

# Schedule 3

## Visual Sign Guide

The following guide provide a visual representation of sign types being modified by the draft by-law provided in Schedule 1. Please note that the guide does not contain all signs permitted within the City of Brampton.

# Halo Lighting

Halo lighting is an alternative means of providing indirect illumination of signs. The illumination is contained within a reverse channel letter and directs the illumination onto the surface resulting in a halo effect.



# Hoarding Sign

Hoarding signs are temporary non-illuminated signs that are printed, painted on, applied to or affixed to hoarding protecting an active construction site. This signage is not permitted on the chain-link portion of the enclosure.



## Feather Flag Sign

Feather flag signs are temporary non-illuminated sign referenced in the By-law as a “Portable sign: Class A-1”. These are double-faced lightweight signs made of cloth or similar light weight non-rigid material attached to a metal or plastic pole and placed into the ground or weighted base.



# Opening Soon Window Sign

An opening soon window sign is a single issue temporary sign painted, attached or applied to a units window to advertise a new business that will begin operation within 6 months or a “now Open” sign for a business that began operating within the last 6 months.



# Window Sign

A window sign is a permanent sign painted, attached, applied, etched, or inscribed on any part of a window. This definition also includes any signs erected or displayed within 1.0m of the window, and is capable of being viewed from the exterior of the building.



# Directory Sign

One (1) directory sign is permitted on all Commercial / Industrial Plazas within 3.0m of a common entry way. Each unit identified on the directory shall be permitted a maximum of 0.2m<sup>2</sup> of sign area. The signs shall be located on the ground floor of the building.



# Awning Sign

An awning sign is printed, painted on, applied or affixed to the surface of an awning.



# Under Awning Identification Sign

An under awning identification sign is hung beneath an awning mounted perpendicular to the building wall face to allow easy identification by pedestrians traveling below the awning. Subject to minimum clearances from grade.



## Top of Canopy Sign

A canopy sign will be allowed on top of a canopy provided it is below the roof line of a one storey building, or below the second storey floor level on a multi-storey building.



# Hanging Canopy Sign

A canopy sign will be allowed on first storey of the building and hang below a canopy. Subject to minimum clearances from grade.



# Under Canopy Identification Sign

An under canopy identification sign is hung beneath a canopy mounted perpendicular to the building wall face to allow easy identification by pedestrians traveling below the canopy. Subject to minimum clearances from grade.



## Overhead Sign

An overhead sign consist of a ridged material hanging from a permanently attached cantilevered arm, mounted perpendicular to the building wall face to allow easy identification by pedestrians traveling along the street. Subject to minimum clearances from grade.



## Permanent Banner Sign

A permanent banner sign consist of a piece of fabric, plastic or similar lightweight non-rigid material hanging from two permanently attached cantilevered arms, mounted perpendicular to the building wall face. These signs will allow easy identification by pedestrians traveling along the street. Subject to minimum clearances from grade.



# Gas Bar Canopy Sign

A gas bar canopy logo sign will be allowed to project a combined 1.0m above and below a freestanding canopy face. Subject to minimum clearances from grade.

