

## Sign Benchmarking Completed - June 2021

Item:	Brampton Current	Brampton Proposed	Toronto	London	Ottawa	Oakville	Mississauga
<b>Hoarding Signs</b>							
Sign Area	Unlimited	Unlimited, not permitted on chainlink fencing	Unlimited, text limited to 40%, and limits distance to intersections and site entrances	Unlimited	N/A	i. 4.65 m <sup>2</sup> - Residential; ii. 100 % - All other	N/A
Maximum Number	Unlimited	Unlimited	Unlimited	Unlimited	N/A	i. 1 - residential; ii. Unlimited - All other	N/A
Height	limited to height of structure	4 m	4.8 m (no more than 2.4m above hoarding structure)	limited to height of structure	N/A	i. 2 m - Residential; ii. 3.6 m - All other	N/A
Permit Required	No	No permtd for hoarding sign. However permit required for associated development	Yes	No	No	Yes	No
<b>Portable Signs</b>							
Private Property Mobile Sign	5 / year for 21 days	5 / year for 28 days	3 / year for 30 days	7 / year for 21 days	4 / year for 30 days	7 / year for 21 days	6 / year for 21 days
Private Property A-frame	5 / year for 30 days	5 / year for 28 days	3 / year for 30 days	7 / year for 21 days	4 / year for 30 days	Annual approval	6 / year for 21 days
Banners	5 / year for 30 days	5 / year for 28 days	3 / year for 30 days	7 / year for 21 days	4 / year for 30 days	7 / year for 21 days	Not Permitted
Feather Flags	N/A	5 / year for 28 days	N/A	7 / year for 21 days	N/A	7 / year for 21 days	Temporary allowance of 3 per property line until the year 2023
Black Out Period Between Permits	1 Month	28 days	30 days	N/A	N/A	7 days	21 days
Colour of Sign Copy	Black and White or White on Black	Black and White or White on Black	Black and White or White on Black	N/A	N/A	N/A	Colour permitted
<b>Ground Signs</b>							
Max Number 1 lot line Fronting on 1 Street	1	1	1 or 2 if the frontage exceeds 200 m	Sign area above can be split among multiple signs	1	1 + 1 for every 100 m of frontage	1 - Typical; 1 additional sign for shopping mall with minimum separation of 100 m between signs

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Item:	Brampton Current	Brampton Proposed	Toronto	London	Ottawa	Oakville	Mississauga
Max Number Corner Lot Fronting 2 Streets	2 min 150m of lot frontage on 2 streets	2 min 150m of lot frontage on 2 streets	1 or 2 if the frontage exceeds 200 m	Sign area above can be split among multiple signs	2 for shopping centers with each frontage exceeding 100 m	N/A	2 - 1 per street frontage
Max Number Corner Lot Fronting 3 Streets	2 min 150m of lot frontage on 2 streets	3 min 300m of lot frontage on 3 streets	1 or 2 if the frontage exceeds 200 m	Sign area above can be split among multiple signs	3 for shopping centers with each frontage exceeding 100 m	N/A	3 - 1 per street frontage
Separation from ground signs on same property	30 m	30 m for 2 signs and 60 m for 3 signs	100 m	50 m	30 m - Non-electronic 60 m - Electronic	30 m	100 m for shopping malls
<b>Wall Signs</b>							
Sign Area - General	20% of wall area to max 25 m <sup>2</sup>	20% of wall area to max 25 m <sup>2</sup>	1st floor signs - 20% of the 1st floor wall area; 2nd Floor signs - 10% of the 2nd floor wall area	1.1m <sup>2</sup> per metre of building frontage	10% to 25% of wall area	i. 20% of wall area to max 20 m <sup>2</sup> ; ii. Separate Calculation for wall area in excess of 100 m <sup>2</sup>	20% of the first floor wall area
Sign Area - Commercial / Industrial Plaza	20% of wall area to max 25 m <sup>2</sup>	20% of wall area to max 25 m <sup>2</sup>	N/A	1.1m <sup>2</sup> per metre of building frontage	20% to 25% of wall area	N/A	20% of the first floor wall area
Vertical Height of Letters	1.8 m	Not limited	Not limited	Not limited	Not limited	Not limited	Not limited
Max Wall Projection	0.3 m	0.6 m	0.6 m	0.6 m	0.5 m	0.45 m	0.6
Distance from grade	2.4 m for sign projecting more than 0.1 m	2.4 m for sign projecting more than 0.1 m	2.5 m	2.4 m	2.5 m for sign projects more than 5 cm	2.6 m	2.5 m for projecting signs
Location on Building	1st floor	1st floor	Not above 2nd floor	no more than 1.2 m above 1st floor	Not above 2nd floor	i. Maximum height of 4.5 m in Urban use and Urban Core area; ii. N/A in other areas	1st floor

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Top Storey Signs -	2 signs - 2% of wall area to max 30 m <sup>2</sup> for Schools, Offices Hotels Greater than 2 Storeys	4 signs - 2% of wall area to max 30 m <sup>2</sup> for: i. Schools, Offices Hotels Greater than 2 Storeys; ii. Industrial Greater than 3 Storeys	2 signs - 20% of upper storey wall area on an office building 10 Storeys or more	a) the unique building name is limited to a single building in the City; (b) the signs be located on or above the highest storey that is normally occupied; (c) the signs be limited on buildings two to five storeys in height to a maximum sign face area of 0.5m <sup>2</sup> for each metre of one wall elevation to which the sign is attached measured in length along the highest storey that is normally occupied, or; (d) the signs be limited on buildings six storeys and greater in height to a maximum sign face area of 1m <sup>2</sup> for each metre of wall to which the sign is attached measured in length along the highest storey that is normally occupied.	4 signs - i. Commercial 5% to 15% of top storey area; ii. Industrial 10% to 15% of top storey area; iii. Institutional 5% to 10% of top storey area.	Top Storey signs permitted on buildings 8 storeys or greater	i. 2 signs - 2% of wall area for Offices and Hotels ii. 2 Additional signs - 2% of wall area for Offices and Hotels Greater than 3 Storeys
<b>Window Signs</b>							
Sign Area	Permitted as part of wall sign area	Permitted as part of wall sign area	Permitted as part of wall sign area	Permitted as part of wall sign area	i. Non-illuminated are exempt; ii. Illuminated is permitted as part of wall sign area	N/A	N/A
Location	i) First floor only; ii) Electronic signs only within window of main entrance.	First floor only	not above 2nd storey	First floor only	not above 2nd storey	First floor only	N/A

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Area of Window Face	N/A	N/A	25% of the window area	50% of individual pane area regardless of product perforation	Not limited	20% of the window area	25% of individual window or 25% of group of windows
Electronic Window Signs	20% of the glazing area	20% of the glazed area, and Included as part of wall sign area	Same as above	Permitted	Not limited	Prohibited	Prohibited
<b>Awning Signs</b>							
Sign Area	35% of awning area	Included in permitted wall sign area	Not Limited	Not Limited	Exempt from permit	Not Limited	Not Limited
Included in Maximum Wall Sign area	No	Yes	Yes	Yes	No	Yes	Yes
Projection	N/A	1 mm from awning face	More than 0.6 m from wall face	1.2 m from wall face	N/A	No projection permitted from awning face	No projection permitted from awning face
<b>Canopy Signs</b>							
Sign Area	35% of canopy area	Included in permitted wall sign area	Not Limited	Not Limited	Dependent on use 10% to 25%	Not Limited	Not Limited
Included in Maximum Wall Sign area	No	Yes	Yes	Yes	Yes	Yes	N/A
Projection	0.3 m from canopy	0.6 m from canopy	More than 0.6 m from wall face	0.6 m from canopy	N/A	0.45 m	N/A
<b>Sign Illumination</b>							
Brightness permitted Sunrise to Sunset	N/A	5000 nits	5000 nits	5000 nits	5000 nits	5000 nits	N/A
Brightness permitted Sunset to Sunrise	N/A	300 nits	300 nits	300 nits	220 nits	100 nits	N/A
Increased Light Levels	N/A	3 Lux within 10 m of Sign	3 Lux within 10 m of Sign	3 Lux within 10 m of Sign	3 Lux	3 nit relative to ambient light	N/A
Time Restrictions for Illumination	No	Yes	Yes	Yes	No	Yes	No
Setback to Residential	36 m	36 m	Time Restrictions for signs within 30 m of residential	N/A	45 m	Time Restrictions for signs within 90 m of residential	Some signs not permitted to be visible or face residential properties