulevard or sidewalk. Refer to Figure 1. [16B.3]

If a sign is placed on City-owned property, the portable sign will be towed without notice. All removal and storage costs are the responsibility of the sign owner.

Setback from Property Lines

Portable Signs must be set back 0.3 metres from the property line. Refer to Figure 2. [Table 16.1]

In most cases, the property line is not located at the back of the sidewalk or curb. Generally, there is a public right-of-way between the back of the sidewalk or curb and the property line. This distance between the back of walk/curb and the property line varies throughout the city.

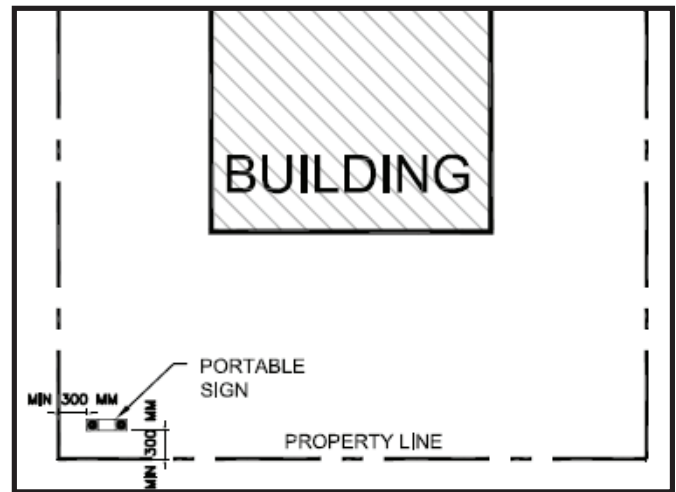


FIGURE 2

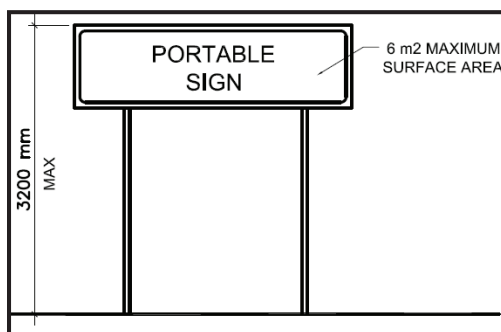


FIGURE 3

Size and Height

The surface area of a portable sign is limited to 6 square metres and the height to 3.2 metres. Refer to Figure 3. [Chapter 2, 16C.1.6]

Owner Name Plate

The name and telephone number of the sign owner shall be clearly provided on each portable sign displayed within the City limits. [16C4.14]

Compliance with Other Regulations

A sign must not occupy a parking space unless the site has more parking spaces than the minimum required amount as stipulated in *Regina Zoning Bylaw No. 9250*.

Illumination [16B.2.2]

Portable signs may be illuminated, provided that the sign has a valid CSA or SaskPower electrical approval sticker. Video portable signs are not permitted.

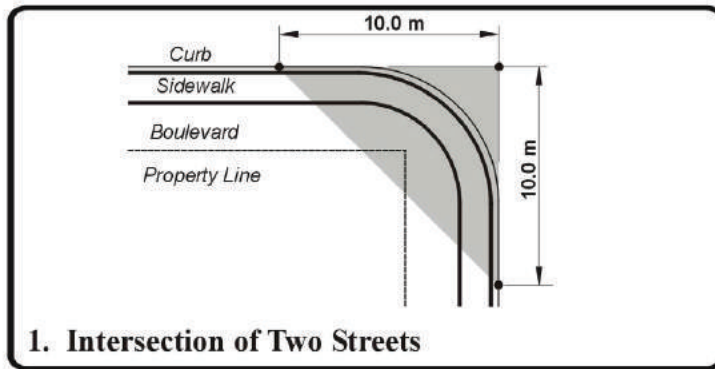
Portable signs with illumination shall be erected in a manner so that any illumination is deflected away from any adjacent residential premise and there is to be no direct illumination that impedes vehicular traffic or interferes with traffic signals.

The illumination shall be continually lit.

Sight Line Control Regulations

Every development site is subject to the sight line control regulations of the *Regina Traffic Bylaw No. 9900* (Traffic Bylaw). Consult the Traffic Bylaw and the diagrams below to ensure that a portable sign is not placed within the sight line control area.


SCHEDULE "H(1)" Intersection Sight Line Controls (as provided for in Section 69)

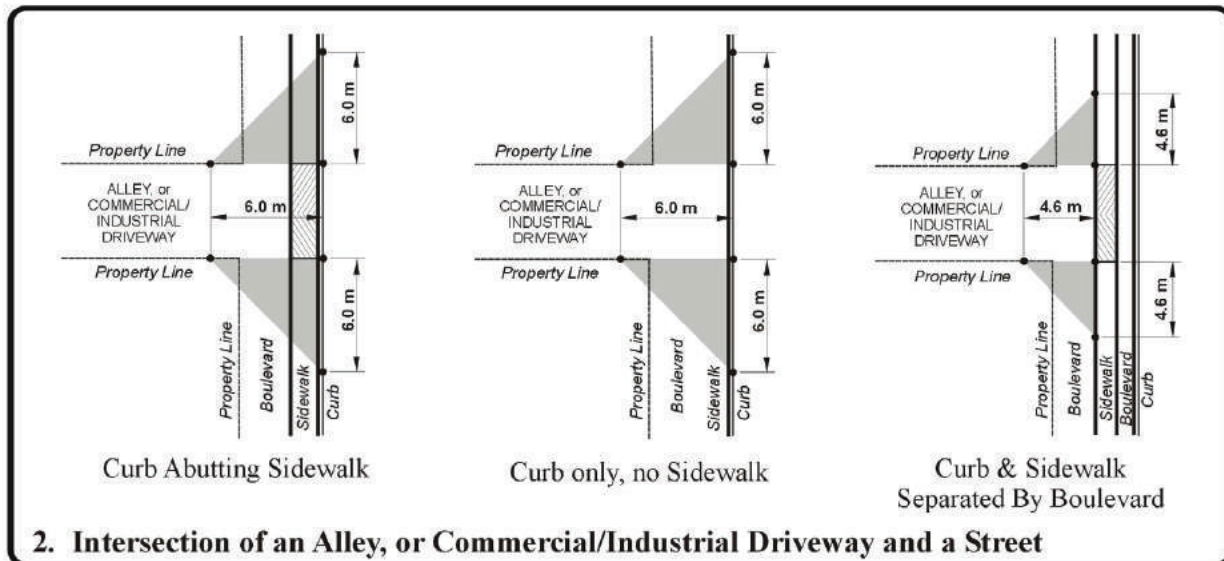


PURPOSE:

To provide a clear line of sight for motorists approaching a street intersection or exiting a driveway.

LEGEND
(Applies to all diagrams on this page)

Restricted Areas:
 Nothing Over 0.750 m in Height



On-Site Advertising

Portable signs used for on-site advertising are considered **secondary signs**. A secondary sign is any permanent ground sign or portable sign that has a sign surface area of 6 square metres or less and a height of 3.2 metres or less.

Permitted Zones

Portable signs used for on-site advertising are prohibited in all Residential zones and most Direct Control Districts (DCD). Portable signs are permitted in DCD-2, DCD-3, DCD-9 and DCD-13. Religious Institutions in residential zones can have portable signs for on site advertising.

Number of Signs on a Lot

One secondary sign (i.e. one permanent ground sign or one portable sign) is permitted per lot line abutting a street. One additional secondary sign may be erected for every 90 metres where the lot line abuts a street. [16D.1]

For example (Figure 4):

- On a lot with a frontage of 45 metres, one secondary sign would be permitted. (A)
- On a lot with a frontage of 91 metres, two secondary signs would be permitted. (B)
- On a corner lot with one 50-metre and one 95-metre frontage, three secondary signs would be permitted. (C)

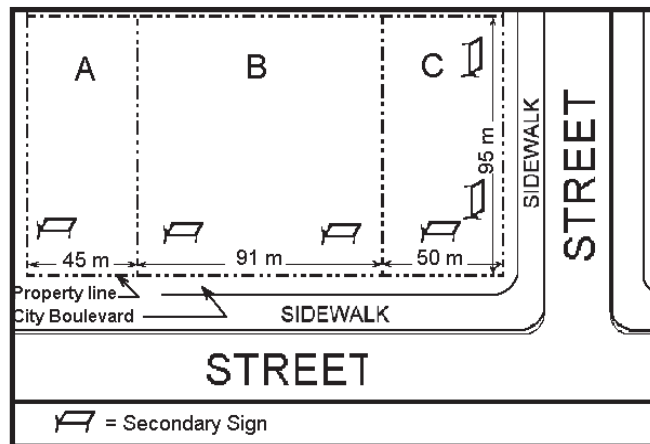


FIGURE 4

If the owner of a lot with a 45-metre frontage has chosen to erect a permanent ground sign as the secondary sign on the lot, a portable sign would not be permitted as the site already contains a secondary sign.

Every lot can have one large permanent ground sign that is not subject to the secondary sign regulations. Any other on-site advertising signs on the lot that is under 6 square metres in area and 3.2 metres in height are considered secondary signs.

Please note that if a property has multiple tenants, it is up to the property owner to decide whose signs can be placed on the property, subject to the sign regulations.

Distance between Portable Signs

Where more than one portable sign is permitted on a lot, the distance between the signs must be, at least, the average height of the two signs. Refer to Figure 5. There is no required separation distance for portable signs on separate properties. [16C.4.9]

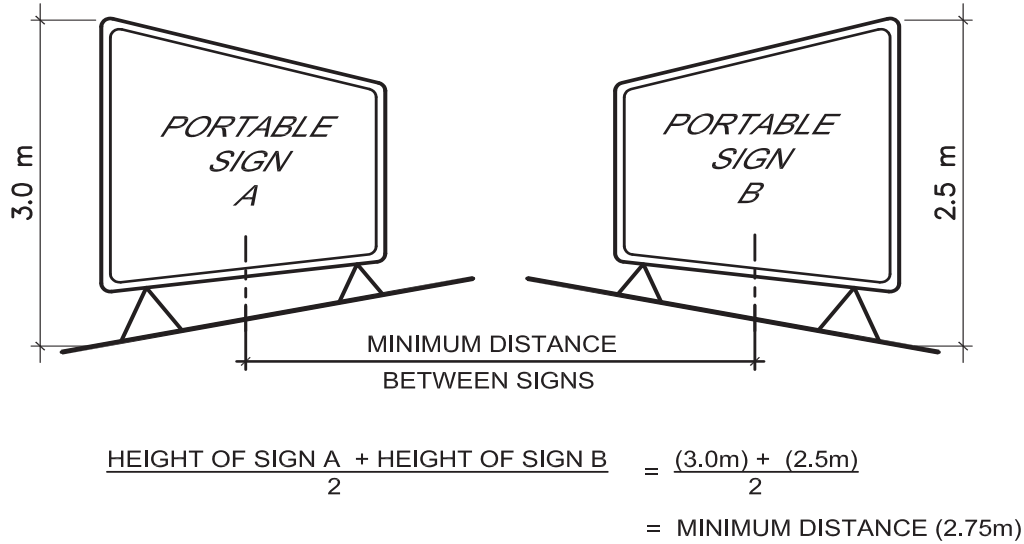


FIGURE 5

Off-Site Advertising

Off-site advertising is a sign that directs a person to or advertises goods, products, services or facilities situated or provided at a different location from where the sign is located. Off-site advertising is also known as a billboard or third-party advertising. [Chapter 2]

Permitted Zones [16C.1]

Portable billboards are permitted only in the following land use zones:

- MAC, MAC3, HC, DSC, D and Industrial Zones.

Where a portion of a RR – Railway Zone abuts any of these zones, an off-site advertising portable sign may also be erected in that portion of the RR zone. The sign must be erected along the boundary between the RR zone and the abutting MAC, MAC 3, HC, DSC, D or Industrial Zones.

Distance between Signs

Portable billboards must be located a minimum of 45 metres from another portable billboard. Portable billboards can be no closer than 30 metres to permanent billboards on the same side of the street. Refer to Figure 6 and 7. [16C.1.6 (2)]

There is no restriction on the number of portable billboard signs allowed per lot provided that they are spaced at least 45 metres from each other and 30 metres from the nearest permanent billboard.

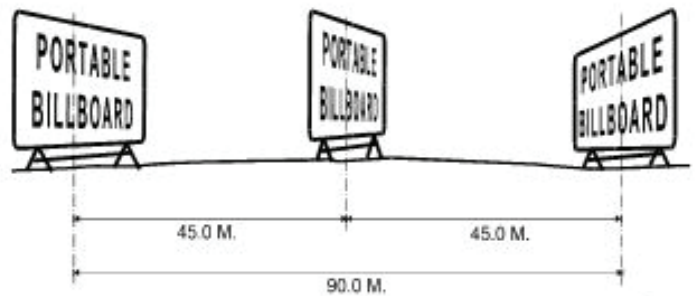


FIGURE 6

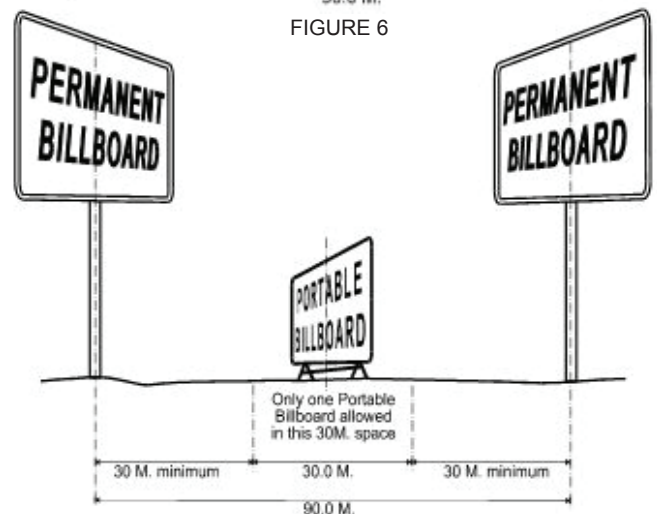


FIGURE 7

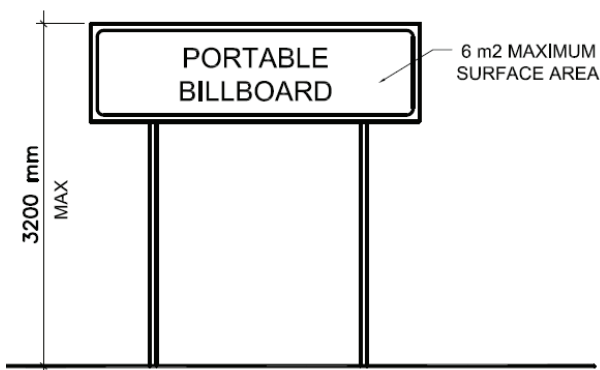


FIGURE 8

Size and Height [16C.1.6 (1)]

A portable billboard shall have a sign surface area of not more than 6 square metres and a highest point when erected or displayed of 3.2 metres or less. Refer to Figure 8.

If a portable billboard exceeds the development standards pertaining to surface area and height, it shall be classified as a permanent billboard and be subject to the regulations and development standards as such.

Where can I get more Information?

Development Services Department staff are available for preliminary consultations.

City of Regina
Development Services Department
9th Floor, City Hall
2476 Victoria Avenue
Regina, SK S4P 3C8

P: 306-777-7551

F: 306-777-6823

This guide is for informational purposes only. For exact zoning information, please refer to *Regina Zoning Bylaw No. 9250*.