

Portable Sign Guide

What is a Sign?

A Sign is any writing (Including letter or word), pictorial representations (including illustration or decorations), emblem (Including device, symbol, or trademark), flag (including banner or pennant), or any other figure of similar character which:

- (a) is a structure or any part thereof, or is attached to, painted on, or in any manner represented on a building.
- (b) is used to announce, direct attention to, or advertise; and
- (c) is visible from outside the building.

What is a Portable Sign?

A Portable Sign is a sign used for on-site or off-site advertising that is mounted on a trailer, stand or similar support structure which is designed in such a manner that the sign can be readily relocated to provide advertising at another location and does not include signs painted directly on motor vehicles.

The Zoning Bylaw distinguished between portable signs used for on-site advertising and those used for off-site advertising

On-site advertising: The sign is located on the same site as the goods or services that it is advertising (*See Fig 1*).

Off-site advertising: The sign describes goods or services that are available on a different location from where the sign is installed (*See Fig 2*).



Fig 1



Fig 2

General Regulations

The following regulations pertain to both types of portable signs that are used for on-site and off-site advertising. The sections referred to in this guide are taken from the *Regina Zoning Bylaw No. 2019-19* (Zoning Bylaw).

Owner's Responsibility

Every sign owner shall be held responsible for ensuring compliance with the Zoning Bylaw (11B.1.3)

Permits

A portable sign owner must obtain a valid permit for any portable sign to be displayed within the city limits. Portable development permit issued for a portable sign shall be valid until June 30 of each year (11C.3.2).

Portable Sign permits are issued in the form of a registration sticker. A current registration sticker provided by the development officer must be displayed on all portable signs and must be affixed in the top one-third of the sign on the end or face closest to the street (11C.3.4)

Please visit the City of Regina website to obtain the [Portable Sign Permit Application Form](#).

Permitted Location

Portable signs shall be permitted in the following zones: (11E.5.T1)

- Mixed Low-Rise (ML) Zone
- Mixed High-Rise (MH) Zone
- Mixed Large Market (MLM) Zone
- Downtown (DCD-D) Zone
- All Special Zones*
- All Industrial Zones

* Excludes contract zones except as permitted within a contract zone agreement.

Portable signs must be placed on private property.

Prohibited Locations

No part of a portable sign shall encroach over any property line; this includes land owned or controlled by the City. This includes any easement, buffer strip, a road right-of-way, a public reserve, a municipal reserve or an environmental reserve (11E.1.1).

If a sign is placed on City-owned property, the portable sign will be towed without notice. All removal and storage costs are the responsibility of the sign owner.

Portable signs shall not be erected or displayed within any vehicle parking space required by the Zoning Bylaw (11E.5.2).

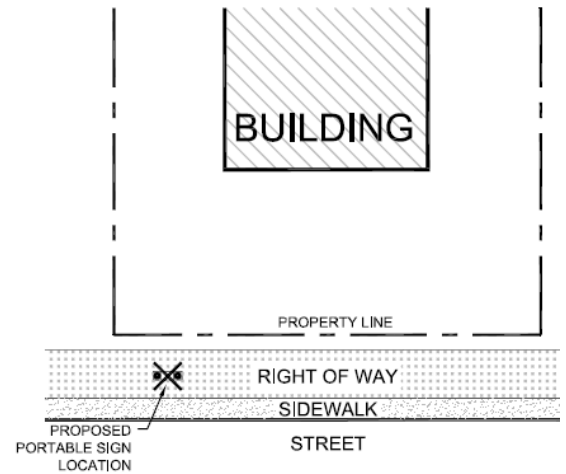


Fig 3

Sight Line Control Regulations

In gateway design areas a visibility triangle of 40.0 metres, measured from the outside corner of the landscaped area, shall be maintained clear of commercial signage (11E.2.1).

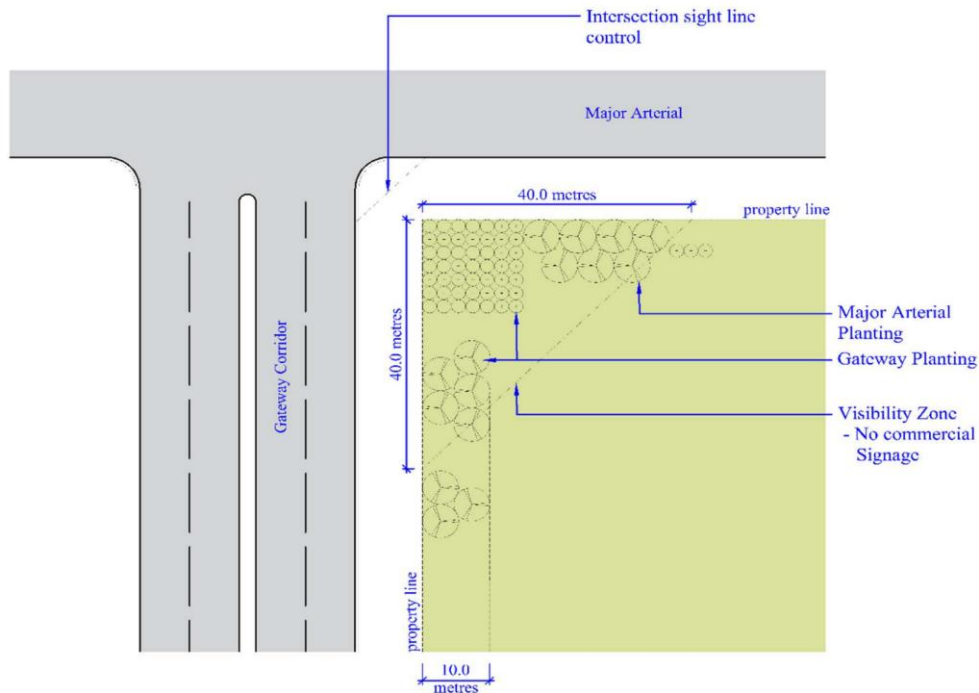


Fig 4

At major arterial intersections a visibility triangle of 30.0 metres, measured from the outside corner of the landscaped area, shall be maintained clear of commercial signage (11E.2.2).

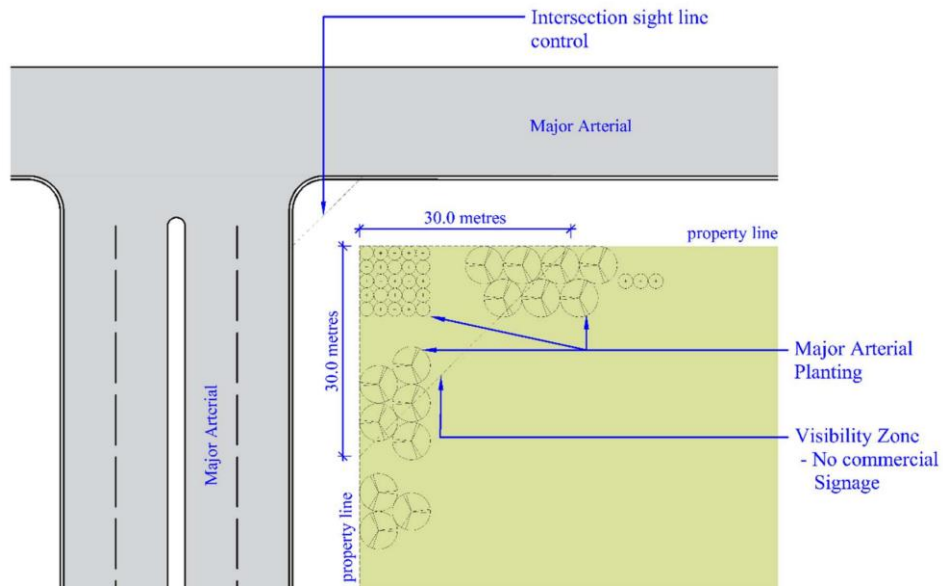
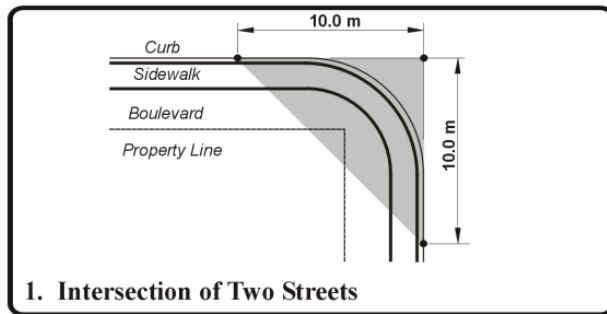


Fig 5

Every development site is subject to the sight line control regulations of the *Regina Traffic Bylaw No. 9900*. To ensure a portable sign is not placed within the sight line control area, please consult the diagram below.

SCHEDULE "H(1)" Intersection Sight Line Controls (as provided for in Section 69)



PURPOSE:

To provide a clear line of sight for motorists approaching a street intersection or exiting a driveway.

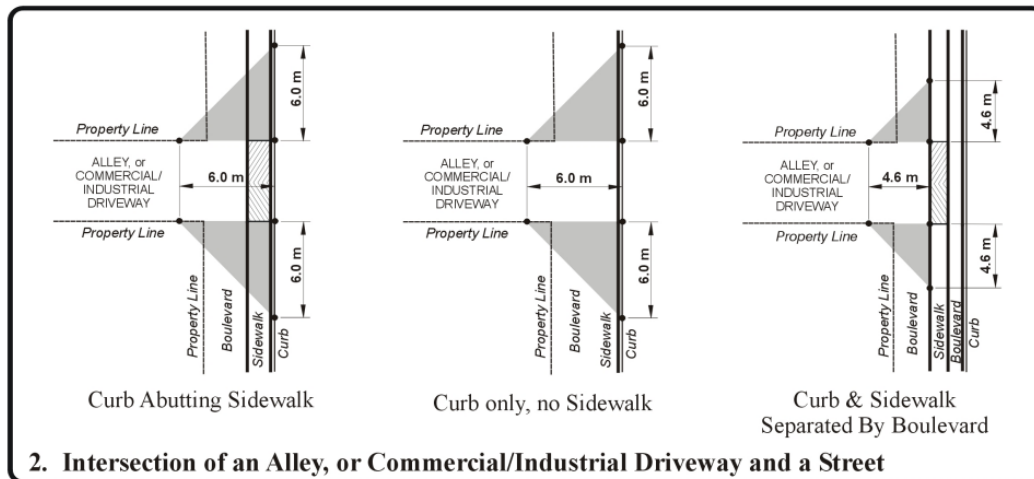
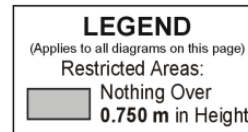


Fig 6

Size and Height

The surface area of a portable sign is limited to 6 square meters and the height to 3.2 meters (11E.5.T1).

Distance between Portable Signs

Where there is more than one portable sign on a lot, there must be a minimum 20.0 metres of separation distance between signs (11E.5.3).

In situations where there are two or more portable signs:

- (a) On a corner lot; and
- (b) Positioned at right angles to each other so they face traffic flows on separate streets.
- (c) They may be placed closer together than 20.0 metres.

Portable signs must be located a minimum of 10.0 metres from any freestanding billboard sign (11E.5.5)

Number of Signs on a Lot

One portable sign shall be permitted per lot where a business is located provided that: (11E.5.6)

- (a) The sign is erected for the purposes of advertising the business on that lot;
- (b) The sign is placed as far from the permanent billboard as the lot allows; and
- (c) All other requirements of *Regina Zoning Bylaw No. 2019-19* regarding signs are met.

One secondary sign is permitted per lot line abutting a street. Where the lot line abutting a street exceed 70.0 metres in length, one additional secondary sign is permitted for each additional 70.0 metres, or part thereof, of that lot line.

Secondary signs meeting the definition of portable signs, must conform to regulations as per Section 11E.12 of the Zoning Bylaw.

Further Information

Development Services Department staff are available for preliminary consultations. Please contact:

Planning & Development Services
9th and 12th Floor, City Hall
2476 Victoria Avenue
P.O. Box 1790
Regina, SK S4P 3C8

Telephone: 306-777-7551

Email: proposeddevelopment@regina.ca

This guide is for informational purposes only. For exact zoning information, please refer to *Regina Zoning Bylaw No. 2019-19*.