



**Office Consolidation**

**The Corporation of the Town of Orangeville**

**Sign By-law No. 28-2013**

**As amended by:**

**By-law Number**

**Date Passed**

**74-2013  
101-2014  
023-2016  
071-2019**

**August 12, 2013  
December 8, 2014  
March 7, 2016  
December 16, 2019**

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## The Corporation of the Town of Orangeville

### By-law Number 28-2013

#### **Being a by-law to regulate the use and erection of signs, canopies and other advertising devices within the Town of Orangeville.**

Whereas Section 11 of the *Municipal Act, 2001, S.O. 2001, c.25*, as amended, (the “Act”) provides that a municipality may pass by-laws respecting matters within the spheres of jurisdiction;

And whereas Subsection 11(3)(7) of the Act provides that municipalities may pass by-laws respecting structures, including fences and signs;

And whereas Section 391 of the Act provides that despite any Act, a municipality and a local board may pass by-laws imposing fees or charges on any class of persons;

Be it therefore enacted by the Municipal Council of the Corporation of the Town of Orangeville as follows:

#### **Part 1 – Title**

- 1.1 This by-law shall be known as the “**Sign** By-law” of the Corporation of the Town of Orangeville.

#### **Part 2 – Purpose and Intent**

- 2.1 It is the intent of this by-law to regulate the use and erection of signs and other advertising devices within the Town of Orangeville.

#### **Part 3 - Definitions**

- 3.1 In this by-law, words that are defined are highlighted and have the following meanings:
- 3.2 “**Alter, Altered or Alteration**” means to change the size and/or location of a **sign** but shall not include replacement of a sign face or panel, painting, repainting, cleaning, or normal maintenance and repair of a sign not involving structural change.
- 3.3 “**Automobile Service Station**” means a building where gasoline, oil, grease, antifreeze, new parts or new accessories for motor vehicles are stored or kept for sale, or where motor vehicles may be oiled, greased or washed or where minor repairs essential to the actual operation of motor vehicles are performed.

- 3.4 **“Awning”** means a sloping wall sign supported from the exterior wall of a building and usually composed of non-rigid materials, except for the supporting framework.
- 3.5 **“Bag Sign”** means a temporary sign that is constructed of an opaque plastic bag that is placed over a steel frame and pushed into the ground.
- 3.6 **“Banner”** means a sign composed of lightweight material so as to allow movement caused by the wind.
- 3.7 **“Building Code”** means the *Ontario Building Code Act*, as amended from time to time, and any regulations thereunder.
- 3.8 **“C5 Zone,”** means lands zoned Restricted Commercial/Residential (“C5”) as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.9 **“Cemetery”** means land that is set apart or used as a place for the interment of the dead or a place in which human remains have been buried.
- 3.10 **“Charitable Organization”** means an association of persons that is charitable under the laws of the Province of Ontario or the laws of Canada.
- 3.11 **“Chief Building Official”** means the Chief Building Official for the Corporation of the Town of Orangeville along with his/her designate.
- 3.12 **“Commercial Zone”** means lands zoned Commercial (“C” or “NMU”) as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.13 **“Community Association”** means a group of persons organized for the advancement of activities of a civic, social, cultural or recreational nature and which are not conducted for monetary profit.
- 3.14 **“Corner Lot”** means a lot situated at the intersection of and abutting upon two (2) or more highways provided that the angle of intersection of such highways is not more than 135 degrees.
- 3.15 **“Coroplast Sign”** means a temporary sign made of corrugated plastic which is lightweight, durable and is placed over a frame and pushed into the ground.
- 3.16 **“Council”** means the Council of the Corporation of the Town of Orangeville.
- 3.17 **“Developed Lands”** means a lot on which buildings or structures are constructed.

- 3.18 **“Development Zone”** means lands zoned Development (“D”) as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.19 **“Digital Image Signage”** is digital generated artwork that can be in colour and is placed onto a coroplast backing and affixed to the frame of a 4.5m<sup>2</sup> portable temporary sign face.  
*(Amended by By-law 101-2014, December 8, 2014)*
- 3.20 **“Directional Sign”** means a sign which provides direction or information for the control of vehicular traffic such as an entry or exit sign or a loading area sign.
- 3.21 **“Display Surface”** means the continuous area in one plane made available by the structure of a sign for the mounting of letters and decorations.
- 3.22 **“Election Sign”** means any sign as defined by Election Sign By-law Number 28-2013 and any amendments thereto.
- 3.23 **“Electronic Message Display”** means that part of a sign which is electronically controlled and which displays information in a pre-arranged sequence and on which the intensity of illumination is maintained at a constant level.
- 3.24 **“Erect, Erected and Erection”** includes the construction, maintenance, display, alteration, placing or relocation of any sign or portion thereof and the posting of notices.
- 3.25 **“First Storey”** means the storey with its floor closest to grade and having its ceiling more than 1.8m above grade.
- 3.26 **“Flashing Sign”** means a sign with illumination that varies in intensity at periodic intervals.
- 3.27 **“Ground Sign”**, except as otherwise specifically stated in this by-law, means a sign supported by a sign structure embedded in the ground to a depth of at least 0.5m, which is not attached to any part of a building and which is used for the purpose of advertising a lawful business operating on the premises or a lawful product offered for sale on the premises.
- 3.28 **“Height”**, in the case of a ground sign or portable temporary sign, means the distance from the surface of the sidewalk abutting the property to the highest portion of the sign or, where there is no sidewalk, from the surface of the ground immediately below the sign to the highest point thereof.
- 3.29 **“Heritage Sign Special Policy District”** means the lands shown in dark outline on Schedule “A” to this by-law.
- 3.30 **“Highway”** means a common and public walkway, boulevard, lane, street,

avenue, parkway, driveway, square, place, bridge, viaduct or trestle, designed and intended for, or used by, the general public for the passage of vehicles and pedestrians and includes the untravelled portion of a road allowance.

- 3.31 **“Highway Frontage”** means the linear dimension of a lot which abuts or is immediately adjacent to a highway.
- 3.32 **“Illuminated”** means direct, indirect, internal or external illumination.
- 3.33 **“Industrial Zone”** means lands zoned General Industrial ("M1") as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.34 **“Inside Lot”** means a lot which is situated between adjoining lots and which has highway frontage on only one highway.
- 3.35 **“Institutional Zone”** means lands zoned Institutional ("INST") as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.36 **“Land Development”** means the development of vacant land or the development, re-development, or construction of a building or buildings including the initial selling or leasing information within the Municipality, but shall not include minor interior changes to an existing building.
- 3.37 **“Letters and Decorations”** means the letters, illustrations, symbols, figures, insignia and other devices mounted on the display surface to express and illustrate the message of the sign.
- 3.38 **“Lot”** means a parcel or tract of land,
- (a) which is a lot shown on a Registered Plan of Subdivision, provided that a Registered Plan of Subdivision for the purposes of this subsection does not include a Registered Plan of Subdivision which has been deemed not to be a Registered Plan of Subdivision under a by-law passed pursuant to the Planning Act; or
  - (b) which fronts on a public highway and which is a separate parcel of land with no abutting land owned by the same owner or owners as of the date of the passing of this by-law; or
  - (c) the description of which is the same as in a conveyance for which consent has been granted pursuant to the Planning Act; or
  - (d) which is the remnant parcel remaining to an owner or owners after a conveyance has been made for which consent has been given pursuant to the Planning Act.

- 3.39 **“Marquee”** means a permanent roof-like structure composed of rigid materials extending perpendicularly from all or part of a building face but does not include an awning.
- 3.40 **“Municipality”** means the Corporation of the Town of Orangeville or all of the lands within the geographic limits of the Town of Orangeville.
- 3.41 **“Mural”** means any type of display or artistic endeavour painted on or otherwise affixed to any side of a building or a structure but does not include graffiti.
- 3.42 **“Off-Premise/Billboard Sign”** means a ground sign displaying an advertisement related to a business or manufacturing enterprise or other activity not conducted within the building or upon the premises on which the sign is erected. An off-premises/billboard sign does not include a wall sign.
- 3.43 **“Officer”** means a Municipal Law Enforcement Officer appointed by Council and authorized to enforce the provisions of this by-law and includes a Police Officer of the Orangeville Police Service, the Chief Building Official or any other person authorized to enforce this by-law.
- 3.44 **“Official Sign”** means a sign required by or erected under any statute, regulation, by-law or directive of any federal, provincial or municipal government or any agency, board or commission thereof.
- 3.45 **“Open Space Zone”** means lands zoned Open Space ("OS") as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.46 **“Owner”** means the registered owner of the land upon which a sign is or is to be erected.
- 3.47 **“Parking Area”** means a lot or portion thereof provided for the parking of motor vehicles accessory or incidental to uses in all zones, but does not include a car sales lot or a public parking lot.
- 3.48 **“Place of Worship”** means lands or buildings used for worship by a religious organization.
- 3.49 **“Pole Sign”** means a sign composed of a lightweight but rigid material, which is typically located in a parking area and which is affixed to a light standard or other similar pole such that the bottom of the sign is off the ground.
- 3.50 **“Portable Temporary Sign”** means any sign, other than a ground sign or a sandwich board sign, which is specifically designed to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support.

- 3.51 **“Projecting Sign”** means a sign which is affixed to a building, wall, or structure and which projects therefrom for a distance greater than 0.6m but does not include a marquee or awning.
- 3.52 **“Public Property”** means property owned by or under the control of the Town of Orangeville or any of its agencies, boards or commissions. This includes, but is not limited to, highways, road allowances, public utilities facilities, buses, bus shelters, benches, municipal garbage containers or other structures located on a highway. Property owned by the Town of Orangeville and leased to another person or entity shall not be deemed to be public property.
- 3.53 **“Public Utility Facility”** means a pole transformer box, service container, equipment or other such structure owned or controlled by an entity which provides a municipal or public utility service, including, but not limited to, the Town of Orangeville, Bell Canada, Enbridge Gas, Orangeville Hydro, and any subsidiaries thereof.
- 3.54 **“Readograph”** means a sign with letters or pictorial panels on which copy is changed manually.
- 3.55 **“Religious Organization”** means an association of persons that is:
- (a) charitable under the laws of Canada; and
  - (b) organized for the advancement of religion and for the conduct of religious worship, services or rites.
- 3.56 **“Residential Contents Sale Sign”** means a sign advertising a yard sale, garage sale or other irregularly held sale of household contents.
- 3.57 **“Residential Zone”** means lands zoned Residential ("R" or "RM") as defined in Zoning By-law #22-90 and any amendments thereto.
- 3.58 **“Roof Sign”** means a sign erected entirely on or above the roof, parapet or cornice of any building.
- 3.59 **“Sandwich Board Sign”** means a sign not permanently affixed to the ground, building or structure, which is hinged or otherwise attached at the top enabling the two sign faces to be extended into an “A” shape so as to support the sign.
- 3.60 **“Sign”** means any surface upon which there is printed, projected, or attached any announcement, declaration, or insignia used for direction, information, identification, or advertisement or promotion of business, products, activities or services, and includes a structure, or part thereof, whether in a fixed location or designed to be portable or capable of being relocated. This includes but is not limited to banners, bag signs, flags, inflatable signs, coroplast signs, balloon

advertising devices, spiral advertising devices, or any fixed or portable object intended for advertising purposes but does not include a mural.

- 3.61 **“Sign Area”** means the largest area visible from any direction projected onto a vertical plane of the sign face; if a sign consists of more than one section or module, all areas visible from any direction will be totalled.
- 3.62 **“Sign Face”** means the opaque, transparent or translucent surface of a sign, upon, against, or through which the message of the sign is exhibited, and is the area defined by a geometric shape within a perimeter bounded by the inside of the sign frame or sign structure.
- 3.63 **“Sign Structure”** means the supports, uprights, bracing and framework of a sign.
- 3.64 **“Storey”** means that portion of any building which is situated between the top of any floor and the top of the floor directly above it or, if there is no such floor, the roof directly above it.
- 3.65 **“Temporary Sign”** means a sign which is erected to promote a charitable or non-profit event and can only be displayed for a maximum 60 day period for each event. Temporary signs cannot be used to promote a business or product, with the exception of one temporary sign for a building contractor or home renovation operator working on site for a maximum 30 day period.
- 3.66 **“Through Lot”** means a lot other than a corner lot which has two separate highway frontages.
- 3.67 **“Unsafe”** means:
- (a) structurally inadequate or faulty; or
  - (b) in a condition or location that could be hazardous to any person or property as determined by the Chief Building Official.
- 3.68 **“Wall Sign”** means a sign erected against the wall of any building, the display surface of which is relatively parallel to the face of and supported by such wall, which does not project more than 0.6m from the wall. A wall sign does not include an off-premises/billboard sign.
- 3.69 **“Weather Canopy”** means a permanent overhead roof structure which can display automobile service station identification.
- 3.70 **“Window Sign”** means a sign which is directly affixed to the frame or glass, or which is painted or etched on the inside of any window.



- 3.71 **“Zone”** means a zone established in Zoning By-law #22-90 and any amendments thereto.

#### **Part 4 - Administration**

##### 4.1 Administration of the By-law

This by-law shall be administered by the Chief Building Official.

##### 4.2 Permits Required

- (a) Except for the signs referred to in Section 4.8, no sign shall be erected, displayed, repaired or altered unless a sign permit is obtained therefor.
- (b) A sign that requires a building permit under the Building Code, is subject to the provisions of this By-law except for the requirement to obtain a sign permit. *(Amended by by-law 071-2019, December 16, 2019)*

##### 4.3 Applications for Sign Permits

Every applicant for a sign permit shall complete and submit the following to the Chief Building Official:

- (a) The application, in duplicate, which shall be on forms obtained from the Municipality;
- (b) An affidavit sworn by the applicant verifying that all information contained in the application is complete and accurate;
- (c) Scaled drawings, in duplicate, setting forth the specifications and materials to be used in the construction of the sign structure and the sign. The drawings shall also set forth the colour scheme and any other information that may be requested by the Municipality to assist in the assessment of the application. All signs shall be designed and constructed in accordance with the applicable provisions of the Building Code;
- (d) Scaled drawings, in duplicate, setting forth all information regarding any building upon which the applicant is proposing to locate the sign and the sign structure as may be necessary to determine whether the structure of such building is capable of carrying the additional loads and stresses imposed thereon by the erection of the proposed sign and sign structure and whether the proposed erection complies with the applicable requirements of the Building Code;
- (e) A scaled site plan, in duplicate, setting forth the adjacent highways, buildings, structures and signs, as well as the property lines, highway

frontage, location of the proposed sign, and location of any existing or other proposed signs upon the building or property; and

- (f) The following documents, if requested by the Municipality:
  - (i) a plan of survey, in duplicate, certified by an Ontario Land Surveyor;
  - (ii) if the applicant is not the owner of the property or building on which the sign or sign structure is to be erected, a signed consent by the registered owner of the property authorizing the applicant to apply for a sign permit on behalf of the owner and to erect the proposed sign; and
  - (iii) any additional written approvals or permits required by any other governmental authority or public agency having jurisdiction over the subject matter of the application.
- (g) Where a sign is being installed on Town lands, provide proof of insurance in the amount of \$2,000,000 in liability coverage naming the municipality as an additional insured.” *(Amended by by-law 071-2019, December 16, 2019).*

#### 4.4 Issuance of Sign Permits

The Chief Building Official shall examine all applications for sign permits.

- (a) If the prescribed fee has been paid in accordance with Schedule “B” and if the permit application, drawings, and specifications are in compliance with the requirements set out in this by-law, the Building Code and all other applicable regulations, the Chief Building Official shall issue the permit to the applicant. Such permit shall be provided to the applicant together with one (1) set of the approved drawings and specifications. The second set of drawings and specifications submitted with the application will be retained by the Municipality.
- (b) Every permit shall expire if sign installation is not commenced within a period of six (6) months from the date of its issue, but before it has so expired, the permit may be renewed for up to a further six (6) months provided that the proposed work continues to comply with the provisions of this by-law, the Building Code and all other applicable regulations as revised up to the time of the proposed renewal.
- (c) If the information contained within any submitted application, drawings, specifications or plan of survey indicate to the Chief Building Official that the work proposed to be done will not comply in all respects with the provisions of this by-law, the Building Code and all other applicable

regulations, the Chief Building Official shall refuse to issue a permit therefor and no permit shall be issued until the application, drawings, specifications and the plan of survey are made to conform to the requirements of this by-law, the Building Code and all other applicable regulations.

#### 4.5 Revocation of Sign Permits

The Chief Building Official may revoke the sign permit at any time after the issuance thereof where the sign does not conform to this by-law, the Building Code, or any other applicable regulations, where the permit was issued as a result of false or misleading information, or where the sign is not erected in accordance with the issued sign permit. Revocation will be served by delivering written notice by registered mail to the assessed owner or occupant of the property on which the sign is erected or is proposed to be erected.

#### 4.6 Fees

- (a) Fees, which are to be paid in advance to the Municipality for the review of plans submitted with applications for sign permits and for inspection of signs, shall be in accordance with Schedule "B", which is attached hereto but does not form part of this by-law.
- (b) Charitable organizations, community associations, community centres and non-profit corporations are exempt from the sign permit fees outlined in Schedule "B".
- (c) All fees which are paid are non-refundable.

#### 4.7 Removal of Signs

- (a) Any sign that is unsafe, erected in contravention of any of the provisions of this by-law, no longer in accordance with the Building Code, or no longer in a state of good repair, whether or not a permit has been issued therefor, or any sign for which a permit was revoked pursuant to section 4.5, shall be removed by the owner or occupant of the property on which such sign is erected upon written notice given to that effect by the Chief Building Official. Notice of removal shall be served by delivering written notice by registered mail to the assessed owner or occupant of the property on which the sign is erected or is proposed to be erected. Any sign that is subject to the notice shall be removed immediately upon receipt of the letter.
- (b) Such notice shall outline the nature of the contravention and the section of the by-law so contravened and shall further direct that the by-law be complied with within a specified time.

- (c) In the event that such sign is not removed in accordance with the notice, the Chief Building Official may cause the pulling down or removal of such sign at the expense of the owner or occupant and the expense therefor may be collected in like manner as municipal taxes.
- (d) An unsafe sign that poses a danger to persons may be pulled down or removed at the direction of the Chief Building Official. Such removal is to be at the expense of the owner or the occupant and the expense therefor may be collected in like manner as municipal taxes.
- (e) Where a sign has been removed by the Municipality pursuant to this by-law, the property owner and/or occupant is liable to a minimum charge of \$300.00 per sign or the actual cost of removing such sign, whichever is greater. Signs so removed shall be stored by the Municipality for a period of 30 days, during which time the property owner, occupant, and/or permit applicant is entitled to redeem such sign upon payment to the Municipality of a storage fee of \$10.00 per day. At the expiry of the 30 day period, the sign will be disposed of by the Municipality. Such removal is to be at the expense of the property owner, occupant, and/or permit applicant and the expense therefor may be collected in like manner as municipal taxes.

#### 4.8 Signs for Which a Sign Permit is not Necessary

Subject to the explicit restrictions contained within this by-law, the following signs are permitted in any zone and may be erected without a sign permit:

- (a) Election signs erected in compliance with Election Sign By-law Number \_\_\_-2013 and any amendments or successor thereto;
- (b) Official signs required by law or as otherwise required by the Municipality;
- (c) Signs for regulating traffic, legal notices, warnings at railway crossings, and all other signs pertaining exclusively to public safety;
- (d) In Residential Zones, real estate advertising signs having a sign area of less than 0.6m<sup>2</sup> and directional open-house signs so long as they are erected in compliance with Section 7.2 of this by-law;
- (e) Memorial or historical interest signs, plaques or tablets;
- (f) Public notification signs that are erected by the Municipality in accordance with statutory requirements for the notification of the public as set out by the Planning Act or other Provincial or Federal statute and in accordance with the policies of the Municipality;
- (g) Except in Residential Zones, one (1) non-illuminated ground sign not

exceeding 3.5m<sup>2</sup> in sign area advertising the sale, rental or lease of any building, structure or lot;

- (h) One (1) non-illuminated trespassing, safety or caution sign not exceeding 0.6m<sup>2</sup> in sign area for every 4.5m of highway frontage;
- (i) An illuminated, non-flashing, "open" window sign so long as the sign area does not exceed 25 percent of the window in which it is located or a maximum width of 1m, whichever is less, and so long as such sign is erected so that the light emitting from such sign is deflected away from any adjacent residential premises;
- (j) A non-illuminated, non-flashing, window sign so long as the sign area does not exceed 25 percent of the window in which it is located or a maximum width of 1m, whichever is less;
- (k) A residential contents sale sign which stipulates the date of the sale of household goods and which must be removed immediately after the date indicated on the sign;
- (l) One (1) temporary sign for each building contractor or home renovation operator working on a site, provided that they do not exceed 1m in height and/or 0.6m in width and that such sign is removed from the property immediately after the project is completed as determined by the Chief Building Official or 30 days from the date on which the sign was erected, whichever is less;
- (m) Sandwich board signs located on lands other than in the Heritage Sign Special Policy District;
- (n) Flags that are non-advertising or for non-profit organizations, of varying colour or that may bear the crest, name, insignia of a non-profit corporation, government agency or religious, charitable or fraternal organization;
- (o) Pole signs, subject to the provisions of Section 6.2(f); and
- (p) Strings of pennants or flags of varying colour which may or may not advertise the sale of products provided that they are not visible from any highway.

#### 4.9 Prohibited Signs

Notwithstanding any other provisions of this by-law, no person shall erect, or cause to be erected or permit on any premises, any of the following signs:

- (a) A sign which is located so as to obstruct the view of any pedestrian or motor vehicle driver so as to cause a hazardous condition;
- (b) A sign other than a wall sign within 9.0 metres of the base of a traffic light;
- (c) A sign which is located so as to obstruct or impede any flue, air intake, fire escape, fire exit, door, window, skylight or exhaust or so as to impede free access by fire fighters to any part of the premises;
- (d) A sign which projects over any area to which pedestrians have access unless located at least 2.5m above the surface of such area;
- (e) A sign which does not comply with the provisions of the Building Code;
- (f) A sign which does not comply with the provisions of the Electrical Safety Code, the Occupational Health and Safety Act, the Construction Safety Act, or any other applicable government regulations;
- (g) A sign which does not comply with the provisions of this by-law;
- (h) A sign encroaching onto a required fire route unless approved by the Municipality's Fire Chief or his/her designate;
- (i) A sign which is located on public property unless expressly permitted by this by-law;
- (j) A sign which is located on any median, traffic island or centre boulevard unless expressly permitted by this by-law;
- (k) A sign, including posters, flyers, stickers or decals, which is attached to any public utility facility or which interferes with any municipal or public utility services;
- (l) A sign which is painted on or attached to any fence, tree, tree support, stone or other natural object or noise attenuation wall;
- (m) A roof sign;
- (n) A sign which depicts violence, nudity or other sexually explicit conduct;
- (o) An off-premises/billboard sign;

- (p) Any illuminated sign that directs light that will affect neighbouring properties;
- (q) Any illuminated sign in the Residential, C5 and Institutional Zones, with the exception of illuminated “open” window signs in the C5 Zone subject to the provisions of Section 4.8(i);
- (r) Unless deemed appropriate by the Municipality, a portable temporary sign located at either the Alder Street Recreation Centre or the Tony Rose Memorial Sports Centre;
- (s) Banners, flags, balloon or spiral advertising devices, flashing sign, or any flashing or moving illumination which varies in intensity or which varies in colour and signs which have any visible moving parts or visible mechanical movement of any description;
- (t) A sandwich board sign advertising a home occupation in Residential Zones;
- (u) A ground sign in Residential Zones;
- (v) A readograph or electronic message display forming part of and being incidental to a wall sign; and
- (w) A portable temporary sign in the Heritage Sign Special Policy District, C5 Zone and Residential Zone.
- (x) Temporary signs, including bag signs and coroplast signs, with the exception of signage erected by community associations, charitable organizations, and non-profit corporations and with the exception of one temporary sign for a building contractor or home renovation operator working on site for a maximum 30 day period.  
*(Amended by By-law 101-2014, December 8, 2014)*

#### 4.10 Variances

- (a) Where the provisions of this by-law are proposed not to be met, an application may be made to Council for a variance of the by-law.
- (b) Applications for a variance shall clearly set out why the provisions of the by-law cannot be met, why the sign(s) is (are) necessary and shall be accompanied by the appropriate fee as set out in Schedule “B” of this by-law.
- (c) Council may, upon application for a variance from the provisions of this

by-law, authorize such minor variances. Council shall not grant such minor variances where the proposed sign(s) does (do) not comply with the Building Code.

## **Part 5 – General Provisions**

### 5.1 Existing Signs

Subject only to explicit provisions contained herein, this by-law applies to any sign or sign structure that is altered and/or erected after the coming into effect of this by-law and also to any sign or sign structure that is not in compliance with the Building Code regardless of the date on which the sign or sign structure was erected.

### 5.2 Building Code and Governmental Regulations

Any sign which is erected shall at all times comply with this by-law, the Building Code and any applicable governmental regulations. The more restrictive provisions of the requirements shall prevail.

### 5.3 Liability

The provisions of this by-law shall not be construed as relieving or limiting the responsibility of any person who erects or any person who causes, permits, or allows to be erected any sign from personal injury, including injury resulting in death, or property damage resulting from such sign or from the acts or omissions of such person or his agents, employees, contractors, or subcontractors, in the erection, alteration, repair, or removal of any sign erected in accordance with this by-law. Likewise, the provisions of this by-law shall not be construed as imposing on the municipality, council, its officers, employees, or agents, any responsibility or liability whatsoever by reason of the approval of or issuance of a permit for any sign or the removal of any sign.

### 5.4 Indemnification

The applicant for a sign permit, together with the owner and occupant of the premises on which a sign is erected, shall be jointly and severally responsible to indemnify the Municipality, Council, its officers, employees, servants and agents, from all loss, damages, costs, expenses, claims, demands, actions, suits or other proceedings of any nature and kind arising from or as a consequence of the erection, alteration, repair or removal of such sign.

### 5.5 Maintenance of Signs

The owner and/or occupant of the lands and premises upon which any sign is located shall maintain or cause to be maintained such sign and sign structure in a



proper state of repair so that such sign does not become unsafe or unsightly and so that such sign is functioning in a manner as designed at all times.

## 5.6 Severability

If any section, clause or provision of this by-law, including anything contained in the schedules hereto, is for any reason declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of this by-law as a whole or any part thereof other than the section, clause or provision so declared to be invalid, and it is hereby declared to be the intention that all the remaining sections, clauses and provisions of this by-law shall remain in full force and effect notwithstanding that one or more provisions thereof shall have been declared to be invalid.

## **Part 6 – Zone-Specific Provisions**

### 6.1 Residential and Open Space Zones

6.1.1 Except as otherwise allowed in this by-law, no person shall erect, or cause to be erected or permit a sign in a Residential or Open Space Zone save and except the following:

- (a) non-illuminated wall signs identifying the building, its occupants or the home occupation contained therein may be erected so long as the aggregate sign area does not exceed 0.2m<sup>2</sup>. Any home occupation identified by such a sign must be in compliance with Zoning By-law #22-90 and any amendments thereto;
- (b) one (1) identification ground sign, not exceeding 2m<sup>2</sup> in sign area on the property of an institutional or recreational facility, including but not limited to, a nursing home, sanatorium, school, place of worship, day nursery, public library, home for the aged, or retirement home;
- (c) wall signs and ground signs not exceeding 1m<sup>2</sup> in sign area required for the direction of traffic or pedestrians on any property listed in Section 7.1;
- (d) one (1) identification wall sign not exceeding 1.2m<sup>2</sup> in sign area for an apartment building;
- (e) one (1) identification and vacancy information ground sign not exceeding 0.6m<sup>2</sup> in sign area for an apartment building. Where such building abuts on more than one (1) highway, one (1) sign is permitted to face each highway frontage; and
- (f) one (1) directional sign at each point of entry and exit to and from a parking area of an apartment building or buildings. Such signs are not to

exceed 0.9m<sup>2</sup> in sign area.

6.1.2 Except as otherwise stated in this by-law, all ground signs shall be erected a minimum of 3m from the property line or boundary of any residential lot.

## 6.2 Commercial Zones

Except as otherwise permitted in this by-law, no person shall erect, or cause to be erected or permit a sign in a Commercial Zone, save and except the following:

### (a) **Ground Signs**

Ground signs shall be permitted subject to the following:

- (i) all ground signs on a lot shall have a generally consistent height, appearance, shape, size, massing, background colour and border;
- (ii) all ground signs shall be mounted in a landscaped setting on a lot;
- (iii) no ground sign shall be permitted on an inside lot or a corner lot which has a highway frontage of less than 12m;
- (iv) one (1) ground sign may be erected on an inside lot or corner lot which has a highway frontage of at least 12m;
- (v) two (2) ground signs may be erected on a through lot, however only (1) sign is permitted on each highway frontage;
- (vi) with the exception of the Heritage Sign Special Policy District and the C5 Zone, one additional ground sign shall be permitted in addition to the signage permitted by subsections (iv) and (v) above, so long as the sign face is no larger than 4.5m<sup>2</sup>, the sign is used solely for the purpose of advertising using a readograph or electronic message display, the sign is permanently located in a landscaped plot; and that the sign does not exceed a height of 3m. If the lot frontage of the property is less than 30m, a second ground sign for the purpose of readograph or electronic message display will not be permitted.  
*(Amended by By-law 101-2014, December 8, 2014)*
- (vii) the maximum height of a ground sign on properties with a highway frontage of less than 30m shall be 4.5m;
- (viii) for each additional 5m of highway frontage, an additional 0.3m of sign height shall be permitted to a maximum of 8m;

- (ix) the maximum sign area for ground signs on lots with less than 30m of highway frontage shall be 4.5m<sup>2</sup>;
- (x) the maximum sign area for ground signs on lots with more than 30m but less than 45m of highway frontage shall be 6m<sup>2</sup>;
- (xi) the maximum sign area for ground signs on lots with more than 45m of highway frontage shall be 9m<sup>2</sup>;
- (xii) notwithstanding subsection (xi) above, for lots with 45m or more of highway frontage on Highway 10, a ground sign that is oriented to traffic on Highway 10 may have a sign area of 9m<sup>2</sup> plus an additional 0.1m<sup>2</sup> for each metre in excess of 45m of highway frontage on Highway 10 up to a maximum of 20m<sup>2</sup>;
- (xiii) one (1) directional sign at each point of vehicular entrance and exit shall be permitted in addition to the signs permitted above so long as such signs do not exceed 0.6m<sup>2</sup> in sign area;
- (xiv) ground signs shall be located a minimum of 1m from any front or side lot line;
- (xv) in the parking areas of shopping centres having a lot area greater than 0.8 hectares, wall and ground signs shall be permitted as required for the direction of traffic or pedestrians, so long as the sign area of each sign is less than 0.6m<sup>2</sup>; and
- (xvi) the street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.

**(b) Wall Signs**

Wall signs shall be permitted subject to the following:

- (i) cumulative sign area of wall signs shall be limited to 25 percent of the wall area of the first storey visible from any direction;
- (ii) a minimum of 25 percent of the sign face shall be negative (background) space;
- (iii) wall signs are to be located and limited to the defined sign band area of a building, if such an area is present; and
- (iv) no wall signs shall be erected above the first storey of any building.

**(c) Awnings**

Awnings shall be permitted subject to the following:

- (i) awnings being incorporated into the design of multi-unit buildings shall present a unified and coordinated appearance in terms of size, style and colour;
- (ii) the maximum area of the awning shall not exceed 25 percent of the building face of the first storey of the building; and
- (iii) the minimum vertical clearance between the ground and the awning shall be 2.5m.

**(d) Marquees**

Marquees shall be permitted in all Commercial Zones, except in the Heritage Sign Special Policy District, subject to the following:

- (i) the maximum sign area of any marquee shall not exceed 25 percent of the building face of the first storey; and
- (ii) the minimum vertical clearance between the ground and the marquee shall be 2.5m.

**(e) Banners** or emblems of governmental, educational or religious organizations or institutions, shall be temporarily permitted for a period of up to 60 days, provided that:

- (i) they are located below the roof line, parapet or cornice of a building;
- (ii) they are directly adhered to a building or in front of the business or location of the event that is being advertised;
- (iii) they shall form part of the calculation of the maximum permitted number of signs or sign area permitted for any lot or premises; and
- (iv) they are removed within seven (7) days of the event advertised or 60 days from the date on which the sign was erected, whichever comes first.

**(f) Pole Signs**

One (1) pole sign shall be permitted in a parking area for every 12m of highway frontage of the lot provided that the vertical clearance between

the ground and the pole sign shall be a minimum of 1.8m.

### 6.3 C5 Zone

Internally illuminated, flashing signs and electronic message displays shall not be permitted in the C5 Zone with the exception of illuminated, non-flashing “open” window signs subject to the provisions of Section 4.8(i). Only the following signs shall be permitted in the C5 Zone:

#### **(a) Ground Signs**

- (i) one (1) ground sign per lot having a maximum sign area of 1.5m<sup>2</sup> and a maximum height of 2m shall be permitted;
- (ii) ground signs shall be set back not less than 3m from the front lot line and 1m from any side lot line;
- (iii) sign materials for ground signs shall be of a heritage appearance that is appropriate to the age of the building; and
- (iv) the street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.

#### **(b) Awnings**

- (i) “Bubble” and “waterfall” styles of awning shall not be permitted in the C5 Zone.
- (ii) The area of any awnings or canopies in the C5 Zone shall not exceed 25 percent of the building face of the first storey. No awnings shall be permitted to project over the highway.

### 6.4 Signs in the Heritage Sign Special Policy District.

#### 6.4.1 Purpose

The purpose of the Heritage Sign Special Policy District is to provide for the development of signage which is consistent with the 19<sup>th</sup> Century architecture which exists within downtown Orangeville. The regulations in this section attempt to allow a variety of signage types yet provide for a broad consistency with respect to style. To complement the regulations in this section, the guidelines for **signage** prepared by Heritage Orangeville provide helpful design information to assist sign permit applicants with their advertising endeavours within the Heritage Sign Special Policy District.

#### 6.4.2 Location

The Heritage Sign Special Policy District is defined as being that shown on Schedule "A" to this by-law.

### 6.4.3 Special Regulations

Notwithstanding the provisions of any other section of this by-law, the following shall apply to signs in the Heritage Sign Special Policy District.

#### **(a) Review of Applications**

All applications for sign permits within the Heritage Sign Special Policy District shall require the review and comments of representatives of the Orangeville Business Improvement Area and Heritage Orangeville. Such comments shall be advisory in nature only and the Chief Building Official shall have the final determination regarding the compliance of a proposed sign with this by-law.

#### **(b) Heritage Appearance**

The colours, fonts, shapes, materials and scale of all signs in the Heritage Sign Special Policy District shall be historically sensitive to the building and the Downtown Orangeville Heritage Conservation District and in accordance with the guidelines for signage prepared by Heritage Orangeville.

#### **(c) Illumination**

No forms of internally illuminated signs or awnings shall be permitted.

#### **(d) Wall Signs**

- (i) The cumulative sign area of wall signs shall be limited to 25 percent of the wall area of the first storey of the building. Wall signs shall be permitted to project over the highway up to a maximum of 0.3m.
- (ii) Wall signs are not permitted to obstruct significant architectural features, including but not limited to, windows, brackets, sills, decorative masonry and cornices. Wall signs are to be located and limited to the defined sign band area of a building, if such an area is present, and are to be set in a minimum of 0.15m from each edge of the façade.
- (iii) Sign materials for wall signs shall be or shall appear like wood. Other materials can be considered if appropriate to the age of the

building.

- (iv) Wall signs that are painted directly on the wall of a building are not permitted in the Heritage Sign Special Policy District.
- (v) With the exception of illuminated "open" window signs as set out in Section 4.8(i), no flashing or neon signs are permitted within the Heritage Sign Special Policy District.

**(e) Awnings**

- (i) "Bubble" and "waterfall" styles of awning shall not be permitted in the Heritage Sign Special Policy District.
- (ii) Awnings are permitted to project over the highway to a maximum of 1.2m provided that there is a minimum of 2.5m of vertical clearance between the ground and the awning.
- (iii) The area of any awnings shall not exceed 25 percent of the building face of the first storey of the building.

**(f) Projecting Signs**

- (i) One (1) projecting sign, per business shall be permitted to project over the highway a maximum distance of 1.2m (inclusive of hardware and brackets).
- (ii) Projecting signs shall have a maximum sign area of 0.75m<sup>2</sup>. The support pole or mast arm must be constructed of wrought iron, wrought aluminium, or similar material and shall have a sway chain. Drawings for wall brackets shall be certified by a qualified sign manufacturer. The sign may be illuminated with exterior light only. A minimum of 2.5m of vertical clearance between the ground and the sign shall be required.
- (iii) Sign materials for projecting signs shall be or shall appear like wood. Other materials can be considered if appropriate to the age of the building.

**(g) Ground Signs**

- (i) A maximum of one (1) ground sign per lot shall be permitted. For single tenant buildings, the maximum height of a sign shall be 2m and the maximum sign area shall be 1.5m<sup>2</sup>. For multi-tenant buildings the maximum height of a sign shall be 2.5m and the

maximum sign area shall be 2m<sup>2</sup>.

- (ii) The street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.

**(h) Sandwich Board Signs**

Sandwich board signs may be erected in the Heritage Sign Special Policy District in accordance with the following provisions:

- (i) Sandwich board signs may be erected on the public boulevard directly in front of the business to which the sign relates, so long as the sign does not impede the flow of vehicular or pedestrian traffic;
- (ii) sandwich board signs shall not be erected within 3m of another sandwich board sign or a driveway entrance;
- (iii) sandwich board signs shall not, in the case of corner lots, be erected within 6m of the edge of any street corner;
- (iv) one (1) sandwich board sign may be erected for each lot or one (1) sandwich board sign for every 8m of highway frontage;
- (v) sandwich board signs shall not exceed a height of 1m or a width of 0.6m; and
- (vi) if erected on the highway, such signs shall be removed at the end of business hours each day.

**(i) Readograph and Electronic Message Display Signs**

Readograph and Electronic Message Display signs shall not be permitted within the Heritage Sign Special Policy District. Notwithstanding the foregoing or the provisions of Section 7.7 (a), any motion picture or live theatre shall be permitted to erect a readograph.

**(j) Marquees**

Marquees are not permitted in the Heritage Sign Special Policy District.

**(k) Banners**

Banners are not permitted in the Heritage Sign Special Policy District. Notwithstanding the foregoing, this prohibition shall not include those banners erected by the Municipality or those installed on the brackets of Municipal light standards or poles specifically created for the purpose of



displaying banners in the Heritage Sign Special Policy District.

- (l) Municipal directional or traffic signage may be erected in accordance Section 4.8(c).

## 6.5 Industrial Zones

Except as otherwise allowed in this by-law, no person shall erect or cause to be erected or permit a sign in an Industrial Zone save and except the following classes:

### **(a) Ground Signs**

Ground signs shall be permitted subject to the following:

- (i) no ground sign shall be permitted on an inside lot or a corner lot which has a highway frontage of less than 12m;
- (ii) one (1) ground sign may be erected on an inside lot or corner lot which has a highway frontage of at least 12m;
- (iii) two (2) ground signs may be erected on a through lot;
- (iv) one additional ground sign shall be permitted in addition to the signage permitted by subsections (ii) and (iii) above, so long as the sign face is no larger than 4.5m<sup>2</sup>, the sign is used solely for the purpose of advertising a readograph or electronic message display, the sign is permanently located in a landscaped plot, and that the sign does not exceed a height of 3m. If the lot frontage of the property is less than 30m, a second ground sign for the purpose of readograph or electronic message display will not be permitted.  
*(Amended by By-law 101-2014, December 8, 2014)*
- (v) the maximum height of a ground sign on properties with a highway frontage of less than 30m shall be 4.5m;
- (vi) for each additional 5m of highway frontage, an additional 0.3m of sign height shall be permitted to a maximum of 8m;
- (vii) the maximum sign area for ground signs on lots with less than 30m of highway frontage shall be 4.5m<sup>2</sup>;
- (viii) the maximum sign area for ground signs on lots with more than 30m of highway frontage shall be 6m<sup>2</sup>;
- (ix) one (1) directional sign at each point of vehicular entrance and exit

shall be permitted so long as such signs do not exceed 0.6m<sup>2</sup> in sign area;

- (x) ground signs shall be located a minimum of 1m from any front or side lot line;
- (xi) in the parking areas of multi-tenant buildings having a lot area greater than 0.8 hectares, wall and ground signs shall be permitted as required for the direction of traffic or pedestrians, so long as the sign area of each sign is less than 0.6 m<sup>2</sup>; and
- (xii) the street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.

**(b) Wall Signs**

Wall signs shall be permitted subject to the following:

- (i) cumulative sign area of wall signs shall be limited to 25 percent of the wall area of the first storey visible from any direction;
- (ii) wall signs may be located above the first storey of buildings in Industrial Zones provided that the sign area does not exceed the maximum area permitted in subsection 6.5(b)(i) above; and
- (iii) wall signs are to be located and limited to the defined sign band area of a building, if such an area is present.

**(c) Awnings**

Awnings shall be permitted subject to the following:

- (i) the maximum area of the awning shall not exceed 25 percent of the building face of the first storey of the building; and
- (ii) the minimum vertical clearance between the ground and the awning shall be 2.5m.

**(d) Marquees**

Marquees shall be permitted provided that:

- (i) the maximum sign area of any marquee shall not exceed 25 percent of the building face of the first storey; and

- (ii) the minimum vertical clearance between the ground and the marquee shall be 2.5m.
- (e) Banners or emblems of governmental, educational or religious organizations or institutions, shall be temporarily permitted for a period of up to 60 days, provided that:
  - (i) they are located below the roof line, parapet or cornice of a building;
  - (ii) they are directly adhered to a building or in front of the business or location of the event that is being advertised;
  - (iii) they shall form part of the calculation of the maximum permitted number of signs or sign area permitted for any lot or premises; and
  - (iv) they are removed within seven (7) days after the event advertised or 60 days from the date on which the sign was erected, whichever comes first.

## 6.6 Institutional Zones

Except as otherwise allowed in the by-law, no person shall erect or cause to be erected or permit a sign in an Institutional Zone save and except the following classes:

### **(a) Ground Signs**

Ground signs shall be permitted subject to the following:

- (i) no ground sign shall be permitted on an inside lot or a corner lot which has a highway frontage of less than 12m;
- (ii) one (1) ground sign may be erected on an inside lot or corner lot which has a highway frontage of at least 12m;
- (iii) two (2) ground signs may be erected on a through lot;
- (iv) one additional ground sign shall be permitted in addition to the signage permitted by subsections (ii) and (iii) above, so long as the sign face is no larger than 4.5m<sup>2</sup>, the sign is used solely for the purpose of advertising a readograph or electronic message display, the sign is permanently located in a landscaped plot, and that the sign does not exceed a height of 3m. If the lot frontage of the property is less than 30m, a second ground sign for the purpose of

readograph or electronic message display will not be permitted.  
(Amended by By-law 101-2014, December 8, 2014)

- (v) the maximum height of a ground sign on properties with a highway frontage of less than 30m shall be 4.5m;
- (vi) for each additional 5m of highway frontage, an additional 0.3m of sign height shall be permitted to a maximum of 8m;
- (vii) the maximum sign area for ground signs on lots with less than 30m of lot frontage shall be 4.5m<sup>2</sup>;
- (viii) the maximum sign area for ground signs on lots with more than 30m of highway frontage shall be 6m<sup>2</sup>;
- (ix) one (1) directional sign at each point of vehicular entrance and exit shall be permitted so long as such signs do not exceed 0.6m<sup>2</sup> in sign area;
- (x) ground signs shall be located a minimum of 1m from any front or side lot line;
- (xi) in the parking areas of multi-tenant buildings having a lot area greater than 0.8 hectares, wall and ground signs shall be permitted as required for the direction of traffic or pedestrians, so long as the sign area of each sign is less than 0.6m<sup>2</sup>; and
- (xii) the street number of the lot shall be prominently displayed on a ground sign that it is visible from the highway.

**(b) Wall Signs**

Wall signs shall be permitted subject to the following:

- (i) cumulative sign area of wall signs shall be limited to 25 percent of the wall area of the first storey visible from any direction;
- (ii) no wall signs shall be erected above the first storey of any building; and
- (iii) wall signs are to be located and limited to the defined sign band area of a building, if such an area is present.

**(c) Awnings**

Awnings shall be permitted subject to the following:

- (i) the maximum area of the awning shall not exceed 25 percent of the building face of the first storey of the building; and
- (ii) the minimum vertical clearance between the ground and the awning shall be 2.5m.

**(d) Marquees**

Marquees shall be permitted subject to the following:

- (i) the maximum sign area of any marquee shall not exceed 25 percent of the building face of the first storey; and
  - (ii) the minimum vertical clearance between the ground and the marquee shall be 2.5m.
- (e) Banners or emblems of governmental, educational or religious organizations or institutions, shall be temporarily permitted for a period of up to 60 days, provided that:
- (i) they are located below the roof line, parapet or cornice of a building;
  - (ii) they are directly adhered to a building or in front of the business or location of the event that is being advertised;
  - (iii) they shall form part of the calculation of the maximum permitted number of signs or sign area permitted for any lot or premises; and
  - (iv) they are removed within seven (7) days after the event advertised or 60 days from the date on which the sign was erected, whichever comes first.

**Part 7 - Sign-Specific Provisions**

**7.1 Directional Signs for Cemeteries and Places of Worship**

In any zone, directional signs for cemeteries and places of worship may be erected on highways, subject to the following conditions:

- (a) no such sign shall be located so as to interfere with the safe operation of vehicular or pedestrian traffic, as determined by the Municipality's Director

of Public Works;

- (b) the maximum sign area of such signs shall be 0.6m<sup>2</sup>; and
- (c) such signs shall not be illuminated.

## 7.2 Real Estate Signs

In any zone, directional open-house signs and real estate advertising signs may be erected on highways, subject to the following conditions:

- (a) no such sign shall be located so as to interfere with the safe operation of vehicular or pedestrian traffic as determined by the Municipality's Director of Public Works;
- (b) the maximum size of such sign shall be 0.6m<sup>2</sup>; and
- (c) not more than two (2) such signs shall be erected in relation to each lot being advertised.

## 7.3 Signs for Advertising Events Sponsored by Non-Profit, Charitable Organizations and Community Associations

- (a) In any zone, with the exception of the Heritage Sign Special Policy District and the C5 Zone, temporary signs may be erected by community associations, charitable organizations, and non-profit corporations and in any **zone**, with the exception of the Heritage Sign Special Policy District, C5 Zone and Residential Zone, portable temporary signs may be erected by community associations, charitable organizations, and non-profit corporations for the purpose of advertising events conducted or sponsored by such organizations provided that such signs shall:
  - (i) be the subject of an approved sign permit; however, any applicable sign permit fees will be waived;
  - (ii) be removed five (5) days after the event or for 60 days from the date on which the sign was erected, whichever comes first;
  - (iii) not be erected without the consent of the owner of the property on which the sign is to be located;
  - (iv) in the case of temporary signs, not be greater than 0.4m<sup>2</sup> in sign area. Signs manufactured prior to the passing of this by-law which are in excess of 0.4m<sup>2</sup> in sign area shall be permitted for a period of five (5) years from the date of passing of this by-law;

- (v) not be located so as to impede or interfere with the safe operation of vehicular or pedestrian traffic as determined by the Municipality's Director of Public Works or his/her designate;
- (vi) be a minimum of 1.5m from any fire hydrant, curb, driveway, or the travelled portion of a highway;
- (vii) not exceed a maximum of 100 temporary signs per event; and
- (viii) be limited to no more than eight (8) portable temporary signs per charitable event.  
(Amended by By-law 023-2016, March 7, 2016)

#### 7.4 Land Development Signs

In any zone, one (1) ground sign or wall sign related to land development projects within the Municipality shall be permitted per 0.4 hectares of land, or portion thereof, up to a maximum of four (4) signs per land development site so long as the aggregate sign area does not exceed 4m<sup>2</sup>. Such signs can only be erected on the land development site under-development and are to be removed within 90 days of the completion of the project.

#### 7.5 Portable Temporary Signs

- (a) Portable temporary signs may be erected in any zone except Residential Zones, the C5 Zone and the Heritage Sign Special Policy District, provided that they are in full compliance with all other provisions of this by-law.
- (b) A portable temporary sign advertising a business may be erected provided that it is located on the same property as the business which it is advertising. Portable temporary signs advertising a charitable or non-profit event may be located on a property other than that on which the event is to take place provided that they are removed within five (5) days following the event or within 60 days from the date on which the sign was erected, whichever comes first, and provided they are located a minimum distance of 60.96m from the Municipality's gateway entrance signage and the Municipality's tourism event signage.
- (c) A sign permit for a portable temporary sign shall be issued for a maximum period of one (1) year. At no time during that period will there be valid sign permits for the display of more than one (1) portable temporary sign for every four (4) businesses/establishments located on the lot or one (1) portable temporary sign for every 45m of highway frontage, whichever is less, and at no time during that period will there be a valid sign permit for

more than four (4) portable temporary signs per lot.

- (d) The Municipality will provide an expiration tag to each applicant upon approval of a portable temporary sign permit application. This expiration tag is to be affixed to the portable temporary sign in a visible location by the sign permit applicant or their agent on the day the sign is erected on the property.

- (e) Location

A portable temporary sign shall:

- (i) not be erected on any highway;
- (ii) not be erected within 3m of another sign or a driveway entrance; and
- (iii) not be erected within 6m of the edge of any street corner;

- (f) Details

A portable temporary sign shall:

- (i) not exceed 4.5m<sup>2</sup> in sign area and 2.5m in height;
- (ii) not have electrical wiring located in the path of vehicular or pedestrian traffic;
- (iii) have a sign face that is either white or black in colour, with the exception of a corporate logo or digital generated artwork, and include sign letters that are either white or black in colour. Coloured sign letters will be permitted for a period of one (1) year from the passing of this by-law;
- (iv) be erected and secured by being mechanically fastened to the ground, where applicable. Cement blocks cannot be used as a ground anchor.

## 7.6 Sandwich Board Signs

- (a) Sandwich board signs may be erected in all zones, with the exception of only real estate and contractor's signs in Residential Zones, provided that any such sign is located directly in front of the business which it is advertising and is in full compliance with all other provisions of this by-law.
- (b) Sandwich board signs erected within the must be in compliance with the



regulations set out in Section 6.4.3(h).

- (c) Subject to the regulations set out in Section 6.4.3(h) which pertain specifically to the Heritage Sign Special Policy District, where a sandwich board sign is permitted, such signs permitted in all other zones shall:
  - (i) ~~be placed no more than 2m from any store front;~~  
*(Amended by By-law 74-2013, August 12, 2013)*
  - (ii) not be erected within 3m of another sandwich board sign or driveway entrance;
  - (iii) shall not, in the case of corner lots, be erected within 6m of the edge of any street corner;
  - (iv) be limited to one (1) sandwich board sign per lot or one (1) sandwich board sign for every 8m of highway frontage, whichever is less;
  - (v) not exceed a height of 1m or width of 0.6m; and
  - (vi) if erected, be removed at the end of business hours each day.

#### 7.7 Readographs or Electronic Message Displays

- (a) Readographs or electronic message displays, that are an integral part of ground signs and wall signs are permitted in all Commercial, Industrial and Institutional Zones, except the Heritage Sign Special Policy District, Residential Zones and the C5 Zone.
- (b) Ground signs can incorporate up to 45% of the total sign display area as a readograph or electronic message display on lots with less than 30m of highway frontage, or on lots with more than 30m but less than 45m highway frontage up to a maximum of 40% of the total sign display, or for commercial lots only with more than 45m of highway frontage up to a maximum of 33% of the total sign display area.  
*(Amended by By-law 101-2014, December 8, 2014)*
- (c) The intensity of illumination for readographs or electronic message displays shall be maintained at a constant level.
- (d) Ground signs incorporating readograph or electronic message display shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness in direct correlation with ambient light conditions.  
*(Amended by By-law 101-2014, December 8, 2014)*

- (e) Ground signs incorporating an electronic message display shall not contain a flashing or continuous scrolling message or image. Where the message is of other than scrolling script, the frequency of any image change shall not be less than every 7 seconds.  
*(Amended by By-law 101-2014, December 8, 2014)*

### **Part 8 - Automobile Service Stations**

Notwithstanding the provisions contained elsewhere in this by-law, no person shall erect or cause to be erected, signs at automobile service stations other than as described below:

#### 8.1 Wall Signs

Wall signs having an aggregate sign area not exceeding 6m<sup>2</sup>.

#### 8.2 Ground Signs

One (1) ground sign provided that such sign does not exceed 8m in height or 6m<sup>2</sup> in sign area and is not located closer than 1m from any front or side lot line.

#### 8.3 Weather Canopy Signs

A sign on a weather canopy provided that such sign does not exceed 6m<sup>2</sup> in sign area.

#### 8.4 Directional Signs

One (1) directional sign not exceeding 0.6m<sup>2</sup> in sign area shall be permitted at each point of vehicular entrance and exit.

### **Part 9 - Construction**

#### 9.1 Ground Signs

##### (a) Design

All ground signs shall be designed and constructed in accordance with the Building Code.

##### (b) Height Above Grade

No ground sign shall exceed 8m in height.

## 9.2 Wall Signs

### (a) Design

All wall signs shall be designed and constructed in accordance with the Building Code.

### (b) Extension

Wall signs shall not extend above the top of the wall nor extend beyond the ends of the wall to which they are attached unless meeting all of the requirements for projecting signs or ground signs as the case may be.

### (c) Clearance Above Grade

Every wall sign which projects over public property (where permitted) shall have a minimum clearance of 2.5m above adjacent grade.

## 9.3 Clearances

No sign or advertising device shall be located upon any building so as to obstruct any door, scuttle, skylight or fire escape.

## 9.4 Strength of Buildings

No sign shall be erected on any building unless such building is capable of carrying additional load caused by the erection of such sign without exceeding the stresses permitted in the Building Code.

## 9.5 Supports and Attachments

Every sign attached to the exterior wall of a building shall safely and securely anchored thereto by means approved by the Chief Building Official. *(Amended by by-law 071-2019, December 16, 2019).*

## **Part 10 - Offences and Penalties**

### 10.1 Offences

- (a) Every person who contravenes any provision of this by-law is guilty of an offence; and
- (b) In addition to any other party who contravenes a provision of this by-law and thereby commits an offence, the owner and/or occupant of any property on which a sign is erected in contravention of this by-law shall be deemed to have committed an offence.

## 10.2 Penalties

Every person who is found guilty of an offence in contravention of this by-law is liable upon conviction to a penalty not exceeding \$5,000.00 for each offence, exclusive of costs.

### **Part 11 – Enforcement**

#### 11.1 Enforcement

The following persons are deemed to be appointed to enforce this by-law:

- (a) Persons employed or appointed as an Officer for the Municipality; and
- (b) the Chief Building Official or his/her designate.

### **Part 12 - Repeal of Existing By-Laws**

#### 12.1 Repeal

By-law No. 42-2006 is hereby repealed.

### **Part 13 – Effective Dates**

#### 13.1 Effective Dates

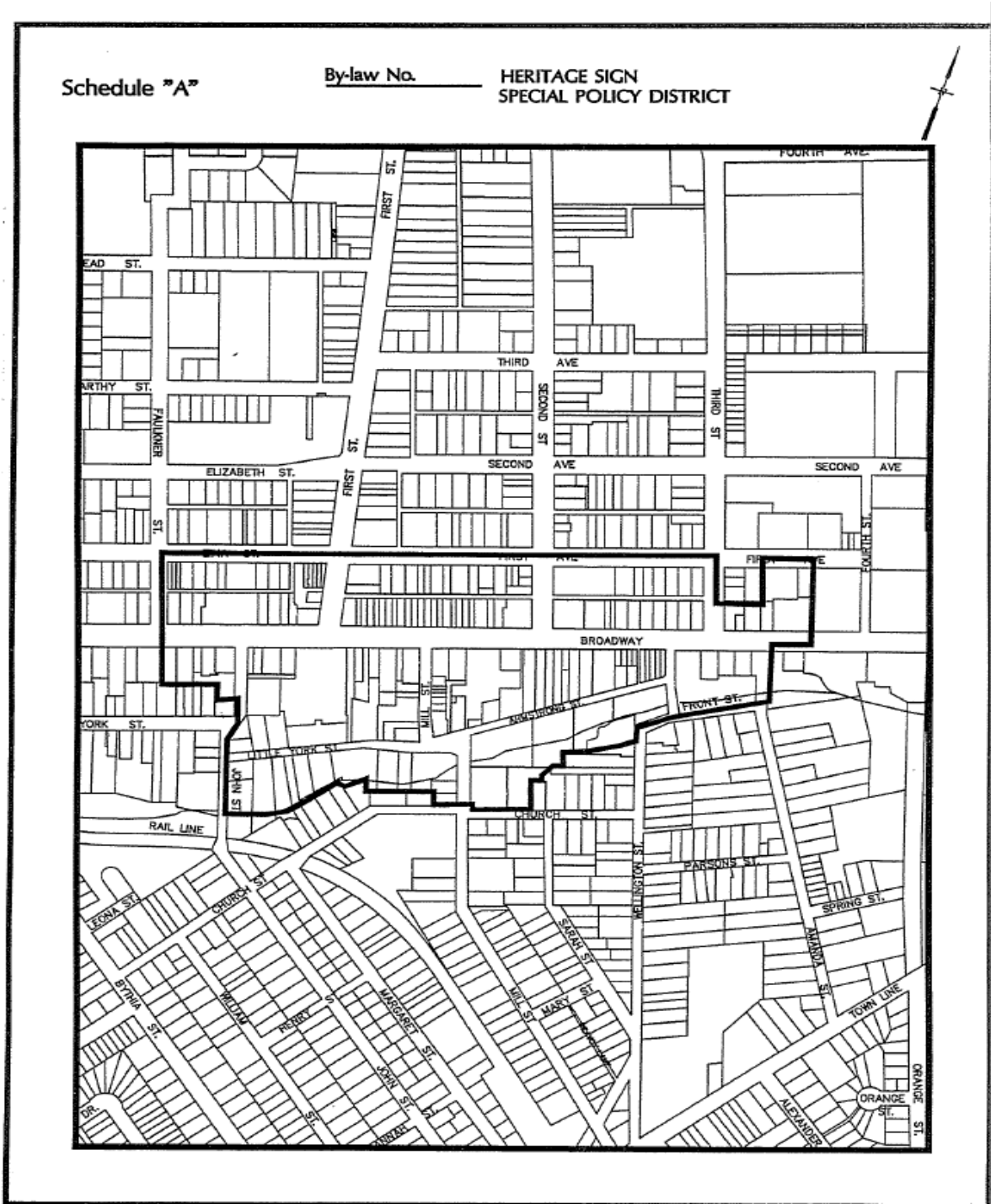
This by-law shall come into force and take effect on the date of passing.

Passed in open Council this 11<sup>th</sup> day of March, 2013.

\_\_\_\_\_  
Rob Adams, Mayor

\_\_\_\_\_  
Cheryl Johns, Clerk

# SCHEDULE "A" TO BY-LAW \_\_\_\_-2013 HERITAGE SIGN SPECIAL POLICY DISTRICT



**SCHEDULE "B" TO BY-LAW \_\_\_\_\_-2013**

Fees for sign permits are to be calculated in accordance with the following:

For signs not located on or projecting over municipal property:

- (Sign face 1m<sup>2</sup> or less) \$50.00 per sign.
- (Sign face of greater than 1m<sup>2</sup>) \$50.00 per sign for the first 1m<sup>2</sup> of sign face, plus \$25.00 per m<sup>2</sup> beyond.
- Portable Temporary Signs - \$100.00 per sign per month.
- Sandwich Board signs - \$75.00 per sign.
- Development Signs - initial fee of \$1,000.00 per sign and an additional fee of \$250.00 per sign for each year thereafter that the sign is still erected.

For signs which project over or are located on municipal property:

- (Sign face 1m<sup>2</sup> or less) \$100.00 per sign.
- (Sign face of greater than 1m<sup>2</sup>) \$100.00 per sign for the first 1m<sup>2</sup> of sign face, plus \$25.00 per m<sup>2</sup> beyond;
- Portable Temporary Signs - \$100.00 per sign per month.
- Sandwich Board Signs - \$75.00 per sign.

Fees for application for a variance to the Sign By-law:

- \$200.00 in addition to the regular permit fee
- \$300.00, if required as an enforcement order or in the absence of a sign permit