

**Summary of Sign Restrictions in the Downtown Sign Permit Area (DSPA)**

Type of Sign	Permit Required?	Any others rules regarding this sign type?	Any exception to these rules?
<b>Banner or Flag</b>	N/A	<ul style="list-style-type: none"> <li>This sign type is prohibited in the DSPA, with two exceptions (noted in next column)</li> </ul>	<p>A banner or flag intended to promote special events or attractions approved by the Downtown Orillia Management Board.</p> <p>A banner sign advertising a grand opening or closing may be erected wholly inside the business and displayed as a window sign for a maximum of thirty (30) consecutive days</p> <p>Note: No permit required and such signage does not need to meet Downtown Orillia Heritage Sign Design Criteria.</p>
<b>Billboard Sign</b> (i.e. displaying advertising describing one (1) or more products or services which are not made, produced, assembled, sold or stored on the lot or premises upon which the billboard sign is located).	N/A	<ul style="list-style-type: none"> <li>This sign type is prohibited in the DSPA.</li> </ul>	No.
<b>Canopy Sign</b> (i.e. awning or roof-like structure).	Yes.	<ul style="list-style-type: none"> <li>Font style shall be script or serif for all fonts other than the business name.</li> <li>Colours shall be muted and have a matte finish.</li> <li>Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>No more than one (1) canopy sign permitted on the rear wall immediately above a ground level pedestrian access dedicated for that business.</li> </ul>	No.

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<b>Ground Sign</b>	Yes.	<ul style="list-style-type: none"> <li>• Font style shall be script or serif for all fonts other than the business name.</li> <li>• Colours shall be muted and have a matte finish.</li> <li>• *Business Name shall be three dimensional.</li> <li>• Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>• No ground sign shall be erected within 1.0m (3.3 ft.) of a driveway line, 1.5m (4.9 ft.) of a side lot line, or 1.5m (4.9 ft.) of the front lot line.</li> <li>• No ground sign shall exceed 2.0m<sup>2</sup> (21.5 sq. ft.) in sign area.</li> <li>• No ground sign shall exceed 5.0m (16.4 ft.) in height.</li> <li>• On any lot, only one (1) ground sign will be permitted except where a lot falls into one (1) of the following categories: <ul style="list-style-type: none"> <li>i. Where a lot with a frontage greater than 150m (492 ft.) fronts onto a single street, one (1) additional ground sign may be erected provided that no ground sign is located within 45m (148 ft.) of another ground sign on the same lot.</li> <li>ii. Where a lot fronts onto more than one (1) street, one (1) additional ground sign may be erected for each such street frontage.</li> <li>iii. One (1) additional ground sign for each main building may be erected on a lot having more than one (1) main building provided that no ground sign shall be located within 45m (148 ft.) of another ground sign on the same lot.</li> </ul> </li> </ul>	No.
<b>Electronic illumination Sign</b> (i.e. video monitor or other medium for displaying electronically animated images).	N/A	<ul style="list-style-type: none"> <li>• This sign type is prohibited in the DSPA.</li> </ul>	No.
<b>Home Occupation Sign</b>	Yes.	<ul style="list-style-type: none"> <li>• Font style shall be script or serif for all fonts other than the business name.</li> <li>• Colours shall be muted and have a matte finish.</li> <li>• *Business Name shall be three dimensional.</li> <li>• Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>• Must not exceed 0.5m<sup>2</sup> (5.4 sq. ft.) in sign area.</li> <li>• Must not be illuminated or have more than two (2) sign faces.</li> </ul>	No.

Type of Sign	Permit Required?	Any others rules regarding this sign type?	Any exception to these rules?
<b>Internally Illuminated and/or Back Lit Sign</b>	N/A	<ul style="list-style-type: none"> <li>This sign type is prohibited in the DSPA, with one exception (noted in next column)</li> </ul>	<p>One (1) internally illuminated sign stating “OPEN” may be erected, provided it does not flash or exceed .3m<sup>2</sup> (3.2 sq. ft) in sign area.</p> <p>Note: no permit required and does not need to meet Downtown Orillia Heritage Sign Design Criteria.</p>
<b>Mobile or Temporary Sign</b>	N/A	<ul style="list-style-type: none"> <li>This sign type is prohibited in the DSPA.</li> </ul>	No.
<b>Obsolete Sign</b> (i.e. sign that advertises a business no longer being conducted or a product no longer being sold).	N/A	<ul style="list-style-type: none"> <li>This sign type is prohibited in the DSPA.</li> </ul>	No.
<b>Projecting Sign</b> (i.e. sign which projects at an angle from, and is supported by, a wall of a building or structure).	Yes.	<ul style="list-style-type: none"> <li>Font style shall be script or serif for all fonts other than the business name.</li> <li>Colours shall be muted and have a matte finish.</li> <li>*Business Name shall be three dimensional.</li> <li>Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>No more than one (1) projecting sign permitted on the rear wall immediately above a ground level pedestrian access dedicated for that business.</li> <li>No portion of a projecting sign shall be less than 2.4m (7.9 ft.) above the finished grade immediately below such sign.</li> <li>No projecting sign shall exceed 1.4m<sup>2</sup> (15.0 sq. ft.) in sign area.</li> <li>A projecting sign face shall not overhang public property by more than 1.5m (5.0 ft.) and the sign structure by more than 2.0m (6.6 ft.).</li> </ul>	No.
<b>Sandwich Board Sign</b> (e.g. an “A” frame sign).	Yes.	<ul style="list-style-type: none"> <li>Colours shall be muted and have a matte finish.</li> <li>Must be similar in colour to the existing colour scheme of signs advertising the same business.</li> <li>Shall not be a whiteboard.</li> <li>Shall not be larger than 0.6m<sup>2</sup> (6.5 sq. ft.) per sign face.</li> <li>A single sign may be located on public property immediately in front of a business premise where such premises is located less than 2.0m (6.6 ft.) from the front lot line or at the entrance to a laneway if such premises has its main pedestrian entrance from such laneway.</li> </ul>	No.

Type of Sign	Permit Required?	Any others rules regarding this sign type?	Any exception to these rules?
<b>Sandwich Board Sign</b> (continued).		<ul style="list-style-type: none"> <li>• Shall not interfere with normal pedestrian traffic on public sidewalks nor shall it interfere with on-street vehicle parking spaces.</li> <li>• Shall only be located on public property during normal business hours of the premises.</li> <li>• Shall display a validation marker in a clearly visible location.</li> <li>• May only be displayed from May 1st to October 31st in any year.</li> </ul>	
<b>Soffit Sign</b> (i.e. sign mounted to the underside of a canopy or soffit).	Yes.	<ul style="list-style-type: none"> <li>• Font style shall be script or serif for all fonts other than the business name.</li> <li>• Colours shall be muted and have a matte finish.</li> <li>• *Business Name shall be three dimensional.</li> <li>• Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>• No more than one (1) soffit sign permitted on the rear wall immediately above a ground level pedestrian access dedicated for that business.</li> <li>• No portion of any soffit sign shall be less than 2.4m (7.9 ft.) above the finished grade.</li> <li>• No soffit sign shall be located above the first storey of any building.</li> <li>• No soffit sign shall be closer than 0.2m (0.7 ft.) from the outer edge of the soffit upon which it is mounted.</li> <li>• No soffit sign shall have a vertical dimension greater than 0.5m (1.6 ft.) or have a horizontal dimension greater than 2.0m (6.5 ft.).</li> <li>• No soffit sign shall exceed 1.0m<sup>2</sup> (10.8 sq. ft.) in sign area.</li> </ul>	No.
<b>Readograph Sign</b> (i.e. means a permanent sign composed of manually or electronically interchangeable letters intended to convey a temporary message).	N/A	<ul style="list-style-type: none"> <li>• This sign type is prohibited in the DSPA.</li> </ul>	No.
<b>Wall Sign</b>	Yes.	<ul style="list-style-type: none"> <li>• Font style shall be script or serif for all fonts other than the business name.</li> <li>• Colours shall be muted and have a matte finish.</li> <li>• *Business Name shall be three dimensional.</li> <li>• Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> </ul>	No.

Type of Sign	Permit Required?	Any others rules regarding this sign type?	Any exception to these rules?
<b>Wall Sign</b> (continued).		<ul style="list-style-type: none"> <li>No wall sign shall extend above the top or horizontal extremities of the wall upon which it is placed.</li> <li>In multi-storey buildings, wall signs may only be located on the same storey within which the business is located.</li> <li>Sign face area shall not exceed a maximum of 15 m<sup>2</sup> (161.4 sq. ft.).</li> <li>No more than one (1) wall sign permitted on the rear wall immediately above a ground level pedestrian access dedicated for that business.</li> </ul>	
<b>Window Sign - Accessory</b> (i.e. window sign that is accessory to the primary advertising name or message).	No.	<ul style="list-style-type: none"> <li>Such signage shall not exceed 25% of the combined window area per external wall and storey in which the sign(s) is located and may include one (1) internally illuminated sign stating "OPEN" provided it does not flash or exceed .3m<sup>2</sup> (3.2 sq. ft) in sign area.</li> </ul>	<p>A window sign(s) can cover 100% of the combined window area for any sale or event for maximum of two (2), non-consecutive 14 day periods per calendar year and removed immediately following the event.</p> <p>Note: no permit required and does not need to meet Downtown Orillia Heritage Sign Design Criteria.</p>
<b>Window Sign being used as primary advertising device</b> (i.e. business relies solely on window sign to advertise their business).	Yes.	<ul style="list-style-type: none"> <li>Must be located on the storey in which the business is situated.</li> <li>Font style shall be script or serif for all fonts other than the business name.</li> <li>Colours shall be muted and have a matte finish.</li> <li>Sign copy additional to the business name shall not exceed 10% of the sign area, except that symbols and logos identified with the business may be used provided they do not exceed 20% of the sign area.</li> <li>Maximum sign area shall not exceed 50% of the combined window area per external wall and storey in which the sign(s) are located.</li> <li>Must be permanently affixed to the window.</li> </ul>	<p>A banner sign advertising a grand opening or closing may be erected wholly inside the business and displayed as a window sign for a maximum of thirty (30) consecutive days.</p> <p>Note: no permit required and does not need to meet Downtown Orillia Heritage Sign Design Criteria.</p>

\*"Three dimensional" means individual letters and symbols:

(a) Raised a minimum of 25.4 millimetres (1 inch) from the sign face, except that where the width of the sign face is less than 1.5 metres (5 ft.), the letters or symbols may be raised a minimum of 15.9 millimetres (5/8 inch); or,

(b) Recessed or engraved, a minimum of 25.4 millimetres (1 inch) from the sign face, except that where the width of the sign face is less than 1.5 metres (5 ft.), the letters or symbols may be recessed or engraved a minimum of 12.7 millimetres (1/2 inch)