

# Development Information Signage: A Guide for Advertising Developments

This handout provides information to help explain Coquitlam’s Development Information Signage guidelines at a general level.

## Overview

Different types of project information signage are permitted during the development process. This guide is intended to assist applicants in understanding which types of development signs are permitted prior to, during, and after development approval processes. The guide provides a general overview regarding Development Information Signage based on the City’s Sign Bylaw ([coquitlam.ca/Bylaws](http://coquitlam.ca/Bylaws)). Applicants are advised to refer to the City’s Sign Bylaw, as well as, the relevant Provincial legislation and regulations relating to the advertising and marketing of development projects.

Types of Development Information Signage	When is signage permitted during the application process?			
	Prior to Development Application Submission	After application submission	After 2nd, 3rd, & Public Hearing (if approved)	After Fourth & Final Adoption
Development Application Sign		✓	✓	✓
Hoarding Sign	✓	✓	✓	✓
Development Sign		✓	✓	✓
Sales Centre Sign				✓
Directional Sign				✓

July 2023

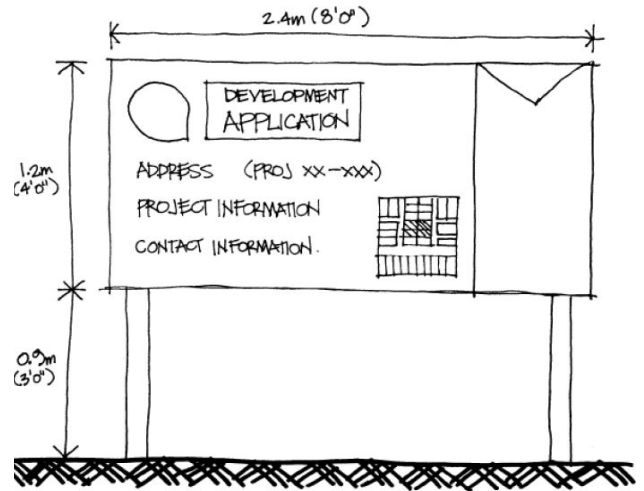
## 1 Development Application Sign

All applicants pursuing Development Applications involving one or more of the following application types are required to install a development application sign on the development site:

- Development Permit
- Development Variance Permit
- Heritage Alteration Permit
- Heritage Revitalization Agreement
- Official Community Plan Amendment
- Rezoning
- Temporary Use Permit

Once an application is submitted, the assigned file manager will provide written instruction by way of a letter to the applicant indicating when and where the Development Application Sign needs to be posted, as well as details on content.

The applicant is responsible for preparing, posting and removing the signs in accordance with the specifications set out by the City of Coquitlam.

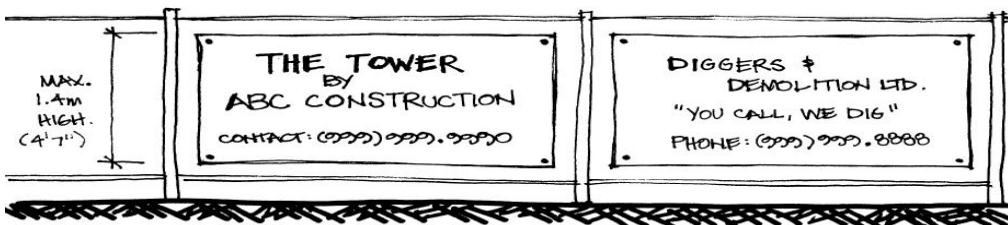


**This sign does not require a sign permit.** Please contact your file manager regarding the details required for a Development Application Sign.

## 2 Hoarding Sign

A hoarding sign means a sign erected upon hoarding surrounding a development for the purpose of advertising during site preparation and construction, which may include the name, logo, photographs or artistic renderings, and the nature and particulars of the development.

Information regarding sales of the project must NOT be displayed prior to Council approvals of Rezoning and Development Permit applications (e.g. 1, 2 & 3 bedroom units starting at \$xxx,xxx)



**These signs require a sign permit.** Please refer to the Sign Bylaw or contact Planning & Development for more information. Please call 604-927-3430 or email [planninganddevelopment@coquitlam.ca](mailto:planninganddevelopment@coquitlam.ca)

A hoarding sign is permitted, provided the sign meets the following.

- Is fronting a street
- Does not have a copy area greater than 40% of the hoarding face area along a street
- Height of the copy area does not exceed 1.4 metres (4' 7")
- Painted or flush mounted on the hoarding
- Not illuminated
- Placed wholly on the premises comprising the construction or development activity

### 3 Development Sign

A development sign means advertising for a proposed development project which may include the name, nature and particulars of the development, the names of the developer, contractors, subcontractors, consultants and a logo identifying the project.

**Prior to Council approvals** of Rezoning and Development Permit applications, information regarding sales of the project must **NOT** be displayed.

Subject to the *Provincial Real Estate Development and Marketing Act*, once a project has been approved by Council, a developer may update the information on the sign.

A maximum of one development sign is permitted per lot, provided the sign meets the following.

- Indicates only the name and nature of a development, construction or demolition project, and/or names of the contractors, sub-contractors and professional advisors working on the development project
- Is placed wholly on the premises comprising the construction or development activity
- Does not have a sign area greater than 6.5 square metres (70 square feet)
- Has a maximum height of 4.0 metres (13' 1") if it is a freestanding sign
- Is not illuminated
- Must be removed within 30 days of the final occupancy permit issued by the City, or upon 90% of the lots or units in a subdivision or multi-family development sold, whichever occurs first, within a residential zone
- Must be removed within 30 days of the final occupancy permit issued by the City for the development within an agricultural, resource, commercial, industrial, and institutional zone

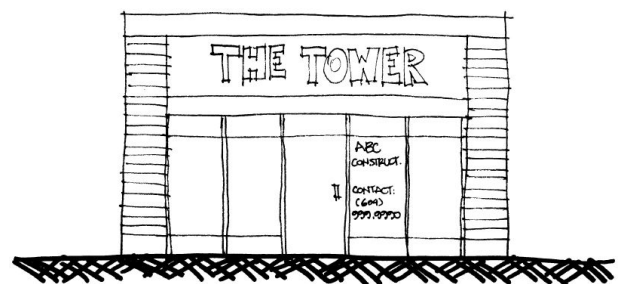


***This sign does not require a sign permit.*** Please contact your file manager regarding the details required for a Development Sign.

### 4 Sales Centre Sign

Unless exempted under the City's Sign Bylaw or other City policies or regulations, all exterior signs on a project sales centre require a Sign Permit. Please refer to the City's Sign Bylaw for more information.

Awning, canopy, fascia and window signs are examples of the types of signs that may be permitted.



These signs are only permitted after Council approval of the development project and subject to the *Provincial Real Estate Development and Marketing Act*.

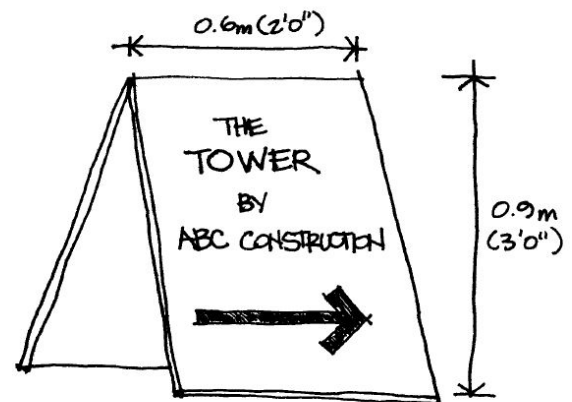
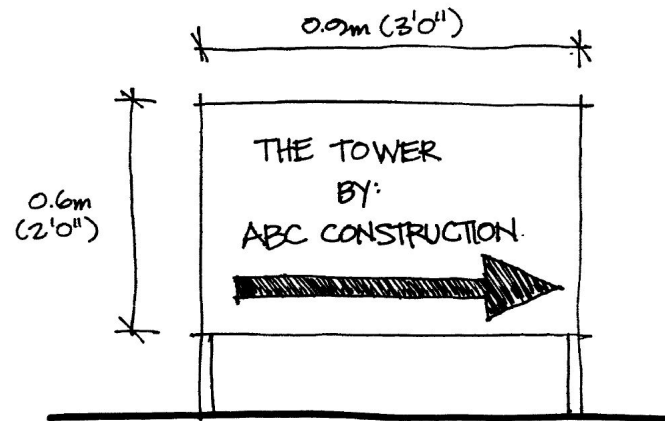
## 5 Directional Sign

Signs are not generally permitted on public property (e.g., roads, sidewalks, traffic medians, boulevards). However, the City allows the temporary placement of directional signs for project sales centres, show homes and open houses as follows:

- Directional signs must be freestanding or sandwich board signs
- Signs cannot be larger than 0.9 metres x 0.6 metres 3' x 2'
- One sign per development company is permitted at up to four intersections nearest to the sales centre, show home or open house
- Signs cannot compromise sight lines for motor vehicles
- Signs cannot obstruct sidewalks, walkways or other public passageways, or otherwise present a hazard
- Signs may be on public property only during the hours the sale centre, show home or open house is open to the public

Directional signs are not permitted on private property not owned by the development company.

Signs not meeting these guidelines may be impounded, and/or fines issued under the Sign Bylaw.



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604-927-3430 | [signpermits@coquitlam.ca](mailto:signpermits@coquitlam.ca)

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