

# Signage General provisions

To ensure signage uniformity and consistency, the Borough of Saint-Laurent has adopted regulations on sign installation within its jurisdiction.

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, "Application for a sign 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.

## Authorized materials

Signs must have a permanent, durable structure, with all parts attached securely.

Signs must be made of one or more of the following materials:

- Treated wood (except completely pressed wood)
- Metal
- Rigid synthetic material
- Non-flammable fabric (for signs part of an awning)
- Flexible polyester fabric (within an aluminum frame)

## Shape

Signs must be in a regular geometric shape, both in plan and in volume (rectangular, square, circle, diamond, cube or cylinder), except for logos and acronyms.

## Area calculation

### Signs with frame

Sign area includes the frame surrounding the signage surface (*figure 1*).

### Signs without a frame (comprised of different letters or separate logos)

Sign area is calculated by projecting an imaginary square or rectangle around the different parts of the sign (*figure 1*).

## Area of electronic signs and signs containing an electronic message

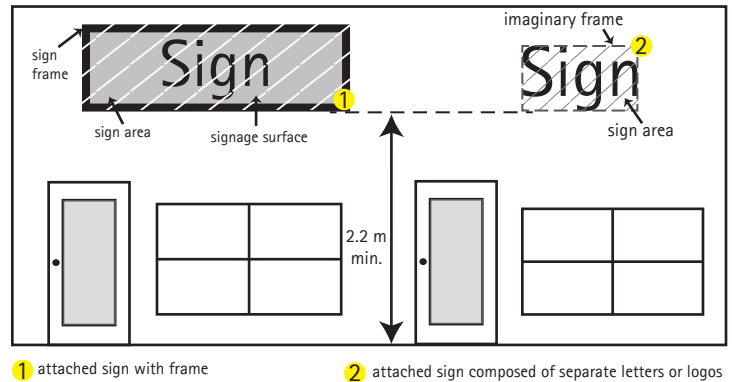
### Electronic signs

The maximum area is 30% of the authorized sign area.

### Signs containing an electronic message

The maximum area for an electronic message is 30% of the total area authorized for signage.

Figure 1: Area of an attached sign



## Lighting

Signs can be lit, i.e., illuminated from a light source placed outside of the sign, providing that the source is not visible and the light does not project beyond the lot on which the sign is installed.

Signs can be self-lit, i.e., illuminated by a source installed inside the sign, provided that the sign is composed of translucent, non-transparent materials that hide the light source, eliminating glare. This condition applies to all signs, except for electronic messages and signs illuminated by neon or fibre optics.

Electricity must be fed from inside the building. Exterior wiring is prohibited.

## Maintenance

Signs must be maintained and repaired to ensure they remain in good condition and to limit danger.

## Visibility

Screening the whole or a part of a sign with material covering its surface is prohibited.

## Removal of signs

If an establishment terminates its activities, the owner of the building or the sign must either remove the sign, or cover it with a white plasticized screen within 6 months of the closing of said establishment.

## Awning signs

An awning sign is one in which the sign is part of the material forming the awning. Consequently, use of the awning as the support for a sign is prohibited.



# Signage General provisions

## Signs attached to a building

### Installation standards

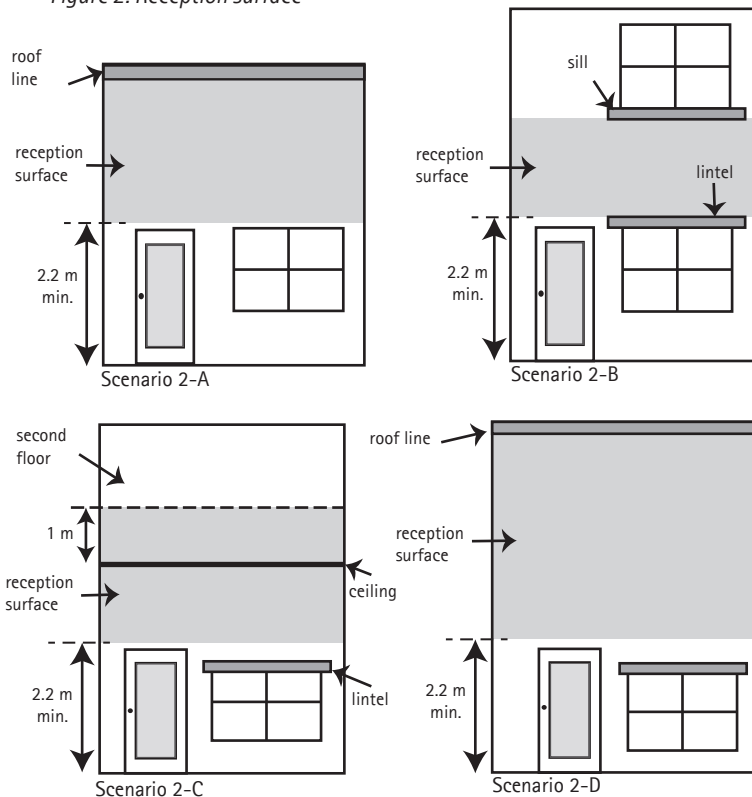
- Install flat on the front facade of the establishment or on the vertical surface of an awning or canopy.
- Place parallel to the wall of a building, the vertical face of an awning, or the canopy to which the sign is installed.
- Place at a height of at least 2.20 m above the ground.
- A sign attached to a building may encroach 60 cm on a setback. A maximum projection of 60 cm is permitted, including the awning or canopy supporting the sign.

### Reception surface

The reception surface corresponds to the area situated in the following locations (figure 2):

- Between any window and the roofline (scenario 2-A).
- Between a ground-floor window lintel and a second-floor window sill (scenario 2-B).
- Between a ground-floor window lintel and a line located 1 m above the ceiling of the ground floor, if there is no window on the second floor (scenario 2-C).
- In the upper part of the wall, if the wall has no windows (scenario 2-D).

Figure 2: Reception surface



### Area

- Signs attached to a wall:
  - The sign message must occupy no more than 50% of the total sign area.

### Awning signs:

- The sign message must occupy no more than 30% of the vertical face of the awning.

For establishments located in different buildings on the same site, the authorized signage area can be divided among the buildings. However, at least 50% of the total signage area must be located on the main building.

## Detached signs

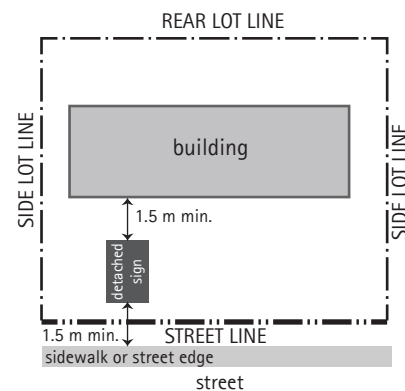
### Harmony

If several signs on a post or a plinth are located on the same site, the height and dimensions of all signs must be equal.

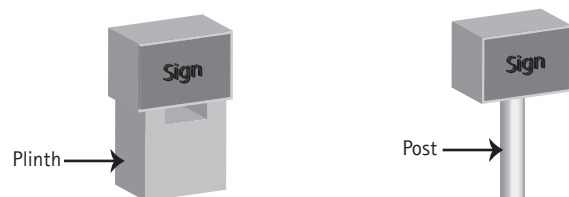
### Installation standards (figure 3)

- The sign must be suspended, supported or placed on a post or a plinth.
- The projection of a sign to the ground must be at a distance of at least 1.5 m from the building.
- The distance between the projection of a sign to the ground and the street line must be equal to at least:
  - For signs on posts: the minimum front setback required in the zone.
  - For plinth signs: half of the front setback required in the zone.
- A sign cannot encroach on the public domain and must be located at least 1.5 m from the sidewalk or street edge.

Figure 3: Installation of a detached sign



## Difference between a sign on a post and a sign on a plinth



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 \$148** 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