

Appendix B: Permanent Billboard Regulations in Regina and Saskatoon

Table 1: Billboard Regulations in Regina and Saskatoon		
Regulation Type	Regina	Saskatoon
Permitted Zones	MH – Mixed High Rise; MLM – Mixed Large Market; DCD – Downtown; and all industrial zones.	Saskatoon’s Zoning Bylaw includes many more zone types than Regina; however, the zones in which billboards are permitted are similar in use and intensity of use to the zones in which they are permitted in Regina.
Maximum Sign Face Area (per side)	MH and DCD-D – 10m ² MLM and Industrial zones – 24m ²	23.23m ² for billboards, but no limit on superboards (permitted in major commercial areas and industrial zones)
Maximum Height	MH and DCD-D – 10m MLM and Industrial zones – 14m	15 metres, with no stacking of billboards on the same support structure permitted.
Required Separation Distance from Other Permanent Billboards	There must be a minimum of 90 metres between permanent billboards located on the same side of the street (billboards located on the same side of the street but perpendicular to each other may be located closer together than 90m).	No billboard may be located within 200 metres of another billboard facing the same oncoming traffic.
Standards for digital billboards	<ul style="list-style-type: none"> • Images on digital signs must remain static for a minimum of 6.0 seconds. • May not contain full motion video. • Must have an instantaneous transition time between images, with no transition effects (i.e. fade in or out) • Freestanding signs (including digital signs) over 3.2 metres in height or 6.0m² must be located at least 15.0 metres from any residential property line. • Digital signs must not exceed a brightness level of 0.3 foot candles above ambient light. • Digital signs must be equipped with an automatic dimming function to ensure that signs do 	<ul style="list-style-type: none"> • No static billboard within 200 metres of another static or digital billboard may be converted to a digital billboard. • Images on digital billboards must remain static for a minimum of 6.0 seconds. • Digital billboards must be raised at least 3.0 metres above grade level. • Digital billboards must be located at least 15.0 metres from a residential property line. • Flashing images or flashing lights are not permitted on a digital billboard. • Digital billboards must be equipped with a dimmer switch to be adjusted in accordance

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	<p>not exceed the maximum permitted brightness level.</p> <ul style="list-style-type: none">• Images on digital signs may not include a white background.• May not resemble or interfere with any emergency lights or traffic control devices.• No sign copy is permitted that would require the copy to be viewed or read over a series of sequential messages, either on one sign or multiple displays.• Where a sign component fails or malfunctions in such a way that it impacts image quality of the display, the sign shall be turned off until the display is operating as intended.	<p>with any direction given by the Development Officer.</p>