

The Corporation of the City of Pickering

By-law No. XXXX/20

A By-law to regulate signs in the City of Pickering

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Whereas pursuant to paragraph 7 of subsection 11(3) of the *Municipal Act, 2001* a lower-tier municipality may pass by-laws respecting signs;

And whereas signs are necessary to advertise or identify services, businesses, locations and provide other information;

And whereas, if not effectively regulated, signs may create a nuisance, affect public safety and detract from the character of the community.

Now therefore be it resolved that the Council of The Corporation of the City of Pickering enacts as follows:

Part 1 – Interpretation

Objectives

1. This by-law shall be applied and interpreted in a manner consistent with the following objectives:
 - (a) reasonable means should be available to the public to erect signs on a property in order to identify facilities, businesses and services located thereon;
 - (b) signs should not create any distraction or safety hazard for pedestrians or motorists, or create any other danger to the public;
 - (c) signs should not create any adverse impacts on adjacent public or private property;
 - (d) signs should not detrimentally alter the physical appearance and architecture of any building;
 - (e) signs should not create unnecessary visual clutter due to their size, number or location; and
 - (f) temporary signs should be strictly regulated in order to limit the visual impact on the built environment and the consumption of resources.

Definitions

2. In this by-law,

“**address sign**” means a sign that depicts the municipal address or civic number of a property as regulated by this by-law and By-law 7686/19, as amended or replaced from time to time;

“**applicant**” means an owner, or any person authorized by an owner, who applies for a sign permit, sign licence or sign permit variance;

“**banner sign**” means a temporary sign of lightweight fabric, plastic or similar material;

“**billboard sign**” means a sign that is fastened, posted, painted or projected in such a manner as to permit its periodic replacement and that advertises goods, products or services that are not available at the location of the sign or that directs a person to a location different from where the sign is located;

“**boulevard**” means all parts of a highway except the roadway, shoulder and sidewalk;

“canopy sign” means any single-faced sign that is part of or attached to an awning, canopy or other fabric, plastic or structural protective element installed over a window, door, entrance, outdoor service area or similar type of entrance way, movable or immovable which overhangs more than 0.5 metres;

“Chief Building Official” means the City’s Chief Building Official (CBO) or a designate;

“City” means The Corporation of the City of Pickering or the geographical area of Pickering, as the context requires;

“community event sign” means a temporary sign that advertises a public event to be held in the City organized for a non-profit, civic, cultural, religious or recreational purpose;

“construction information sign” means a temporary sign located on a property where a building is to be built, renovated or demolished indicating information related to design, construction, renovation, demolition, ownership and rental or sale, and may include the name of the project, the architect, engineer, and other firms associated with the project;

“demising wall” means a wall that separates two adjacent tenants or a tenant from one of the building’s common areas;

“development sales office sign” means a temporary sign located on a property where a temporary sales office has been legally erected, to identify the builder, subdivision/condominium marketing name and any other relevant information related to the sales office;

“development sales sign” means a temporary sign directing people to a temporary sales office where new homes and other residential developments are marketed to the public;

“development sign” means a temporary sign that advertises a proposed development to be constructed and may include the project name and graphic depictions, the developer(s) and builder(s) names and contact information, and other pertinent information. A development sign shall not include a construction information sign, a development sales office sign, or a development sales sign;

“directional sign” means a sign that is intended solely for public information, safety or convenience in directing persons or traffic;

“Director” means the City’s Director, City Development;

“directory sign” means a sign intended to identify the location of a building containing multiple occupancies;

“display surface” means the entire sign area which encloses the extreme limits of the message or content displayed on a sign;

“election sign” has the meaning ascribed to it in Election Sign By-law 7591/17, as amended or replaced from time to time;

“electronic message display” means a component of a ground sign, billboard sign or wall sign that is computer controlled and illuminated, which displays information to the public by way of prearranged or variable sequence of electronically generated alphanumeric characters and digital images;

“erect” means display, attach, affix post, alter, construct, place, locate, install, relocate and maintain, and cause or permit to be displayed, attached, affixed, posted, altered, constructed, placed, located, installed, relocated and maintained;

“farm sign” means a sign advertising the sale of farm produce grown or produced on the property where the sign is located;

“fence” means a fence as defined in Fence By-law 6943/09, as amended or replaced from time to time;

“filming location sign” means a temporary sign identifying a site used for a film production;

“first storey” means the ground floor or street level of a building;

“fixture” means any structure that the City permits to be located within a boulevard including, but not limited to, a utility box, newspaper vending box, bench, transit shelter, telephone pole, telephone booth, transformer box or vault, hydro pole, streetlight, stoplight pole, recycling waste module, mailbox, tree and street sign;

“flag” means a piece of cloth, or lightweight non-rigid material that is attached by one edge to a pole or rope, bearing a crest, emblem or insignia of any corporation, federal, provincial and municipal government agency, or religious, charitable, fraternal, cultural or community organization with no informational or advertising content;

“flag sign” means a sign made of cloth or lightweight non-rigid material that is attached by one edge to a pole or rope, and displays information, promotional or advertising content;

“frontage” has the same meaning as defined in the City’s Zoning By-law;

“garage/yard sale sign” means a temporary sign advertising a garage/yard sale at a residential property, and includes any directional signs thereto;

“gasoline station sign” means a sign on top of gasoline service pumps or on the columns of a gas bar canopy, on guard posts or freestanding on a gasoline pump apron;

“ground sign” means a permanent sign which is free standing in a fixed location and is wholly supported by a structural base erected on and in the ground, but not part of a building, and includes a pylon sign;

“heritage conservation district” means a heritage conservation district designated under the *Ontario Heritage Act*, R.S.O. 1990, c. O.18;

“heritage property” means property that has been designated under the *Ontario Heritage Act* to be of cultural heritage value or interest or a property on the City's registry of properties that the City believes to be of cultural heritage value or interest;

“high density residential” means a residential building other than low density residential;

“hoarding” means any temporary construction barrier continuously enclosing a construction site that is erected for the purpose of site protection; including any temporary structure required for safety required by provincial or federal legislation or regulation and including covered sidewalks, scaffolding, fencing, etc.;

“home-based business sign” means a sign located on a property advertising an accessory business or occupation used or conducted in a residential premises on the property where the sign is located;

“home improvement sign” means a temporary sign advertising or promoting landscaping, home repairs or home renovations;

“inflatable sign” means a temporary sign filled by air or other gas that is either designed to be airborne or tethered to the ground, a vehicle, a roof or any other structure and includes balloons;

“interior sign” means a sign located within the interior of a building that is intended to be seen outside of the building and includes a window sign;

“low density residential” means a single detached dwelling, semi-detached dwelling, duplex, triplex, fourplex, townhouse, mobile home, or any other residential facility housing 6 or fewer residents;

“menu board” means a sign erected as part of a drive-through facility and used to display and order products and services available at a drive-through business;

“mixed-use building” means a building or complex that includes mixed land uses;

“model home sign” means a temporary sign located on a property containing a model home for the purpose of marketing new residential construction;

“mural” means any type of display or artistic endeavour applied to any external wall or other part of a building or structure which does not include any words, images, logos, or trademarks that advertise or convey any promotional message;

“new business” means a business at a location that has been in operation for less than 90 days;

“no trespassing sign” means an informational sign which relates exclusively to regulating access to a property upon which the sign is located;

“**officer**” means a municipal law enforcement officer employed by the City to enforce municipal by-laws;

“**official sign**” means a sign required by or erected on behalf of any federal, provincial, regional, or municipal government or agency thereof or board or commission or public utility, including, but not limited to, signs designating hospitals, schools, libraries, community centres, arenas or other public government uses;

“**open space system**” means the Open Space System land use designation identified on Schedule I of the City of Pickering’s Official Plan, as amended from time to time;

“**owner**” means the registered owner of a property, person identified in the most recent tax roll as the owner of a property or a lessee, tenant, mortgagee in possession or any other person in charge or possession of a property;

“**person**” means an individual, association, firm, partnership, corporation, trust, organization, trustee or agent, and the heirs, executors or legal representatives of the person to whom the context can apply according to law;

“**portable sign**” means any temporary sign and/or any sign readily moveable from place to place including signs commonly referred to as a-frame, t-frame, sandwich boards, signs fixed to a trailer and any type of device used or capable of being used for advertising purposes;

“**poster**” means a printed notice conveying information intended to be displayed for a temporary period of time and includes a bill, handbill, leaflet and placard;

“**premises**” means the area of a building or part thereof and/or land or part thereof occupied or used for residential, commercial and/or industrial purposes and in a multiple occupancy building, occupied by more than one business, each business area shall be considered a separate premises;

“**property**” means a parcel of land, with or without a building or structure, that is a legal property of record;

“**pylon sign**” means a type of ground sign that is free standing in a fixed location and is wholly supported by a structural base erected on and in the ground, but not part of a building;

“**real estate sign**” means a temporary sign erected to advertise that a property, building or a portion of a building is offered for sale or rent;

“**real estate open house sign**” means a temporary sign advertising that a property for sale or lease is available for public viewing during a specified date and time;

“**Region**” means The Regional Municipality of Durham;

“**setback**” means the distance between a property line and the closest portion of a sign;

“sidewalk sign” means a freestanding temporary sign, not affixed to the ground, advertising a business, service or product and installed on a sidewalk;

“sign” means any device, notice or visual medium including its structure and other component parts that is used, or is capable of being used, to attract attention to a specific subject matter for identification, information or advertising purposes;

“sign area” means,

- (a) in the case of a sign having one display surface, the area of the display surface;
- (b) in the case of a sign having two display surfaces located on a sign structure exactly opposite the other, the area of one display surface;
- (c) in the case of a free standing number, letter or shape, the smallest rectangle which will enclose the number, letter or shape; and
- (d) in the case of groupings of free standing numbers, letters or shapes, or combinations thereof, the sum of the areas of the smallest rectangles which will enclose each separate grouping of letters, numbers or shapes;

“sign height” means the vertical distance from the ground directly below the sign measured to the highest extremity of the sign, including the sign structure;

“sign licence” means any licence issued by the City pursuant to the provisions of this by-law;

“sign permit” means any permit issued by the City pursuant to the provisions of this by-law;

“sign structure” means the framework, bracing or support of a sign;

“Special Sign District” means a Special Sign District identified in Schedule "A";

“street” means a highway as defined in the *Highway Traffic Act*, R.S.O. 1990, c. H.8, and includes unopened and unassumed road allowances;

“temporary”, when describing a sign, means a sign conveying a message for a limited period of display;

“temporary operations” means a business in operation for a maximum of 4 months;

“variance” means a variance required by this by-law;

“wall sign” means a sign attached to a building wall and includes a canopy sign, a sign that projects from a wall, and a single-faced sign directly painted, marked on or inscribed on an exterior wall surface of a building, but shall not include a mural;

“**window sign**” means a sign placed inside or upon or marked or inscribed on, or attached to, the inside of a window or door for the purpose of viewing from outside the premises; and

“**use**” when used in conjunction with the words high density residential, low density residential, institutional, commercial, industrial, open space system, or similar words, shall mean such uses as may be permitted under the City’s Zoning By-law.

Application

3. This by-law applies to all signs displayed within the City, unless otherwise stated in this by-law.

References to Legislation

4. In this by-law, reference to any Act, regulation or by-law is reference to that Act, regulation or by-law as it is amended or re-enacted from time to time.

Word Usage

5. This by-law shall be read with all changes in gender or number as the context may require.
6. A grammatical variation of a word or expression defined has a corresponding meaning.

Schedules

7. Schedule "A" (Special Sign Districts) and Schedule "B" (Billboard Sign Districts) are attached to and form part of this by-law.
8. Unless otherwise specified, references in this by-law to Parts, sections and Schedules are to Parts, sections and Schedules in this by-law.

Conflicts

9. If a provision of this by-law conflicts with a provision of any applicable Act, regulation or by-law, including the Region of Durham Sign By-law, the provision that establishes the higher or more restrictive standard to protect the health, safety and welfare of the general public shall prevail.
10. Where an industrial building contains commercial uses that are permitted in an industrial category of the City's Zoning By-law, the sign requirements for a commercial zone shall apply.

Measurements

11. All dimensions in this by-law are in millimetres (mm), centimetres (cm), metres (m), hectares (ha) or square metres (m²) and all plans, specifications, documents and other information submitted with any application under this by-law shall use such dimensions.

Severability

12. Each section of this by-law is an independent section, and the holding of any section or part of any section of this by-law to be void or ineffective for any reason shall not be deemed to affect the validity of any other section or parts of sections of this by-law.

Fees

13. Any fees charged under this by-law are as outlined in the City's current General Municipal Fees By-law and are per sign and non-refundable.

Part 2 – Sign Permits

Required Sign Permits

14. (1) No person shall erect any ground sign, wall sign, canopy sign, development sign or billboard sign without a sign permit.
14. (2) No person shall erect any sign without a sign permit, where a sign permit is required pursuant to this by-law.
15. Notwithstanding section 14, any sign lawfully erected prior to the passing of this by-law shall not require a sign permit provided such sign has continuously remained in its location and has not been substantially altered.
16. Notwithstanding sections 14 and 15, any billboard sign lawfully erected prior to the passing of this by-law shall not require a sign permit provided such billboard sign has continuously remained in its location, has not been substantially altered and the owner of the billboard sign has obtained a sign licence.

Sign Permit Applications

17. A sign permit application shall be made by the owner of the property on which the sign is to be erected or an authorized representative of the owner.
18. The City's Chief Building Official shall be responsible for administration of all sign permits.
19. All sign permit applications shall be filed with the City's prescribed form.
20. Every sign permit application shall,
 - (a) identify and describe in detail the proposed sign and all other signs existing on the property at the time of the application;
 - (b) describe the property on which the proposed sign is to be erected by legal description and municipal address or by other equivalent description that will readily identify the property;
 - (c) state the name, address, telephone numbers and email of the applicant and any persons designing or erecting the sign;
 - (d) be accompanied by plans, specifications, documents and other information describing the construction, dimensions, materials and specific location of the proposed sign in sufficient detail to permit the Chief Building Official to determine whether the sign will comply with this by-law, the building code, an approved site plan, heritage conservation district guidelines, or any other applicable law;
 - (e) be accompanied by the applicable fee(s) set out in the City's current General Municipal Fees By-law;

- (f) include, where the applicant is not the owner of the property, an authorization for making the application from the owner; and
 - (g) be signed by the applicant who shall certify the accuracy and truth of the contents of the application.
21. If required by the City, all plans and specifications covering the erection of a sign and supporting framework that are submitted as part of a sign permit application shall be certified by a Professional Engineer as to the structural adequacy of the sign.

Special Sign Districts

22. In addition to the requirements of sections 19 to 21, every permit application for a sign in a Special Sign District shall be accompanied by scale drawings clearly showing,
- (a) the proposed sign materials, letter fonts and colours;
 - (b) the proposed means of any sign illumination; and
 - (c) in the case of a wall sign, an accurate building elevation drawing showing the size of the sign and a cross-section of the sign showing the proposed method of affixing the sign to the building.

Heritage Properties

23. (1) A sign permit for a sign in a heritage conservation district shall not be issued unless the sign conforms to the applicable heritage conservation district guidelines adopted by the City.
- (2) A sign permit for a sign on heritage property shall not be issued unless the applicant has met all additional requirements under the *Ontario Heritage Act*.

Ground Signs

24. (1) Ground signs shall comply with the following restrictions:

Use	Maximum Sign Height	Maximum Sign Area	Maximum Number	Minimum Setback*
Low Density Residential	Prohibited	Prohibited	Prohibited	Prohibited
Part of the Open Space System	Prohibited	Prohibited	Prohibited	Prohibited
High Density Residential	2 metres	4 square metres	1	3 metres
Institutional	2 metres	4 square metres	1	3 metres
Commercial or industrial (less than 30 metre frontage)	4 metres	10 square metres	1 per street frontage	3 metres
Commercial or industrial (30 metre frontage or more)	6 metres	18 square metres	1 per street frontage	3 metres
All Other Uses	3 metres	6 square metres	1 per street frontage	3 metres

*setback from property lines

- (2) Notwithstanding subsection (1), no ground sign exceeding 1.5 square metres in sign area or 1.5 metres in sign height shall be erected in a Special Sign District.
- (3) Every ground sign shall contain the municipal address number in numerals (refer to By-law 7686/19, as amended or replaced from time to time).
- (4) Every ground sign shall be located on the property to which the sign relates, and shall only reference businesses located on that property.
- (5) Subject to subsection (6), a maximum of 1 ground sign shall be permitted for each street frontage on any one property.
- (6) A second ground sign shall be permitted on a property in a commercial or industrial zone where the street frontage is not less than 200 metres, and the ground signs are not located within 100 metres of each other.
- (7) For regulations specific to an electronic message display, refer to section 55.

Wall Signs

25. (1) Wall signs shall comply with the following restrictions:

Use	Maximum Sign Area	Maximum Number	Minimum Height from Ground
Low Density Residential	Prohibited	Prohibited	Prohibited
High Density Residential	4 square metres	1 per frontage	2.4 metres
Institutional	4 square metres	1 per frontage	
Commercial / Industrial (multi-tenant & multi-storey)	15 percent of tenancy walls	1 per owner/tenant per frontage of the tenancy walls	
Mixed-use Building	15 percent of tenancy walls	1 per owner/tenant per frontage of the tenancy walls	
All Other Uses	4 square metres	1 per frontage	

- (2) Notwithstanding subsection (1), no wall sign exceeding 1.5 square metres in sign area shall be erected in a Special Sign District.
- (3) Except as permitted by By-law 7686/19, as amended or replaced from time to time, and section 52 (home-based business signs), no wall sign shall be erected for a low density residential use.
- (4) A wall sign shall be located within the demising tenancy walls.
- (5) The maximum sign area per tenancy includes the combined sign area of wall signs and canopy signs.
- (6) In a commercial or industrial building containing multiple tenancies, the applicable building face area for a wall sign respecting an individual tenancy shall be measured only to the limits of the tenancy demising walls adjacent to the wall on which the sign is located.
- (7) Expansion into adjacent tenancies does not permit additional signage.
- (8) No wall sign shall be erected for a high density residential use other than a sign displaying the building identification, corporate logo or similar content on the highest storey of the building, a minimum of 2 storeys above grade and shall not exceed 6.0 square metres in sign area.

- (9) No wall sign shall be erected on any building that contains more than 1 storey above grade other than on the first storey, the second storey, and highest storey of such building.
- (10) A maximum of 1 wall sign may be erected on each wall face of the highest storey of a building that is more than 2 storeys above grade.
- (11) No part of a wall sign shall project more than 0.5 metres from the building except in the case of a canopy sign provided it is located a minimum of 2.4 metres above grade and does not project more than 2.0 metres from any wall it is attached to.
- (12) For regulations specific to an electronic message display, refer to section 55.

Development Signs

26. (1) Development signs shall not be permitted in the Open Space System. For all other land uses, development signs not exceeding 6.0 metres in sign height and with a setback of at least 3.0 metres shall be permitted.
- (2) A maximum of 1 development sign having a sign area not exceeding 20 square metres may be erected on each street frontage on any single development site.
- (3) A maximum of 2 additional development signs having a sign area not exceeding 10 square metres may be erected on any vacant property outside of the development site.
- (4) No more than 3 development signs shall be erected in relation to any single development project.
- (5) A development sign shall be removed no later than 30 days upon the earlier of (i) the completion of sales related to the development; or (ii) 24 months after the date the sign permit is issued.

Billboard Signs

27. (1) No billboard sign shall exceed a sign area of 20 square metres.
- (2) No billboard sign shall exceed a sign height of 7.5 metres.
- (3) No billboard sign shall be erected on a roof of a building.
- (4) No billboard sign shall be located within 250 metres of any other billboard sign.
- (5) Billboard signs shall not be permitted in any location other than within the Billboard Sign District shown in Schedule "B".

Sign Permit Issuance

28. The City's Chief Building Official may approve or refuse any sign permit application, and may impose any conditions upon an approval as he or she determines to be appropriate.
29. The City shall refuse to issue a permit if the proposed sign does not comply with this by-law, the building code, an approved site plan, heritage conservation district guidelines, or any other applicable law.

Revocation of Sign Permit

30. The City's Chief Building Official may revoke a sign permit under any of the following circumstances:
 - (a) the sign permit has been issued in error;
 - (b) the sign for which the sign permit was issued is erected in contravention of any provision in Part 5 of this by-law, the building code, an approved site plan, heritage conservation district guidelines, or any other applicable law;
 - (c) the sign permit has been issued as the result of false, mistaken, incorrect, or misleading statements, information or undertakings on the application or on any submitted documents that formed the basis of the issuance;
 - (d) the business or other subject matter to which the sign relates ceases to exist;
 - (e) the sign permit holder requests that the sign permit be revoked; or
 - (f) 6 months have elapsed following the date of sign permit issuance and the sign authorized by the sign permit has not been erected.

Part 3 – Sign Licences

Required Sign Licences

31. (1) No person shall erect any portable sign, banner sign, flag sign, inflatable sign, sidewalk sign or billboard sign without a sign licence.
- (2) No person shall erect any sign without a sign licence, where a sign licence is required pursuant to this by-law.

Sign Licence Applications

32. A sign licence application shall be made by an owner of the property on which the sign is to be erected or an authorized representative of the owner.
33. The City's Manager, Municipal Law Enforcement shall be responsible for administration of all sign licences.
34. All sign licence applications shall be filed using the City's prescribed form.
35. A separate sign licence application is required for every sign.
36. Every sign licence application shall be accompanied by details of the size and location of the proposed sign and the applicable fee(s) set out in the City's current General Municipal Fees By-law.
37. Where a sign licence application is for a portable sign for an individual business in a building containing multiple tenants, the application must include written permission from the owner or the owner's authorized representative consenting to the placement of the portable sign.

General Sign Licence Requirements

38. All sign licences shall expire on the date indicated on the sign licence.
39. A maximum of 4 sign licences for signs may be issued concerning an individual business or service in any calendar year provided at least 30 days have elapsed since the expiry of the last portable sign licence and the sign has been removed.
40. (1) A maximum of 1 sign licence may be issued for a single property at any one time, irrespective of the number of business tenancies located on the property.
- (2) Notwithstanding the foregoing, new businesses and temporary operations may be permitted additional temporary signage in accordance with section 42.
41. No sign licence shall be issued on any heritage property.

Sign Licence Relief

42. Subject to approval by the City's Manager, Municipal Law Enforcement, relief from the provisions of this by-law for any sign requiring a sign licence may be granted provided such relief is consistent with the objectives of this by-law and the relief is for a maximum of 3 months.

Portable Signs

43. (1) Portable signs shall comply with the following restrictions:

Use	Maximum Sign Height	Maximum Sign Area	Maximum Number	Minimum Setback
All Residential (High Density and Low Density Residential)	Prohibited	Prohibited	Prohibited	Prohibited
Special Sign Districts	Prohibited	Prohibited	Prohibited	Prohibited
Open Space System	Prohibited	Prohibited	Prohibited	Prohibited
All Other Uses	2.0 metres	4.0 square metres	1*	3.0 metres

* per street frontage where 2 street frontages are > 70 metres

- (2) Every portable sign shall be located on the property to which the sign relates.
- (3) In the case of corner properties, no portable sign shall be located less than 15 metres from the inside curb at the point of intersection of the 2 streets.
- (4) Portable signs may be illuminated but shall not incorporate electronic message displays, moving parts, or flashing lights or fluorescent materials.
- (5) Lettering used on a portable sign shall not be greater than 0.2 metres in sign height.
- (6) No portable sign shall be capable of being connected to a power supply without written Electrical Safety Authority approval.
- (7) A sign licence for a portable sign shall be valid for a period of not more than 30 days, after which the sign shall be immediately removed.

Banner and Inflatable Sign Restrictions

44. (1) Banner and inflatable signs shall comply with the following restrictions:

Use	Maximum Sign Height	Maximum Sign Area	Maximum Number	Minimum Setback
All Residential (High Density and Low Density Residential)	Prohibited	Prohibited	Prohibited	Prohibited
Special Sign Districts	Prohibited	Prohibited	Prohibited	Prohibited
Open Space System	Prohibited	Prohibited	Prohibited	Prohibited
All Other Uses	6.0 metres	4.0 square metres per tenant	1	3.0 metres

- (2) Every banner or inflatable sign shall be located on the property to which the sign relates.
- (3) No banner or inflatable sign is permitted on canopies, awnings, fences or on sidewalks.
- (4) A banner or inflatable sign shall be securely affixed to the exterior wall or a roof of a building, or to the ground.
- (5) A sign licence for a banner sign shall be valid for a period of not more than 30 days on private property, after which the sign shall be immediately removed.
- (6) A sign licence for an inflatable sign shall be valid for a period of not more than 14 days on private property, after which the sign shall be immediately removed.

Flag Signs

45. (1) Flag signs shall comply with the following restrictions:

Use	Maximum Sign Height	Maximum Sign Area	Maximum Number
All Residential (High Density and Low Density Residential)	Prohibited	Prohibited	Prohibited
Special Sign Districts	Prohibited	Prohibited	Prohibited
Open Space System	Prohibited	Prohibited	Prohibited
All Other Uses	1.8 metres	2.0 square metres	2

- (2) Every flag sign shall be located on the property to which the sign relates.
- (3) A sign licence for a flag sign shall be valid for a period of not more than 30 days on private property, after which the sign shall be immediately removed.

Sidewalk Signs

46. (1) Sidewalk signs shall not exceed a sign height of 1.0 metres or a width of 0.6 metres.
- (2) Sidewalk signs shall not be permitted in any location other than within a Special Sign District.
- (3) A sidewalk sign shall be installed immediately in front of the business to which it pertains, and shall only be erected during the hours of operation of the business.
- (4) A sidewalk sign may be located on a public sidewalk provided a minimum of 1.5 metres of unobstructed sidewalk space is maintained.
- (5) A maximum of 1 sign licence for a sidewalk sign may be issued to an owner.
- (6) A sign licence for a sidewalk sign shall be valid for a period of 1 year.

Billboard Signs

47. (1) No sign licence shall be issued for a new billboard sign unless a sign permit has been issued for such billboard sign.
- (2) A sign licence for a billboard sign shall be valid for a period of 1 year.

Sign Licence Issuance

48. The City may approve or refuse any sign licence application, and may impose any conditions upon an approval as the City determines to be appropriate.
49. The City shall refuse to issue a sign licence if the proposed sign does not comply with this by-law, the building code, an approved site plan, heritage conservation district guidelines, or any other applicable law.
50. The City may refuse to issue a sign license if there are reasonable grounds to believe that the applicant will not operate in accordance with applicable laws or with honesty and integrity.
51. The City may refuse to issue a licence if the applicant has failed to pay fines imposed for previous convictions relating to contraventions of any municipal by-laws.
52. The City may refuse any sign licence if there are existing violations of this by-law on the property where the sign is proposed.

Revocation of Sign Licence

53. The City may revoke a sign licence under any of the following circumstances:
 - (a) the sign licence has been issued in error;
 - (b) the sign for which the sign licence was issued is erected in contravention of any provision of this by-law, the building code, an approved site plan, heritage conservation district guidelines, or any other applicable law;
 - (c) the sign licence has been issued as the result of false, mistaken, incorrect, or misleading statements, information or undertakings on the application or on any submitted documents that formed the basis of the issuance;
 - (d) the business or other subject matter to which the sign relates ceases to exist; or
 - (e) the property owner of the sign licence holder requests that the sign licence be revoked.

Part 4 – Signs Exempt From Sign Permits and Sign Licences

Permitted Signs

54. Signs described in this Part shall be permitted without a sign permit or a sign licence provided all restrictions in this by-law applicable to the signs have been complied with.

(1) Signs shall comply with the following restrictions:

*Maximum size expressed in area unless otherwise specified

Sign Type	Maximum Size*	Regulations
Community Event Signs	1.5 square metres	<p>No person shall erect a community event sign closer than 100 metres to another community event sign advertising the same community event.</p> <p>No person shall erect a community event sign more than 14 days prior to the event.</p> <p>No person shall erect a community event sign at any location other than entirely on private property or on a boulevard.</p> <p>No person shall permit a community event sign to remain erected after the day of the event.</p>
Construction Information Signs	<p>Low Density Residential: 3 metres in sign height or 4 square metres in sign area</p> <p>All Other Uses: 6 metres in sign height or 10 square metres in sign area</p>	<p>No person shall erect a construction information sign unless the person has either entered into a site plan control agreement with the City or the City has issued a building permit or a Fill and Topsoil permit for the construction.</p> <p>No person shall erect a construction information sign except on a temporary fence or other physical barrier, hoarding, around the perimeter of the construction site to which the sign pertains or on the property at the construction site location.</p> <p>No person shall erect a construction information sign more than 30 days prior to construction commencing.</p> <p>No person shall permit a construction information sign to remain erected 30 days after construction has completed or discontinued.</p>
Development Sales Office Signs	1.0 square metres	No person shall erect a development sales office sign except on or immediately surrounding a temporary sales office.

Sign Type	Maximum Size*	Regulations
		No person shall erect a development sales office sign except where it has been shown on building permit application documents and authorized by the City through issuance of a building permit.
Development Sales Signs	1.2 metre height 0.8 metre width	<p>No person shall erect a development sales sign at any location other than entirely on private property or on a boulevard.</p> <p>No person shall erect a development sales sign within 500 m of any other development sales sign being used to direct attention to the same temporary sales office.</p> <p>No person shall permit a development sales sign to remain erected in its original location, or within 500 metres of its original location, for a total of more than 72 hours (excluding statutory holidays) during any consecutive 7 day period.</p> <p>No person shall erect a development sales sign with a sign height greater than 0.6 metres within 20 metres of the curb or the edge of the traveled portion of any intersecting street, private road, driveway or Regional road.</p>
Directional Signs	1.5 square metres	<p>No person shall erect a directional sign at any location other than entirely on private property.</p> <p>No person shall erect a directional sign unless the sign has no promotional or advertising content.</p>
Directory Signs	1.0 square metres	<p>No person shall erect a directory sign at any location other than entirely on private property.</p> <p>No person shall erect more than 1 directory sign at each access point from a street to the building.</p>
Farm Signs	1.5 square metres	<p>No person shall erect more than 1 farm sign per property.</p> <p>No person shall erect a farm sign at any location other than entirely on private property.</p>
Filming Location Signs	n/a	<p>No person shall erect a filming location sign unless the person has received a filming permit from the City.</p> <p>No person shall erect a filming location sign other than at a location that is approved in a filming permit.</p>

Sign Type	Maximum Size*	Regulations
		<p>No person shall erect a filming location sign at any location other than entirely on private property or on a boulevard.</p> <p>No person shall erect a filming location sign other than while the film is in production.</p>
Flags	2.0 square metres	<p>A maximum of 3 flags bearing a crest, emblem or insignia of any corporation, federal, provincial and municipal government agency, or religious, charitable, fraternal, cultural or community organization are permitted on one property. Such flags do not require a sign licence or sign permit.</p> <p>No person shall erect a flag at any location other than entirely on private property.</p> <p>No person shall erect more than 3 flags on a single property.</p>
Garage/Yard Sale Signs	1.0 square metres	<p>No person shall erect a garage/yard sale sign at any location other than entirely on private property or on a boulevard.</p> <p>No person shall erect a garage/yard sale sign more than 3 days prior to the day of the sale.</p> <p>No person shall permit a garage/yard sale sign to remain erected after the day of the sale.</p>
Gasoline Station Signs	1.0 square metres	<p>No person shall erect a sign on a gasoline station canopy that contains anything other than corporate identification of the owner or operator of the gasoline station.</p> <p>Gasoline station signs are permitted to have electronic message boards subject to the restrictions for electronic message displays set out in section 55 of this by-law.</p> <p>Gasoline station signs are permitted to be located on the columns of the gas station canopy, on top of gasoline pumps or free-standing on gasoline pump aprons or islands.</p>
Home-Based Business Signs	0.2 square metres	<p>No person shall erect a home-based business sign unless a home-based business licence has been issued by the City.</p> <p>No person shall erect a home-based business sign in any location other than on the front wall, door or mailbox, entirely on private low density residential property.</p>

Sign Type	Maximum Size*	Regulations
		No person shall erect a home-based business sign that is internally illuminated.
Home Improvement Signs	1.0 square metres	No person shall erect a home improvement sign at any location other than entirely on private property where the home improvement is being undertaken. No person shall erect a home improvement sign more than 2 days prior to the commencement of the home improvement project. No person shall permit a home improvement sign to remain erected for more than 90 days.
Interior Signs	20 percent of total window area on first storey	No person shall erect an interior sign unless it is erected in a window on the first storey of a building used for office, commercial or industrial.
Menu Boards	4.0 square metres	No person shall erect a menu board at any location other than entirely on private property. A maximum of 1 menu board sign is permitted per business.
Model Home Signs	2.0 square metres	No person shall erect a model home sign at any location other than on a property containing a model home.
No Trespassing Signs	0.3 square metres	No person shall erect a no trespassing sign at any location other than entirely on private property.
Posters	0.5 square metres	No person shall erect a poster on a fixture. No person shall erect a poster on a vehicle or trailer that is parked or located for the purpose of sign display.
Real Estate Signs	All Residential or Open Space System: 1.0 square metres Other Uses: 2.5 square metres	No person shall erect a real estate sign at any location other than entirely on the property advertised for sale. No person shall erect a real estate sign within 1.0 metre of the property line. No person shall erect more than 1 real estate sign per property unless the property is at least 0.5 hectares in size, then no person shall erect more than 2 real estate signs on separate street frontages.
Real Estate Open House Signs	1.0 square metres sign area	No person shall display more than 5 real estate open house signs in connection with any 1 open house.

Sign Type	Maximum Size*	Regulations
	1.0 metre sign height	<p>No person shall display any real estate open house sign more than 24 hours prior to the commencement time of the open house which it is advertising.</p> <p>No person shall display a real estate open house sign for longer than 4 hours after the end time of the open house which it is advertising.</p> <p>No person shall erect a real estate open house sign at any location other than entirely on private property or on a boulevard.</p> <p>No person shall display a real estate open house sign that does not list the municipal address, date and time of the open house.</p>

- (2) This section shall not apply to any sign lawfully erected prior to the passing of this by-law provided such sign has continuously remained in its location and has not been substantially altered.
- (3) No person shall erect a sign that exceeds the size permitted in this by-law.

Part 5 – General Restrictions

Restrictions Applicable to all Signs

55. No person shall erect any sign,
- (a) that does not comply with any provision of this by-law;
 - (b) that does not comply with any condition of a sign permit, sign licence or variance;
 - (c) that advertises a use not permitted by the City's Zoning By-law applicable to the property on which the sign is located;
 - (d) without a sign permit if a sign permit is required;
 - (e) without a sign licence if a sign licence is required;
 - (f) on or over, or partly on or over, public property or any part of a street without the City's approval unless the sign is expressly permitted by this by-law to be erected on a sidewalk or a boulevard;
 - (g) on or over, or partly on or over a driveway;
 - (h) within 3.0 metres of a driveway at the streetline;
 - (i) within 15 metres of a traffic light;
 - (j) on a walkway or other means of egress on a property unless there is a minimum of 1.5 metres of unobstructed footpath space between the sign and the nearest structure;
 - (k) that projects less than 2.4 metres above the walking surface of a pedestrian walkway;
 - (l) that pertains to a past event or purpose that no longer applies;
 - (m) that is structurally faulty, has broken, displaced or missing parts, is crookedly displayed, contains lettering that is no longer fully legible, or is otherwise not maintained properly;
 - (n) on a roof or projecting in whole or in part above the roof, eaves or parapet of a building;
 - (o) in a location that obstructs the view of any pedestrian or motorist so as to cause an unsafe condition;
 - (p) that interferes with, or obstructs the view of, an authorized traffic sign, traffic signal or official sign;
 - (q) that advertises a business, service, or product that is not located on the property where the sign is erected, unless expressly permitted by this by-law;

- (r) located within a visibility triangle formed by the intersection of a street line and a driveway line, or the projections thereof and a straight line connecting 6.0 metres from their point of intersection;
 - (s) that obstructs, or is located in, a required parking space;
 - (t) that has more than 2 sign faces; or
 - (u) that is obscene or in bad taste.
56. No person shall erect, paint, mark or inscribe any sign containing any promotional or advertising content,
- (a) on pavement;
 - (b) on the exterior wall of a building except as approved by the City;
 - (c) on a utility pole, tree, stone or other natural object; or
 - (d) on a vehicle or on a trailer that is parked or located for the purpose of sign display.

Electronic Message Displays

57. (1) No person shall erect an electronic message display which does not comply with the following restrictions:

Permitted sign types	Only permitted on permanent ground signs, wall signs and billboard signs
Maximum sign area	As per ground sign, wall sign, and billboard sign provisions
Maximum sign height	As per ground sign, wall sign and billboard sign provisions
Minimum setback from a low density residential dwelling	100 metres
Minimum setback from another electronic message display	100 metres
Minimum setback from property line	3.0 metres
Permitted content	Alphanumeric characters and digital images
Minimum dwell time	6 seconds
Maximum day time luminance	5,000 nits
Maximum night time luminance	300 nits
Hours of dimming/turning off	Between 9 pm to 8 am for signs located within 200 metres of a low density residential dwelling, and in all other instances, between 11 pm to 7 am

- (2) No person shall erect an electronic message display that contains full motion video, animation or movement, or displays third party advertising except for billboard signs. This does not include menu boards.
- (3) No person shall erect an electronic message display on a wall sign or ground sign that does not relate to the property it is located on.
- (4) All electronic message displays require an ambient light sensor that will automatically adjust the sign luminance according to the environmental conditions.

Boulevards

58. Where signs are permitted by this by-law to be erected on a boulevard, no such sign shall be erected closer than 1.0 metres from the curb of a street or, where there is no curb, closer than within 2.0 metres of the travelled portion of a street.

Vacant Properties

59. No person shall erect any sign, other than a development sign, community event sign, filming location sign, real estate sign, farm sign or no trespassing sign on vacant property.

Special Sign Districts

60. (1) No development sign, portable sign, banner sign, inflatable sign, flag sign or electronic message display shall be erected in a Special Sign District.
- (2) Subsection (1) does not apply to community event signs.

Election Signs

61. Election signs must comply with all applicable provisions of Election Sign By-law 7591/17, as amended or replaced from time to time.

Part 6 – Sign Permit Variances

Variance Provisions

62. Variances for any sign requiring a sign permit must be approved by the Director.
63. An application for variance shall be made on the appropriate form and shall be accompanied with the prescribed fee set out in the City's current General Municipal Fees By-law.
64. Every sign variance application shall include all of the information required to be submitted in relation to a permit application under sections 17 to 22 (if applicable) and shall also include written reasons why the provisions of this by-law cannot be complied with.
65. The Director may recommend authorization for a sign variance from the provisions of this by-law if the general intent and purpose of this by-law is being maintained.
66. In considering an application for a variance, the Director shall have regard for:
 - (a) special circumstances or conditions applying to the property, building or use referred to in the application;
 - (b) whether strict application of the provisions of this by-law in the context of the special circumstances applying to the property, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant that are inconsistent with the objectives of this by-law;
 - (c) whether such special circumstances or conditions are pre-existing and not created by the owner or applicant; and
 - (d) whether the sign that is the subject of the variance will alter the character of the area.
67. Signs approved under the provisions of a site plan control agreement shall be deemed to be in compliance with the provisions of this by-law.
68. Prior to making a determination on any variance application, the application details may be brought to the attention of the City's Site Plan Advisory Committee.
69. The Director shall notify the applicant prior to the meeting of the City's Site Plan Advisory Committee to provide the applicant an opportunity to appear before the City's Site Plan Advisory Committee to make representations respecting the application.

70. When commenting on a variance, the City's Site Plan Advisory Committee shall act under the authority given to it under this by-law and not under the Planning Act, R.S.O 1990, c. P.13 and shall have regard for 66(a) to (d).
71. If the applicant does not attend the City's Site Plan Advisory Committee meeting at the appointed time, the City's Site Plan Advisory Committee may proceed in the absence of the applicant and the applicant shall not be entitled to any further notice dealing with the application.
72. The Director may approve or refuse any variance application, and may impose any conditions upon an approval as he or she determines to be appropriate.
73. If the Director refuses to grant a variance, he or she shall advise the applicant and provide the applicant with written reasons for the refusal.

Part 7 – Exemptions

74. This by-law shall apply to all existing and proposed signs in the City other than,
- (a) official signs;
 - (b) signs on a property that are less than 0.2 square metres in area provided they do not contain any promotional or advertising content; and
 - (c) any advertising on fixtures approved by the City or the Region.
75. This by-law does not apply to any changes to a sign face if,
- (a) the sign has been previously approved;
 - (b) there is no change in sign area, shape, construction or design; and
 - (c) the sign is not located within a Special Sign District.

Part 8 – Enforcement

Administration and Inspections

76. An officer may, at any reasonable time, enter upon any property for the purpose of carrying out an inspection to determine whether or not the provisions of this by-law have been complied with.
77. No person shall prevent, hinder or interfere or attempt to prevent, hinder or interfere with an inspection undertaken by an officer.
78. Where an officer has reasonable grounds to believe that an offence has been committed by a person under this by-law, the officer may require the name, address and proof of identity of that person, and the person shall supply the requested information.
79. Where a sign is erected or displayed in contravention of any provision of this by-law, any person named on the sign shall be presumed to have been the person who erected or displayed the sign, which presumption may be rebutted by evidence to the contrary on a balance of probabilities.
80. Where a sign is erected or displayed in contravention with any provision of this by-law, and the sign has no person's name on it, but a telephone number appears on the sign, any person to whom the telephone number is listed in a telephone directory, including any internet directory, shall be presumed to have been the person who erected or displayed the sign, which presumption may be rebutted by evidence to the contrary on a balance of probabilities.
81. Where a sign is erected or displayed by a corporation in contravention of any provision of this by-law, the directors and officers of the corporation shall be presumed to have knowingly concurred in the erection or display of the sign in contravention of this by-law, which presumption may be rebutted by evidence to the contrary on a balance of probabilities.

Order to Comply

82. (1) Where an officer is satisfied that there has been a contravention of any provision of this by-law, the officer may issue an order requiring the owner of the property on which the contravention has occurred or the person who erected the sign to do work to correct the contravention, including removal of the sign.
- (2) An order shall set out,
 - (a) reasonable particulars of the contravention;
 - (b) the location of the property;

- (c) the general nature of the work required to be done to correct the contravention; and
 - (d) the date by which the work must be done.
- (3) An order may be served by,
- (a) personally delivering it to the owner;
 - (b) sending it by registered mail to the owner at the address of the owner shown on the last revised assessment roll for the property; or
 - (c) sending it by registered mail to the owner at the last known address of the owner.
- (4) If the address of an owner is unknown or the City is unable to effect service on an owner in accordance with subsection (3), a placard setting out the terms of the order may be placed in a conspicuous place on or near the owner's property.
- (5) Service of an order under this section shall be deemed to have been effected on the date that it is delivered personally, 3 days after it was mailed, or the date that it is posted on the property, as the case may be.

83. No person shall fail to comply with an order issued under this by-law.

Remedial Action

84. (1) Where an order has been issued respecting any sign and compliance has not been achieved by the date specified in the order, the City may cause the work set out in the order to be done.
- (2) The City may recover all costs of doing any work undertaken pursuant to subsection (1), together with an administration charge equal to 25 percent of such costs, from the owner by adding the costs to the tax roll and collecting them in the same manner as property taxes.

Removal of Signs

85. (1) Where a sign is erected on, over, partly on, or partly over, property owned by or under the jurisdiction of the City, such sign may be removed immediately by the City without notice or compensation and may be disposed of at the City's discretion.
- (2) A sign removed by the City may be stored for a period of not more than 30 days, during which time they may be redeemed by the person who erected the sign upon payment of the applicable fee set out in the City's current General Municipal Fees By-law.

- (3) Signs not redeemed by the person who erected the sign within 30 days of removal by the City shall be disposed of by the City without notice or compensation.

Liens

86. All costs incurred by the City for the removal, care and storage of a sign that was erected in contravention of this by-law are a lien upon the sign that may be enforced by the City under the *Repair and Storage Liens Act*, R.S.O. 1990, c. R.25.

Offences and Penalties

87. Every person who contravenes any provision of this by-law is guilty of an offence and upon conviction is liable to a fine of not more than \$25,000.00.
88. No person shall make a false or intentionally misleading recital of fact, statement or representation in any application or other document required by this by-law.
89. If a sign has been erected or displayed in contravention of any provision of this by-law, and the contravention has not been corrected, the contravention of the provision shall be deemed to be a continuing offence for each day or part of a day that the contravention remains uncorrected.

Part 9 – General

Other Applicable Laws

90. The applicant shall be responsible for obtaining the approval from any other government authority having jurisdiction over the installation of a proposed sign.

Short Title

91. This by-law may be referred to as the "Sign By-law".

Repeal

92. By-law 6999/09, as amended, is repealed.

Effective Date

93. This by-law comes into effect on the date of its passing.

By-law passed this XXXX day of XXXX, 2020.

David Ryan, Mayor

Susan Cassel, City Clerk

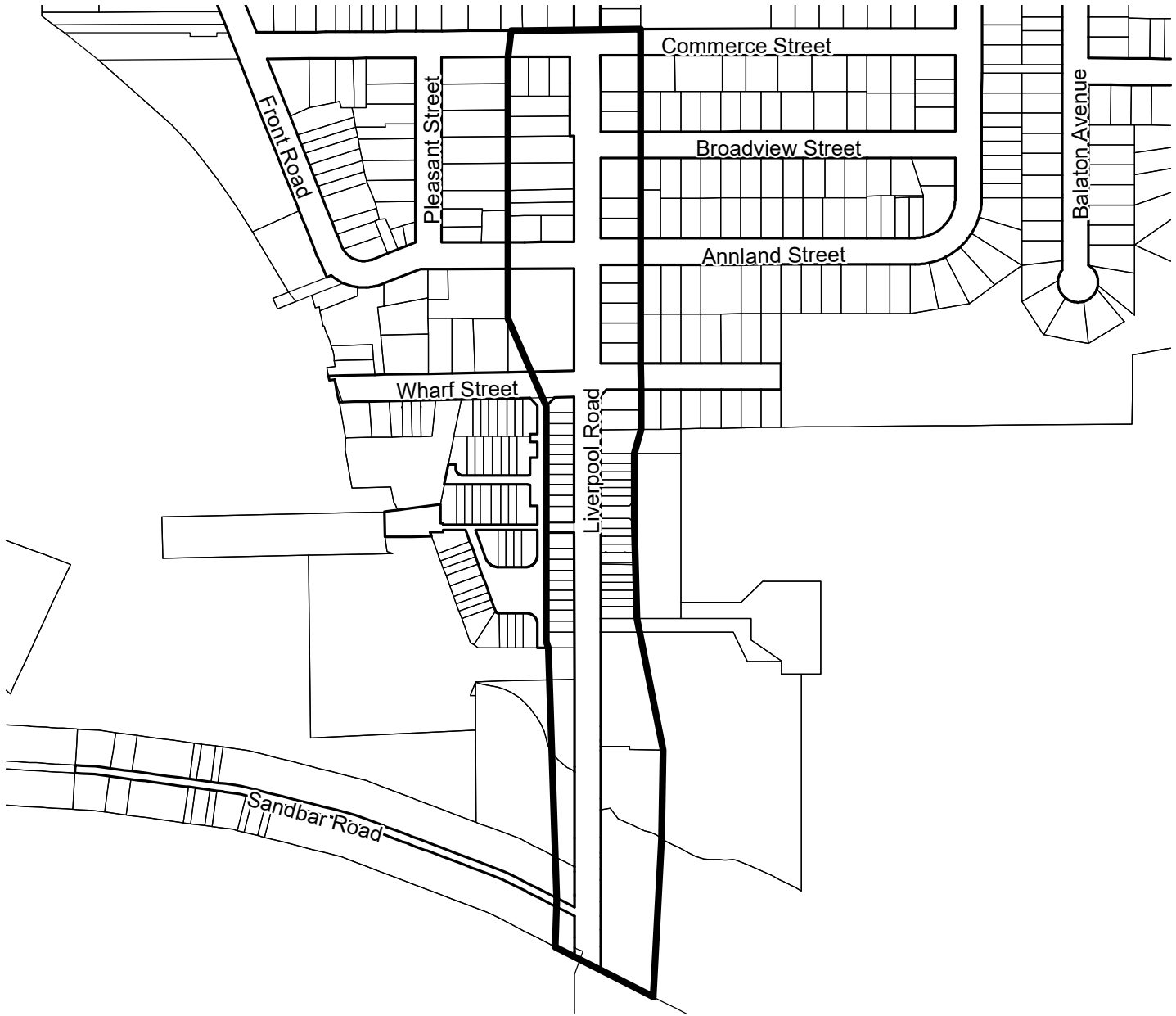
Schedule "A" – Special Sign Districts

Schedule "B1"	Liverpool Road Waterfront District
Schedule "B2"	Whitevale District
Schedule "B3"	Greenwood District
Schedule "B4"	Cherrywood District
Schedule "B5"	Green River District
Schedule "B6"	Claremont District
Schedule "B7"	Brougham District
Schedule "B8"	Kinsale District
Schedule "B9"	Balsam District

[to be inserted]

Schedule “B” – Billboard Sign Districts

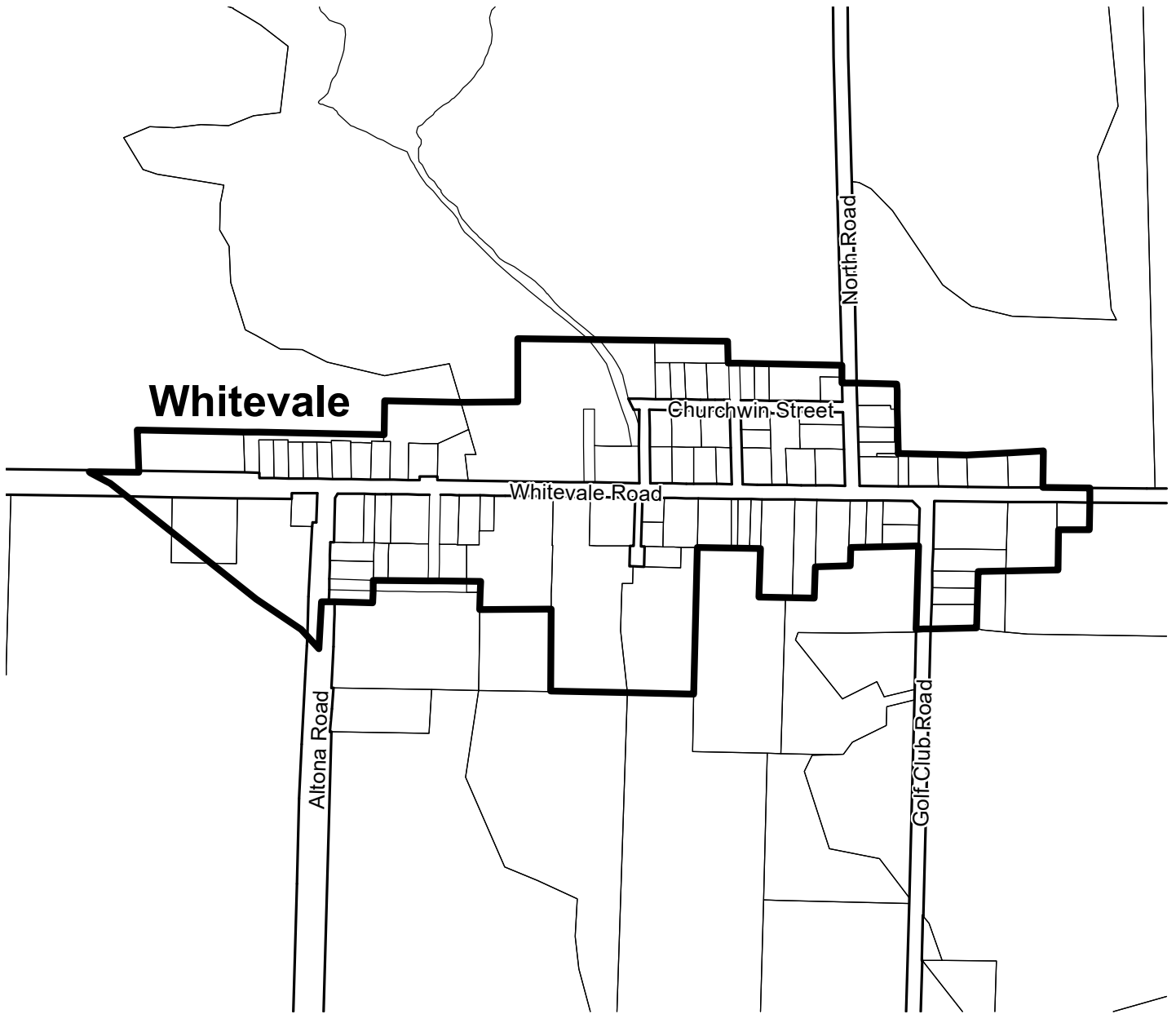
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Schedule A1 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

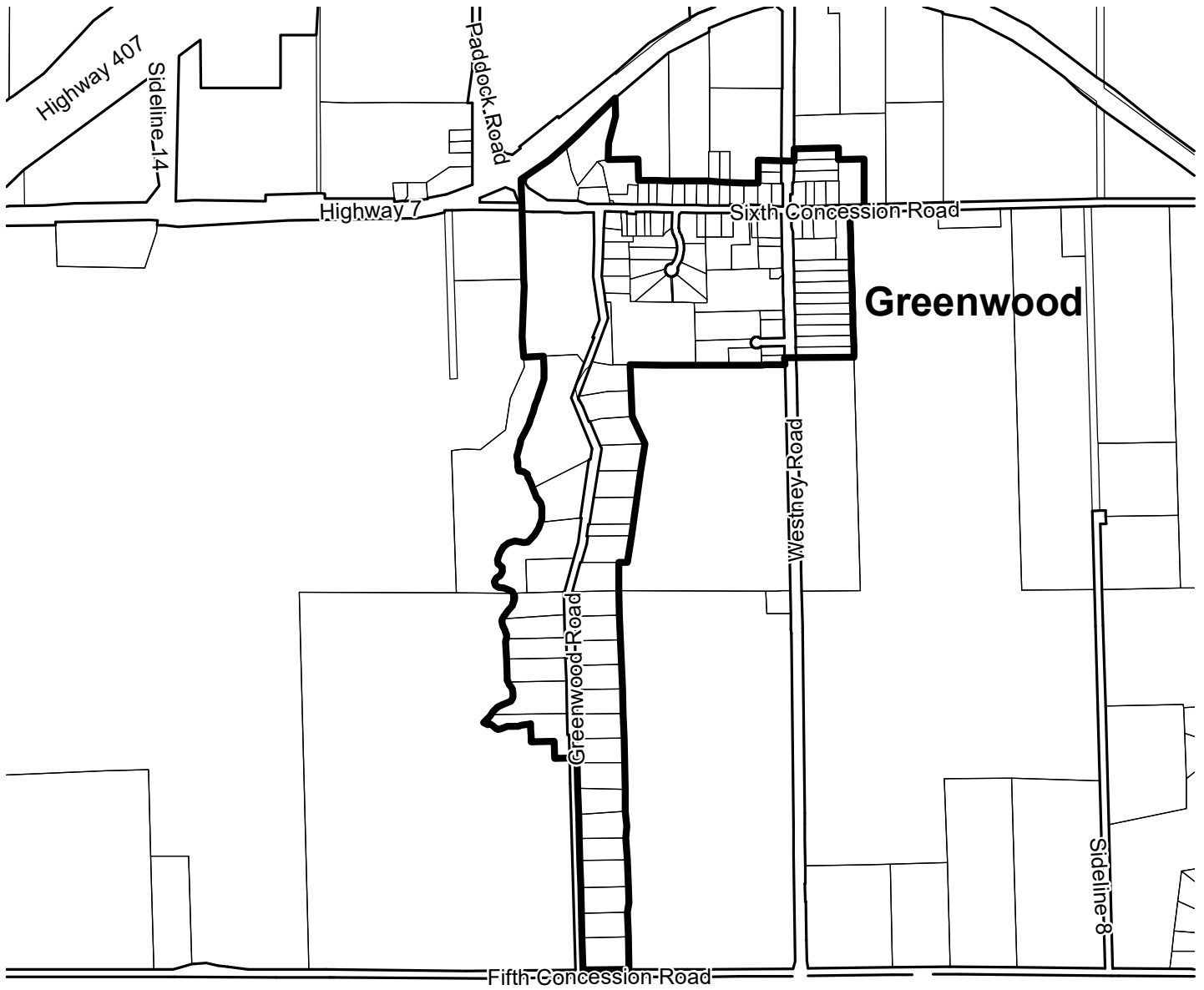
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Schedule A2 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

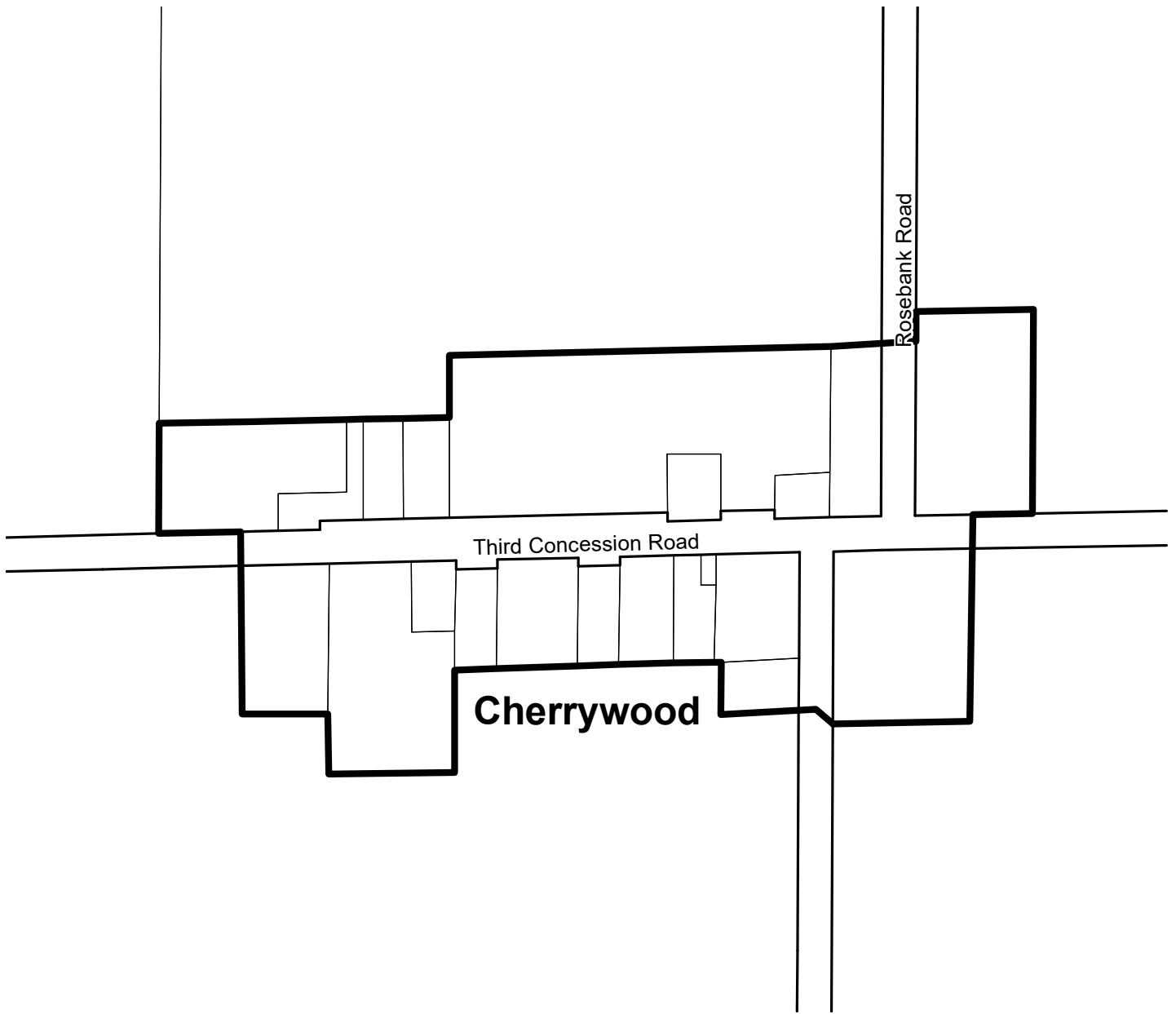
Clerk



Schedule A3 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

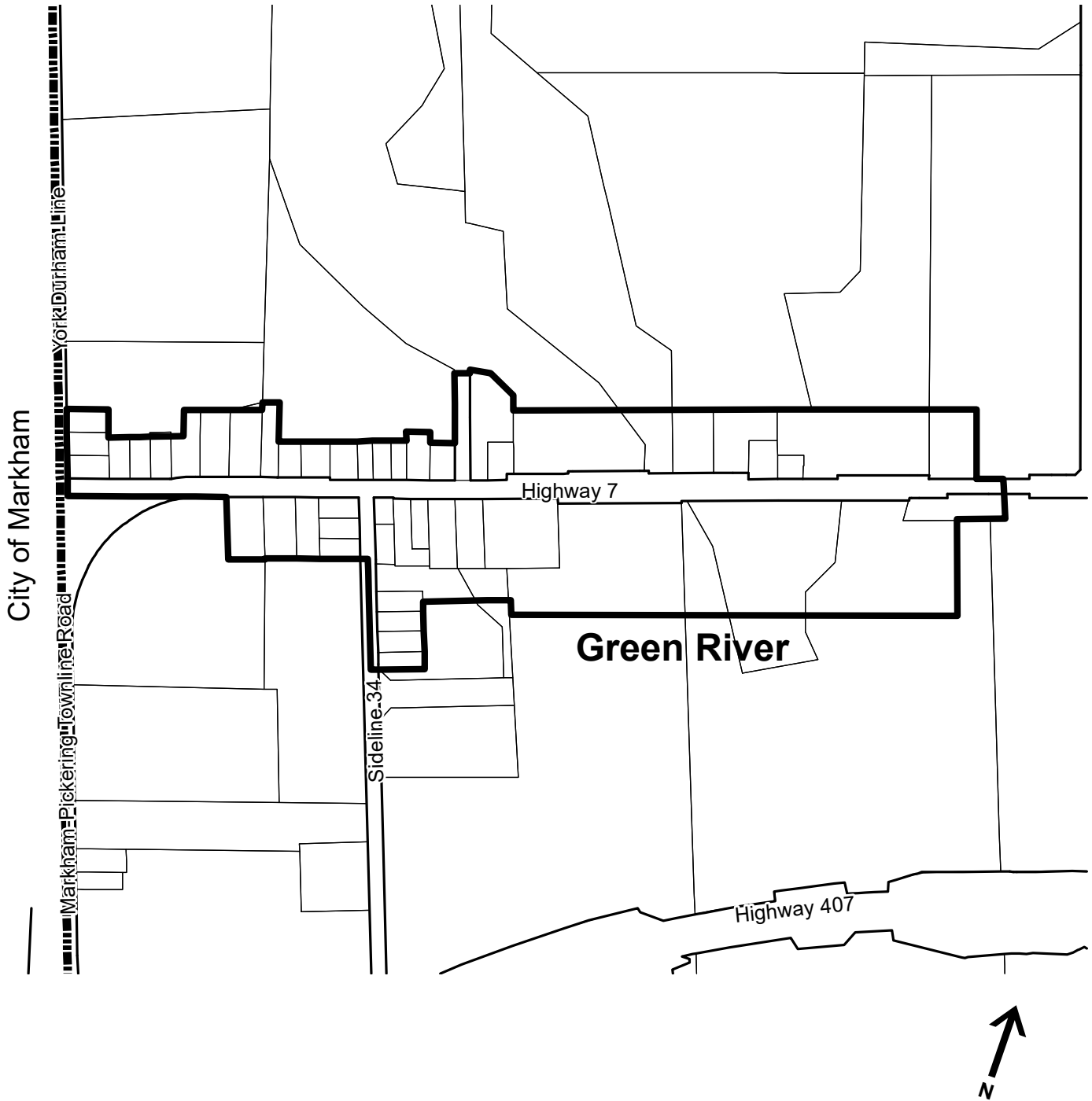
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Schedule A4 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

Clerk

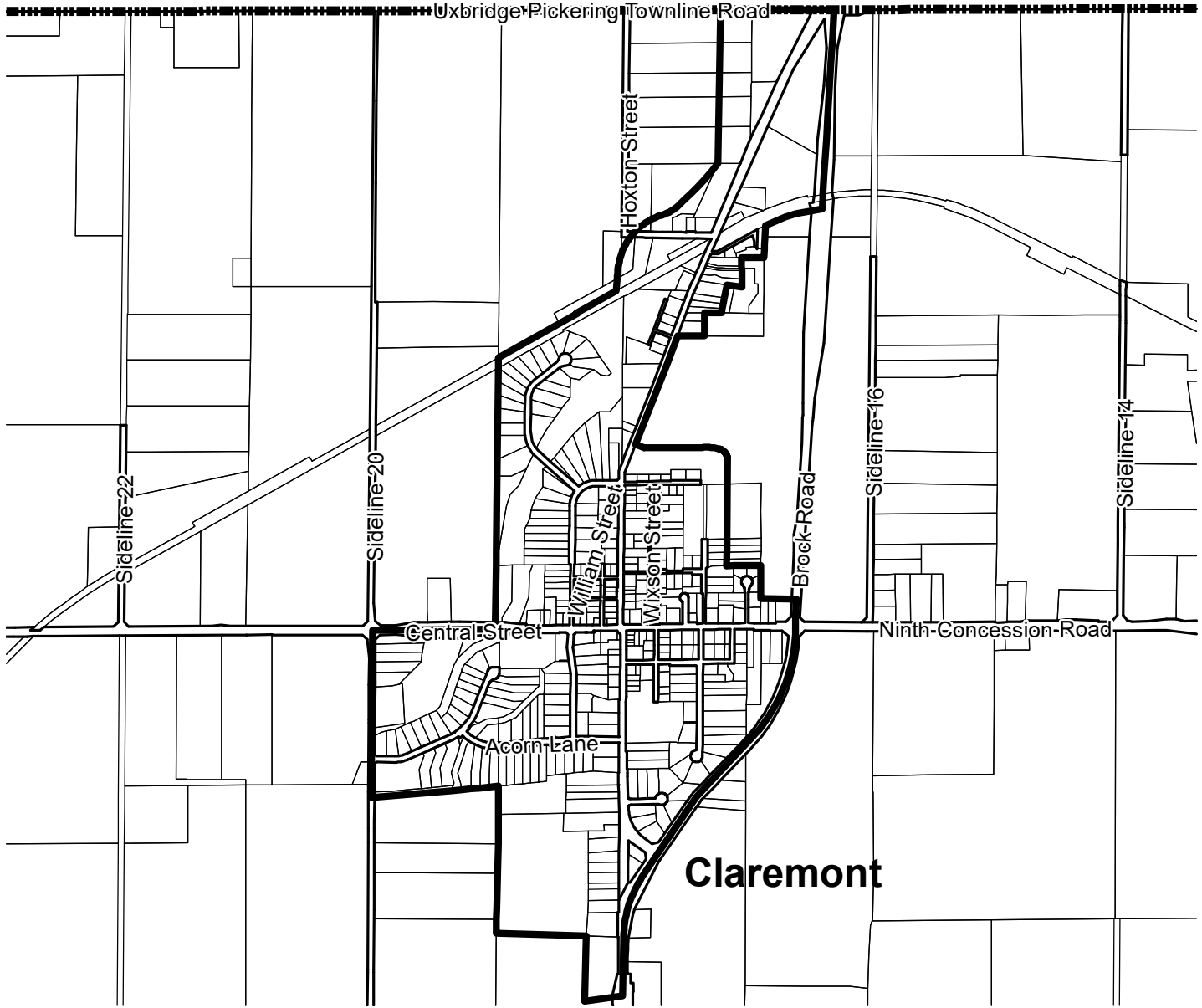


Schedule A5 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

Clerk

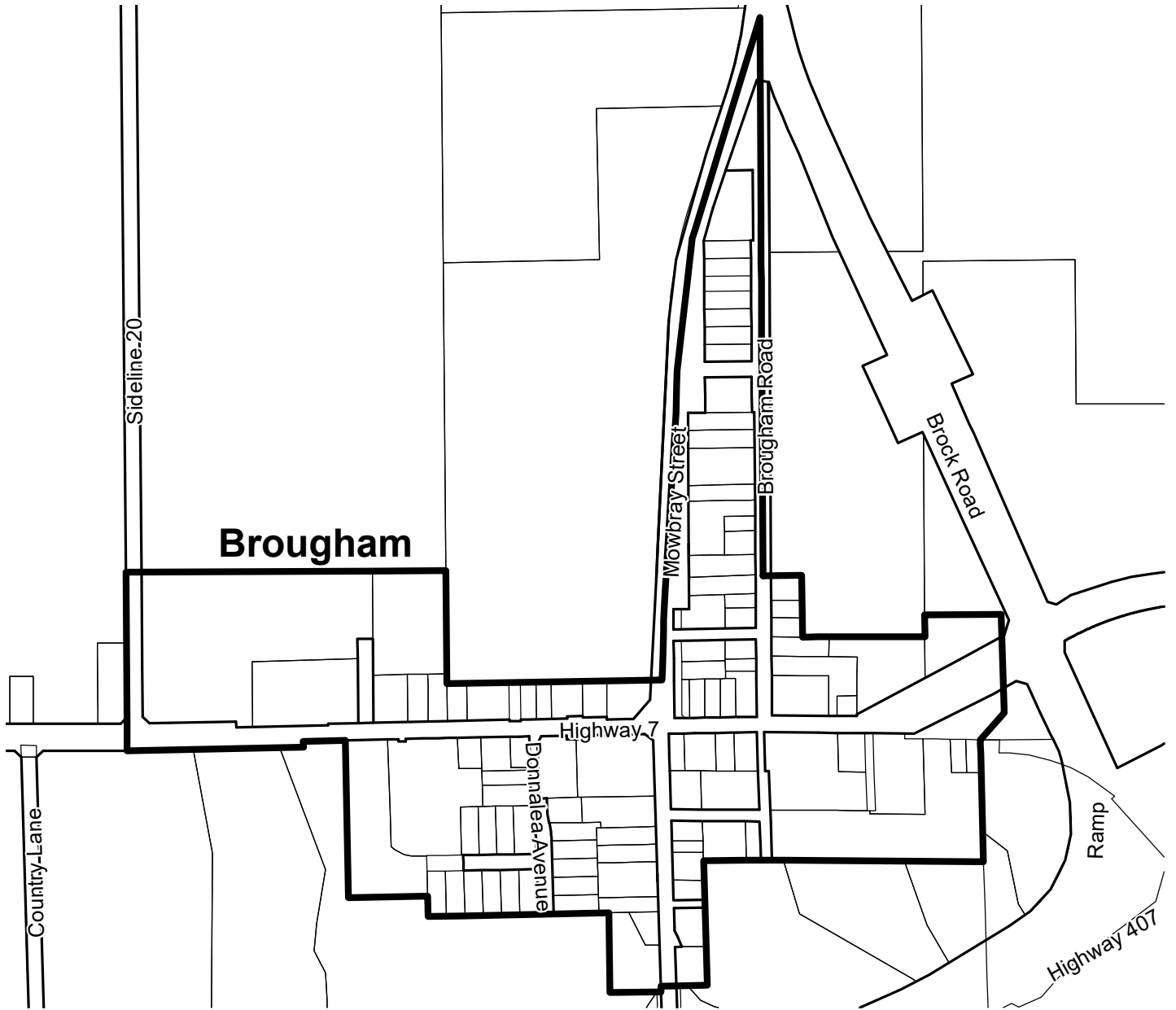
Town of Uxbridge



Schedule A6 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

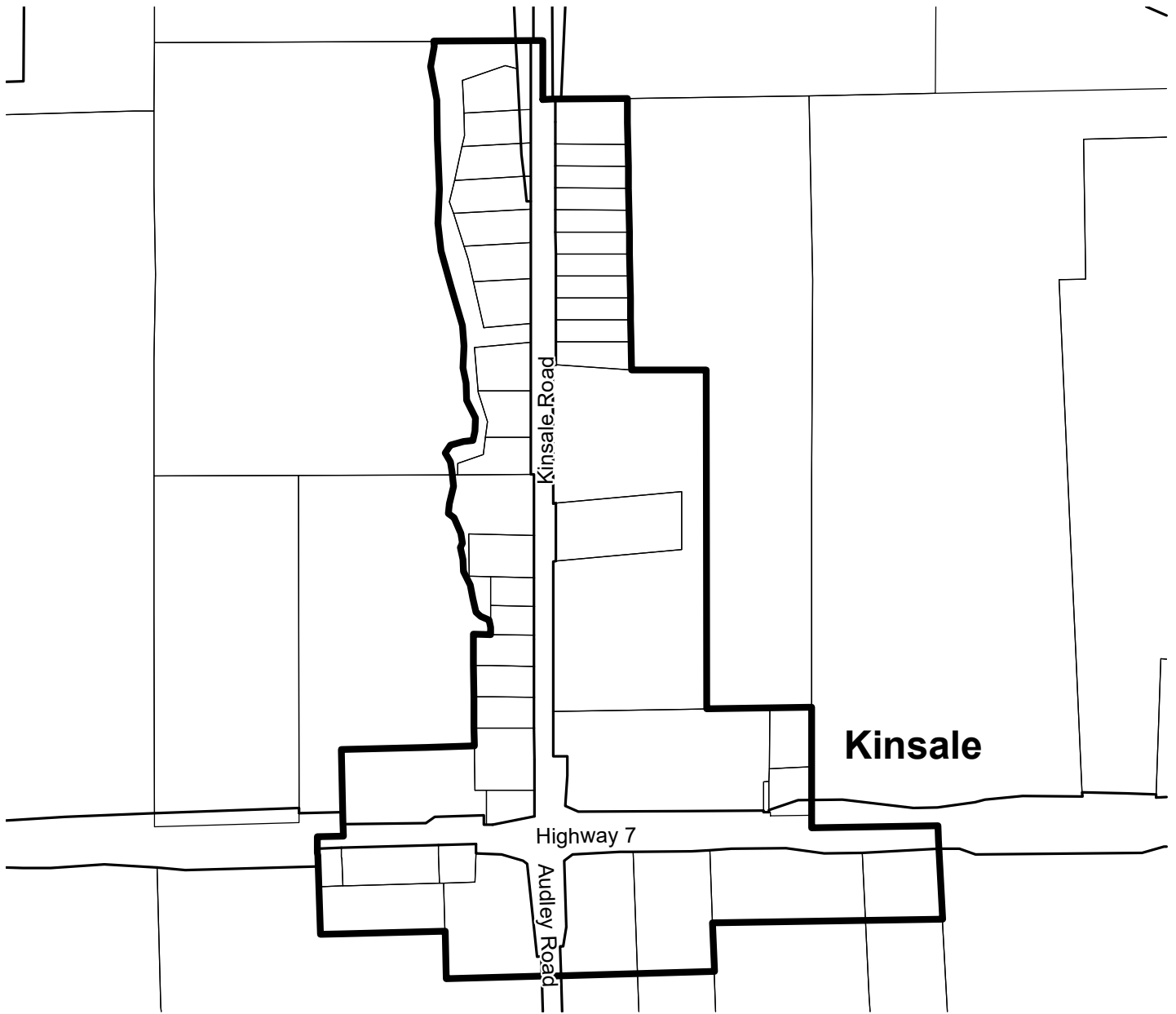
Clerk



Schedule A7 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

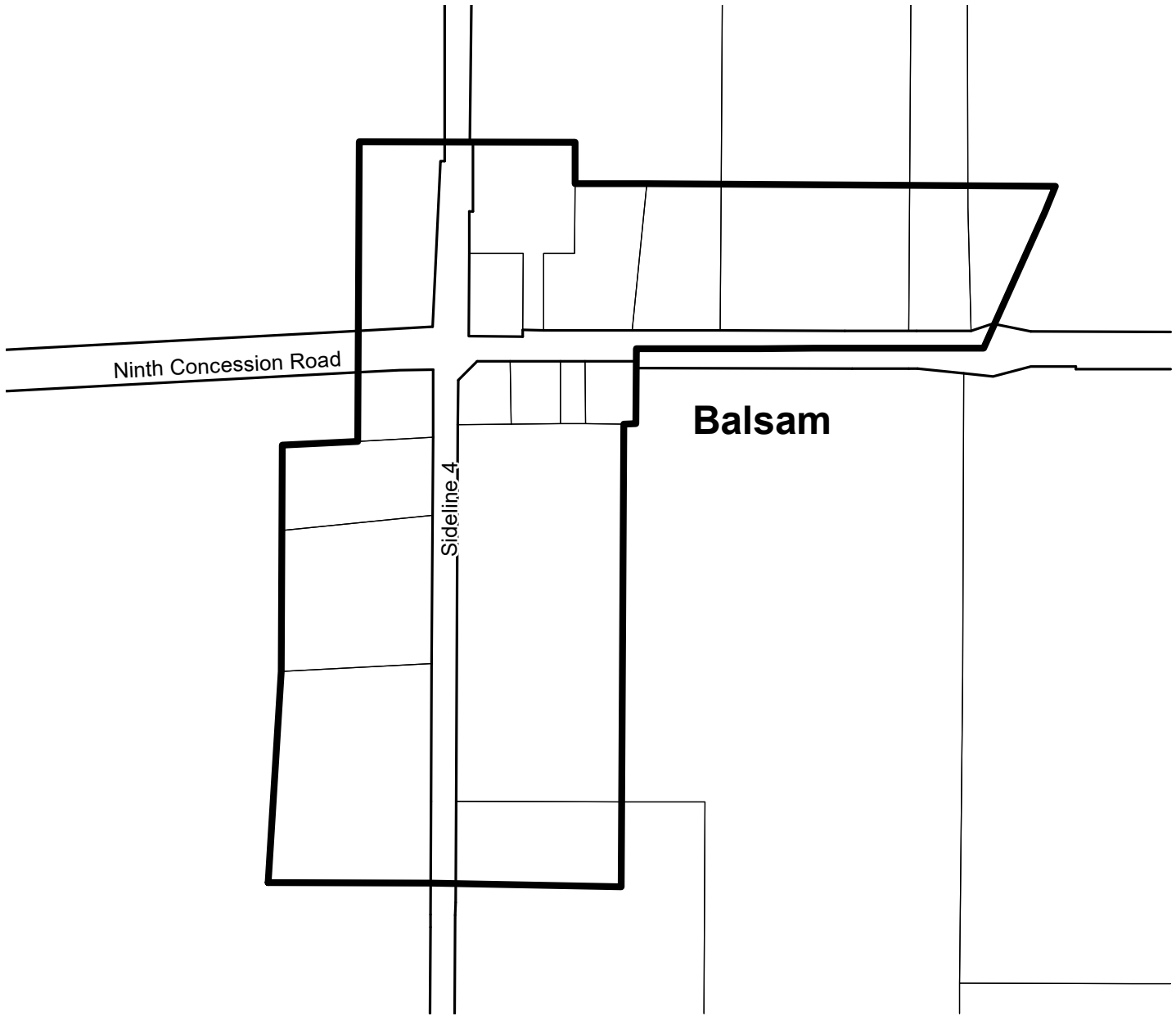
Clerk



Schedule A8 to By-Law XXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

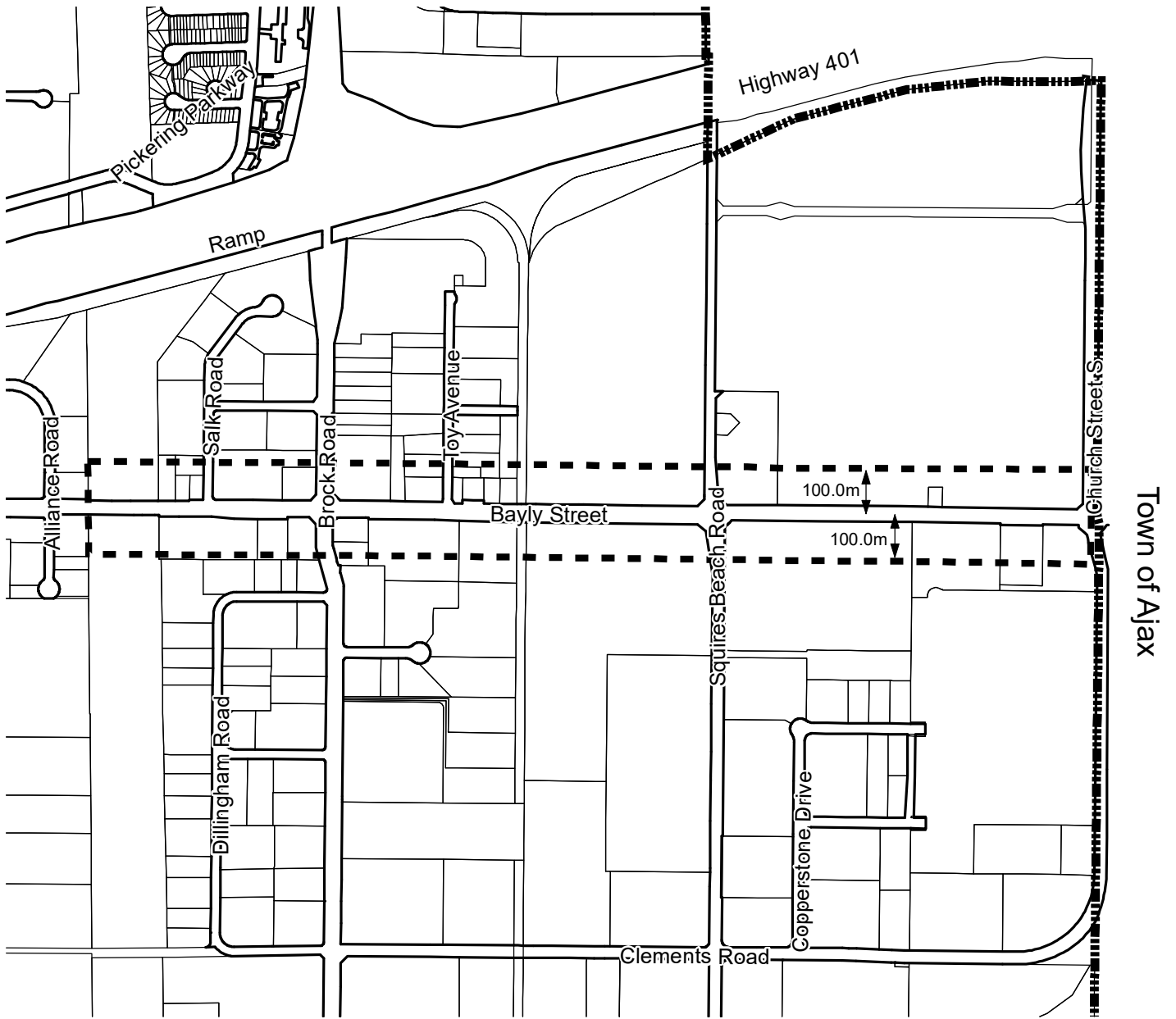
Clerk



Schedule A9 to By-LawXXXX/20
Passed This XXrd
Day of XXXX 2020

Mayor

Clerk




Permitted Billboard Area
 Dimension taken from centerline of road



Schedule B to By-Law XXXX/20
 Passed This XXrd
 Day of XXXX 2020

Mayor

Clerk