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CONSOLIDATION UPDATE: JANUARY 30, 2025

THE CITY OF WINNIPEG

ADVERTISING SIGNS BUSINESS TAX BY-LAW
NO. 6928/96

**A By-law of THE CITY OF WINNIPEG to impose
a business tax on advertising signs.**

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:
amended 8162/2002

1. **Definitions**

Advertising sign means an exterior sign or billboard directing attention to a business, commodity, service, thing, message or entertainment and excluding:

- (1) an identification sign;
- (2) a mobile sign;
- (3) official public notice signs;
- (4) signs installed by the City for traffic control, parking, street names and direction;
- (5) street decorations installed by or authorized by the City;
- (6) signs required to be erected or maintained by law or governmental order;
- (7) signs installed on transit benches and shelters or located in the open air portion surrounding the playing area of a stadium, velodrome or similar athletic facility;
- (8) one (1) for sale or lease real estate sign, fascia or free-standing, per property not exceeding thirty-two (32) square feet in sign surface area, of maximum height not exceeding twenty (20) feet, which sign shall be removed within fifteen (15) days of conclusion of the purpose for which the sign is erected.

- (9) Non-illuminated construction signs not exceeding one hundred and eight (108) square feet in total sign surface area, to be located within the property, or attached to a fence or hoarding, of maximum height not exceeding twenty (20) feet, which sign shall be permitted from the date a development application is made until eighty (80) per cent of the building(s) is/are occupied, or a Zoning Compliance Certificate is issued confirming compliance with all rules, agreements and orders;
- (10) Temporary signs not exceeding thirty-two (32) square feet in sign surface area or banners related to civic, non-commercial health, safety or welfare campaigns or to campaigns by educational or religious organizations, provided the signs are removed within fifteen (15) days following the date of the event and the signs are not erected earlier than the official date of the commencement of the above campaigns;
- (11) Non-advertising memorial signs, commemorative plaques and corner-stones of bronze, brass, stone or other non-combustible materials when built into or attached to the walls of a building or other structure provided same bear only the name of the owner, the name and use of the building, the date of erection of the building and/or reading matter commemorating a person or event;
- (12) Bulletin boards not exceeding eighteen (18) square feet in sign surface area;

Digital sign means an advertising sign displaying electronic moving copy or electronic static copy.

added 41/2013

Electronic moving copy means sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.

added 41/2013

Electronic static copy means sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy is fixed for a set period of time.

added 41/2013

Exterior sign means a sign located on the exterior wall of a building or structure or located as a stand-alone structure outside a building.

added 41/2013

Identification sign means a sign that identifies a business, owner, resident, or institution by name, logo or street address, and products sold and which sets forth

no other advertisement and which is on or attached to the property where the business, owner, resident or institution is located.

Mobile sign means a sign which is mounted on a trailer, vehicle, stand or similar support structure which is designed in such a manner that the sign can be readily relocated to another location, and which may include copy that can be changed through the use of removable characters or panels.

Sign means

- (a) a building or structure; or
- (b) an electronic screen, television, computer video monitor, liquid crystal display, light emitting diode display, or any other similar electronic technology

on which sign copy is displayed.

amended 41/2013

Sign copy means any colour, graphic, logo, symbol, word, numeral, text, image, message, picture, or combination thereof displayed on a sign face.

added 41/2013

2. The owner of an advertising sign shall in each year pay a fee to obtain a licence in lieu of business tax in an amount calculated at the rate of

- (a) \$32.00 per square foot of the face of each digital sign; and
amended 64/2015, 35/2020, 114/2021; 30/2024; 3/2025
- (b) \$3.70 per square foot of the face of each advertising sign that is not a digital sign.
amended 41/2013, 35/2020, 114/2021; 30/2024; 3/2025

3. This by-law shall come into force and effect on the 1st day of January, 1997.

4. This by-law shall be referred to as the "**Advertising Signs Business Tax By-law**".
added 8162/2002

DONE AND PASSED in Council assembled, this 11th day of December, 1996.