THE CITY OF WINNIPEG

BY-LAW NO. 81/2020

A By-law of THE CITY OF WINNIPEG to amend the regulation of mobile signs in the Winnipeg Zoning By-law.

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Winnipeg Zoning By-law amended

1 The Winnipeg Zoning By-law No. 200/2006 is amended by this By-law.

Section 48 amended

2 Section 48 is amended by

(a) replacing the definition “banner sign” with the following:

“banner sign” *means a temporary sign constructed of lightweight, non-rigid material such as cloth, canvas, PVC or similar material and that is affixed to a wall or fence;*

(b) replacing the definition “mobile sign” with the following:

“mobile sign, standard” *means a temporary sign that is mounted on a trailer, vehicle, stand or similar support structure and that is designed or intended to be readily relocated to another location, and that may include graphic display copy or character display copy;*

and

(c) adding the following definitions in alphabetical order:

“character display” *means sign copy that can be changed through the use of removable individual characters or panels and that is affixed to a mobile sign, standard;*

“feather sign” *means a temporary sign composed of lightweight, non-rigid material such as cloth, canvas, PVC or similar material and that is free-standing;*

“flag sign, pole mounted” *mean a temporary sign composed of lightweight, non-rigid material, such as cloth, canvas, PVC or similar material, and is affixed to a pole;*

“flag sign, zip tie” *means a temporary sign composed of lightweight, rigid material, such as plastic or similar material, that is affixed to a pole;*

“graphic display” *means sign copy that is composed of printed imagery and does not utilize character display or digital message technology;*

"mobile sign, small" *means a flag sign, a banner sign, an inflatable sign, a feather sign or an A-board sign;*

"sign topper" *means a sign that is affixed to the top of a mobile sign, standard;*

Section 180 amended

3 Section 180 is amended by adding "*any A-board sign that meets all regulations of section 184, is located in close proximity to the entrance of the business to which the sign pertains and is taken inside the business to which the sign pertains at the close of the business hours of that business; and*" immediately before "any sign that cannot be seen from off the premises".

Clause 184(2)(e) replaced

4 Clause 184(2)(e) is replaced with the following:

(e) where a digital moving copy sign, a digital reader board, a digital static copy sign or a digital static copy 24-hour hold sign in respect of a use, lessee or tenant is located on a zoning lot, a mobile sign in respect of that use, lessee or tenant is not permitted on the zoning lot.

Subsection 184(3) replaced

5 Subsection 184(3) is replaced with the following:

(3) ***Length of Time for Display***

(a) ***Small mobile signs***

subject to issuance of a mobile sign permit, an owner is authorized to locate or erect, or permit to be located or erected, a small mobile sign on a zoning lot, lot or site for a period of time that does not exceed the time limits identified in Table 5-15.3.

Table 5-15.3: Length of Time for Display

Type	**Maximum Length of Time for Display, per calendar year**
Flag, pole mounted	No maximum
Flag, zip-tie	90-days
Banner	90 days
Inflatable	(2) 14-days periods
Feather	(2) 14-days periods
A-board	No maximum

(b) ***Standard mobile signs***

subject to issuance of a mobile sign permit, an owner is authorized to locate or erect, or permit to be located or erected, a standard mobile sign on a zoning lot, lot or site for no more than three periods of 90

consecutive days, with a minimum of 30 consecutive days between such periods where the sign is removed from the zoning lot, lot or site.

Subsection 184(4) replaced

6 Subsection 184(4) is replaced with the following:

(4) ***Maximum Number of Signs***

(a) The number of temporary signs located or erected on a zoning lot, lot or site must not exceed:

(i) 1 standard mobile sign per use located on the zoning lot, lot or site, to a maximum of 2 standard mobile signs; and

(iii) 1 banner sign, 1 inflatable sign or 2 feather signs.

(b) Despite clause (a), the maximum number of A-board signs permitted on a zoning lot, lot or site is 1 A-board sign per individual use located on the zoning lot, lot or site.

Subsections 184(5), (6), (7), (8), (9) and (10) replaced

7 Subsections 184(5), (6), (7), (8), (9) and (10) are replaced with the following:

(5) ***Table 5-15.4***: ***Mobile Sign Dimensional Standards***

Mobile sign type		Maximum sign surface area	Maximum height
Standard	Character and Graphic	50 sq. ft.	9 ft. [note a]
Small	Flag, pole mounted	3 ft. x 8 ft.	N/A
	Flag, zip-tie	3 ft. x 5 ft.	[note b]
	Banner	50 sq. ft.	N/A
	Inflatable	2 ft. diameter	15. ft.
	Feather	2 ft. width	15. ft.
	A-board	2 ft. x 3 ft.	N/A
NOTES: a. Including any sign toppers or logos. b. Must be mounted within the bottom half of a pole.			

(6) ***Separation Distance from other Signs***

A standard mobile sign must not be located within 65 linear feet, measured along the street, of another standard mobile sign, unless otherwise approved in writing by a designated employee.

(7) ***Separation Distance from Traffic Decision Locations***

A standard mobile sign or a small mobile sign must not be located within Restricted Areas as shown in Illustrations 18.1, 18.2 and 18.3.

(8) ***Location of Signs***

(a) Standard mobile signs must not be located within 10 linear feet, and feather signs or inflatable signs must not be located within 15 linear feet, of an exit or entrance driveway which gives access to a zoning lot, lot or site, measured from the nearest part of the exit or entrance driveway.

(b) Inflatable signs must be mounted to the ground and must be separated by a minimum distance equivalent to the inflatable sign's height from any public or private street, lane, sidewalk, pathway or active transportation route.

(c) A standard mobile sign or a small mobile sign must be fully contained within the zoning lot, lot or site on which it is located and must not encroach on the street, except where the zoning lot, lot or site is located with frontage on Nairn Avenue between Watt street and the east limit of Panet Road, where the applicable district regulations apply.

(d) A standard mobile sign or a small mobile sign must comply with the following standards:

(i) where the mobile sign is located on a zoning lot, lot or site within a commercial and institutional zoning district or a manufacturing zoning district that abuts an agricultural zoning district or a residential zoning district, the mobile sign must comply with the yard requirements of the abutting agricultural zoning district or residential zoning district;

(ii) a mobile sign must not be located within a residential zoning district;

(iii) a mobile sign must not be located within an agricultural zoning district unless the mobile sign relates to permitted non-residential use;

(iv) a mobile sign must not be located within any landscaped area required pursuant to a zoning agreement, including any schedule thereto, or under a variance order or a conditional use order made in accordance with The City of Winnipeg Charter;

(v) despite subclauses (i) through (iv), and subject to the issuance of a mobile sign permit, a school, government building, community club, park, golf course, curling club or church is permitted to locate on mobile sign on a zoning lot, lot or site under its control for no more than 2 periods of no longer than 14 consecutive days and for the sole purpose of advertisement of a special event; and

(vi) off-site mobile signs are permitted in all commercial, institutional and manufacturing zoning districts, except for any C1, CMU or MMU zoning district.

(9) ***Lettering Regulations***

(a) All lettering on a mobile sign must be black, white and a maximum of 2 other colours, on a black or white sign background.

(b) Despite the above, a sign topper is permitted to contain graphic display copy.

(10) ***Copy Restrictions***

Digital moving copy signs, digital reader boards, digital static copy signs and digital static copy, 24-hour hold signs are prohibited on mobile signs.

(11) ***Condition of Mobile Signs***

All standard mobile signs and small mobile signs must be maintained in a state of good repair, as determined by and to the satisfaction of a designated employee, and must not be broken, damaged, dented, torn, frayed, unsightly, faded in colour, hazardous or otherwise in disrepair. Any standard mobile sign that is not located on a trailer or vehicle must be mounted either in-ground or on-ground if the footings are flush with the ground.

Coming into force

8 This By-law comes into force on July 1, 2021.

DONE AND PASSED this 23rd day of July, 2020.

Mayor

City Clerk

Approved as to content:

Director of Planning, Property and Development

Legally reviewed and certified as to form:

for Director of Legal Services and City Solicitor