

Light Industrial/Arterial Commercial

- All signs should be architecturally coordinated with the overall design of buildings and landscaping. Multi-unit buildings should have unit signs of compatible size, arrangement and character.
- Fascia type signs (on building surfaces) are encouraged.
- Signs with temporary and changeable lettering are not supported, except where clearly required due to the nature of the business activity.
- Signage should be unobtrusive and should not detract from the form and character of the site or adjacent properties.
- All site signage shall conform to the comprehensive sign plan approved for the site.

Residential Multi-family and Commercial/Mixed Use

- All entrance ways should provide visible signage identifying building address.
- Commercial buildings should provide signage that identifies uses and shops clearly but which is scaled to the pedestrian.
- Special street name signage and mountings unique to each of the two Village Centres should be used to help create and enhance the local identity of each.
- Awning signs, and signs-as-awnings, are discouraged.
- Flush mounted fascia signs are encouraged. Hanging signs perpendicular to the building façade are also encouraged.
- Backlit plastic box signs, and pylon signs, are strongly discouraged.
- Individual cut-out or silhouette letter signs mounted on storefronts are acceptable, with or without illumination. Individual letters should not exceed 0.6m in any dimension.
- External neon signs, as well as small neon signs inside store windows, are acceptable.
- Rooftop signs and flashing signs are not permissible.

Brentwood Village and Moodyville

In a busy commercial centre, signs can be one of the most dominant visual features. The effectiveness of this form of advertising is linked to size and visibility. National restaurant and retail chains often have standards for size, colour and placement that do not recognize the local context. The proliferation of these standard signs is a major cause of generic strip character across North America. As well, small businesses may have limited options and budget for their necessary signage and application of the highest standards may be difficult.

- Creatively designed, constructed and lit signs can make a positive contribution to local character.
- Sign height should be in scale with neighbouring buildings.
- Free-standing pylon signs are discouraged. Signs should be located on the building façade.
- Large areas of back-lit plastic signs or fabric canopy signs are discouraged.
- Front-lit signs and neon signs are encouraged.
- Signs should relate closely to village centre architecture through the use of complimentary materials and details.
- Suggested sign types include individual letters, hanging signs perpendicular to the building façade or other creative solutions.