

# Signage Décarie and Poirier sectors

To better respond to the needs of retailers and harmonize signage on commercial streets, the Borough of Saint-Laurent has regulations to guide sign installation in the Décarie and Poirier sectors.

A permit or a certificate of authorization from the Borough is required prior to installing a sign.

## Process

To submit a request to install a sign, the form, "Request for a sign authorization certificate" must be filled in and attached to the required documents. These documents must be submitted to the Division des permis et des inspections, located at 777, boulevard Marcel-Laurin.

## Costs

Fees are required to process a request.

## Types of signs authorized

### Establishments located on the ground floor

- Cut-out image or lettering, with background<sup>1</sup>
- Cut-out image or lettering, without background<sup>2</sup>
- On a box
- Perpendicular, 2- or 3-dimensional
- On a fixed awning, with a maximum projection of 1 m
- On the valance of a retractable awning
- On a window, self-sticking, on permanent support, or a rear projection sign<sup>3</sup> (installed less than 2 m from the window)
- Wall group sign (applicable to some establishments)

### Establishments located on upper floors

- Banner or flag
- On a window, self-sticking, on permanent support, or a rear projection sign<sup>3</sup> (installed less than 2 m from the window)

## Authorized materials

Signs must be made of resistant materials, such as:

- Wood, treated for weather-resistance (except completely pressed wood)
- Metal
- Rigid synthetic material (plastic)
- Flexible synthetic material (self-sticking)
- Non-flammable fabric (for awning signs)
- Flexible polyester fabric (within an aluminum frame)
- Paint (signs with image or lettering with a background)

## Definitions

<sup>1</sup> Cut-out image or lettering, with background: Sign attached to a building comprised of images or letters installed on a backing distinct from the exterior cladding of the wall or architectural element.

<sup>2</sup> Cut-out image or lettering, without background: Sign attached to a building comprised of images or letters installed directly on the exterior cladding of the wall or architectural element.

<sup>3</sup> Rear projection sign: Lit sign installed in a window with a message projected onto an acrylic film from inside the establishment.

## Maximum number of signs

### Establishments located on the ground floor

- 2 signs (on an awning, or a box sign, with image or lettering with or without background) per establishment per facade, or on a wall facing a walkway leading to a public parking area
- 2 signs for suites occupied by 2 or more establishments
- 1 perpendicular sign per establishment
- 1 sign on the valance of a retractable awning
- 1 sign showing the menu and hours of operation for restaurants
- 1 rear projection sign<sup>3</sup> in the window
- Window signage occupying no more than 25% of all glass surfaces of the main facades of the establishment
- For each access route to upper floors: 1 wall sign announcing all establishments located on upper floors

### Establishments located on upper floors

- 1 banner or flag
- Window signage occupying no more than 25% of all glass surfaces

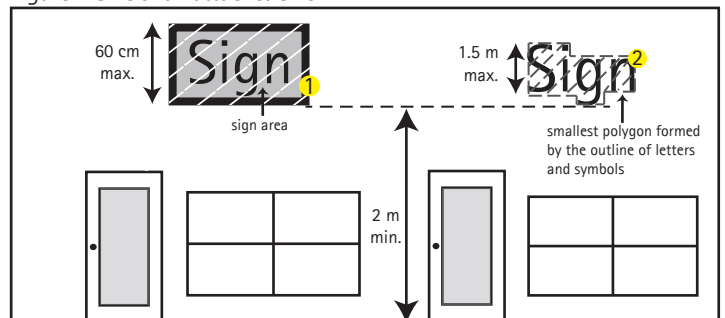
## Area calculation

Box sign: Entire structure (figure 1)

Other types of signs: The smallest polygon formed by the outline of the letters and symbols (figure 1)

Perpendicular sign: if depth is less than 20 cm, only 1 of the 2 sides is measured. If depth is greater than 20 cm or if the sign has 3 sides, the total area of all sides must be included in the area.

Figure 1: Size of an attached size



① attached box sign

② attached sign composed of separate letters or symbols

## Harmonization

Signs located in the sector must be harmonized according to the objectives and criteria of the applicable Site planning and architectural integration program (SPAIP) and are subject to this procedure.



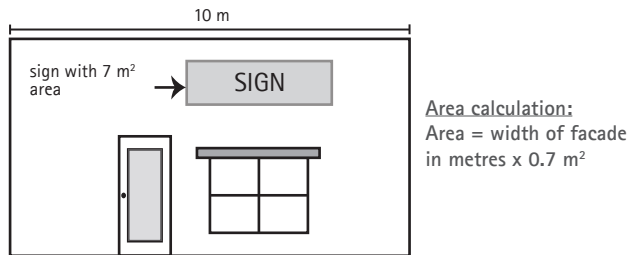
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## Maximum dimensions

### Establishments located on the ground floor

0.7 m<sup>2</sup> for each 1-metre section of the width of the building facade, to a maximum of 10 m<sup>2</sup> for all signs (figure 2).

Figure 2: Calculating the area of a sign



### Box sign

- Maximum height: 60 cm
- Maximum message area: 50% of the area of the sign display

### Perpendicular sign

- Maximum height: 1 m
- Maximum projection: 75 cm
- Maximum area: 0.5 m<sup>2</sup> or 0.125 m<sup>3</sup>

### Sign on the valance of a retractable awning

- Maximum message height: 12 cm
- Maximum area: 50% of the valance area

### Cut-out image or lettering, without background

- Maximum height: 1.50 m

### Cut-out image or lettering, with background

- Maximum size of lettering: 60% of the background surface

### Sign on a fixed awning

- Maximum size of lettering: 50% of the vertical surface of the awning

### Window signage

- Maximum area: 25% of all glass surfaces

### Rear projection sign

- Maximum area: 1.5 m<sup>2</sup>

### Group wall sign

- Maximum area: 1 m<sup>2</sup>

### Menu or hours of operation sign for an establishment

- Maximum area: 0.25 m<sup>2</sup>

### Establishment located on an upper floor

All group wall signs must be attached to the wall adjacent to the door, or on the door leading to the establishment.

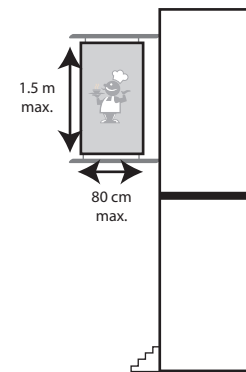
### Banner or flag (figure 3)

- Maximum height: 1.50 m
- Maximum width: 80 cm
- Maximum area: 1.20 m<sup>2</sup>

### Window signage

- Maximum area: 25% of total glass surfaces

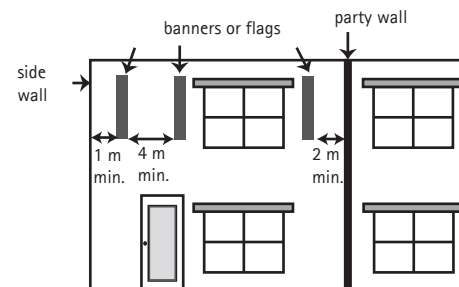
Figure 3: Banner or flag dimension



## Location

- The maximum projection of a sign in the setback is 1 m, except for retractable awnings.
- All parts of a sign must be at a height of at least 2 m from the ground, except for window signs.
- A window sign must be located inside the building and visible from the exterior.
- A sign with image or lettering, with or without background, can encroach on the window by 80 cm.
- A banner or a flag must be located at least 1 m away from the side walls of the building; 2 m if the building is attached or contiguous (figure 4).
- Banners and flags on upper floors must be at least 4 m away from one another.

Figure 4: Minimum distances for banners and flags



Information: 311 - ville.montreal.qc.ca/saint-laurent/infosheets

Legal framework: Règlement sur le zonage n° RCA08-08-0001  
Règlement sur les tarifs n° RCA14-08-1

Notice: Certain specific provisions, not mentioned in this document, may apply. This information sheet has been prepared for the convenience of the reader and has no official status. Text accuracy is not guaranteed. For legal purposes, consult the official French version of the bylaw and all its amendments.

## APPLICATION FOR A SIGN CERTIFICATE

**All fields must be completed and all required documents must be submitted with the application.**  
**Incomplete applications will not be considered. Please note that the specific zoning clauses must be verified.**

### REQUIRED DOCUMENTS

- ☐ **2 copies** of the drawings of the sign indicating its dimensions (including font and image sizes), its square footage, materials, and fixing method.
- ☐ **2 photos** showing the location of the attached or free-standing sign, and indicating the width of the façade of the establishment.
- ☐ **2 copies** of the certificate of location to scale showing the location of the free-standing sign.
- ☐ **Signature** of the building owner or manager authorizing the sign.
- ☐ **A cheque for \$145** payable to **Ville de Montréal**.

### 1. ESTABLISHMENT'S ADDRESS

Address and postal code				<input type="checkbox"/> Change of message on existing sign <input type="checkbox"/> Illuminated <input type="checkbox"/> Not illuminated
<b>Type of sign:</b> <input type="checkbox"/> Flat against the wall <input type="checkbox"/> On an awning <input type="checkbox"/> On a base <input type="checkbox"/> On a post				
<input type="checkbox"/> On a marquee <input type="checkbox"/> In a window <input type="checkbox"/> Flag <input type="checkbox"/> Perpendicular <input type="checkbox"/> Other :				
Number of signs	Width of the facade of the establishment	Installation date	Cost of the sign(s)	

### 2. APPLICANT

Name		Name of person in charge	
Full address			Postal code
Telephone	Email address		

### 3. ESTABLISHMENT

Name of the establishment
Number of the certificate of use and occupant attestation issued by the Borough of Saint-Laurent

### 4. NAME OF THE BUILDING OWNER OR MANAGER

Name of the owner or manager	Name of contact
Full address	Telephone
I authorize the applicant to apply for the sign certificate. <input type="checkbox"/>	Signature of the building owner or manager

### 5. SIGNATURE OF THE APPLICANT

<b>I certify that the information provided is accurate.</b> <b>I acknowledge that any error or omission could result in the cancellation of this application and the certificate.</b>	
First and last name	
Signature	Date

### À L'USAGE DU BUREAU SEULEMENT

Nombre d'enseignes	Superficie de l'enseigne en m <sup>2</sup> m <sup>2</sup>	Emplacement conforme <input type="checkbox"/> Oui <input type="checkbox"/> Non	Numéro de certificat d'autorisation
Dérogation mineure / PIIA	Paiement reçu <input type="checkbox"/> _____ \$	Approuvé par	Approbation en date du