

The Corporation of the City of Guelph

By-law Number (2025) – 21153

A by-law to regulate the installation, display, alteration, repair and removal of signs within the City of Guelph (to be known as the Sign By-law) and to repeal and replace By-law Number (2021)-20621, as amended.

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WHEREAS subsection 5(3) of the Municipal Act, 2001 S.O. 2001, c.25 (“Municipal Act, 2001”), provides that a municipal power shall be exercised by by-law;

AND WHEREAS subsection 8(1) of the Municipal Act, 2001 provides that the powers of a municipality under this Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality’s ability to respond to municipal issues;

AND WHEREAS subsection 10(2)10 of the Municipal Act authorizes the City to pass by-laws respecting signs;

AND WHEREAS subsection 10(2)7 of the Municipal Act, 2001 provides that a single-tier municipality may provide any service or thing that the municipality considers

necessary or desirable for the public;

AND WHEREAS section 63 of the Municipal Act, 2001 provides that a by-law may prohibit or regulate the placing or standing of an object on or near a Highway, and may provide for the removal and impounding or restraining and immobilizing of any object placed or standing on or near a Highway;

AND WHEREAS sections 425 and 429 of the Municipal Act authorize the City to pass by-laws providing that any person who contravenes a by-law of the City is guilty of an offence, and to prescribe fines in connection with such offences;

AND WHEREAS section 445 provides further authority for a municipality to make an order requiring a person who has contravened a by-law or who caused or permitted the contravention, or the Owner or occupier of land on which the contravention occurred to do work to correct the contravention;

AND WHEREAS sections 9, 11, and 23.2(1)(c) of the Municipal Act, 2001, S.O. 2001, c.25, provide that a municipality may delegate powers and discretion, within defined parameters, to an individual who is an officer, employee or agent of the municipality;

The Council of the Corporation of the City of Guelph enacts as follows:

1. Short title of By-law

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

2. Scope and Application

2.1 Unless otherwise stated, this By-law shall apply to all **signs** within the geographic boundaries of the City of Guelph.

2.2 This By-law regulates the location, size, number, construction, alteration, repair, and maintenance of all outdoor **signs** and **signs** visible from the exterior of a building or structure, including **signs** located in windows.

2.3 Responsibility for compliance with this By-law rests both individually and collectively on:

- a) **persons** who procure and/or **install signs** within the geographic scope of this By-law;
- b) owners of property (other than property belonging to the **City**) on which **signs** are **installed, altered**, maintained, and/or placed;
- c) lessee with care and control over property on which **signs** are **installed, altered**, maintained and/or placed;
- d) a mortgagee in possession of property on which a **sign** or **signs** are **installed, altered**, maintained and/or placed;
- e) **persons** whose business, organization, products and/or activities are promoted by **signs**, whether or not the **person** is the owner or tenant of the property where the **sign** is **installed**, altered, maintained and/or placed;
- f) the **applicant** for a **sign permit**; and
- g) a **permit holder**.

3. Severability

3.1 If a court of competent jurisdiction declares any provision or part of a provision of this By-law to be invalid, illegal, unenforceable or of no force and effect, it is the intention of Council in enacting this By-law that the remainder of this By-law will continue in force and be applied and enforced in accordance with its terms to the fullest extent possible according to law.

4. Transition and repeal

- 4.1 All **sign permits** issued by the **City** prior to the coming into force of this Sign By-law, for which **sign permits** are current and valid on the day this By-law comes into force shall:
- a) remain current and valid under this By-law as if the **sign permit** had been issued under this By-law, whether or not such **sign permit** would be authorized to issue following the coming into force of this Sign By-law;
 - b) subject to section (a) above, are otherwise subject to all of the provisions of this Sign By-law; and
 - c) on expiry of the **sign permit**, the subject **signs** shall be subject to this By-law as if no prior **sign permit** had been issued.
- 4.2 All prosecutions and other enforcement processes commenced under the **former Sign By-law**, which have not been completed on the day this By-law comes into force, shall be completed under the **former Sign By-law**, as and the **former Sign By-law** shall remain in force to the extent required to authorize the continuation and completion of all outstanding prosecutions and enforcement processes which were commenced up to and including the day this Sign By-law comes into force.
- 4.3 Where a variance has been approved by Council under the **former Sign By-law**, a **sign permit** shall be issued in accordance with the terms and conditions set out in the variance, and thereafter the **sign** shall be subject to the provisions of section 4.1 above as if the **sign permit** had been issued prior to the coming into force of this Sign By-law.
- 4.4 The **former Sign By-law** is otherwise repealed as of the day on which this By-law comes into force.
- 4.5 Any **sign** lawfully **installed** or **displayed** before the day this By-law comes into force, may remain and be maintained if it is not **altered**.
- 4.6 Where a **sign** referred to in Section 4.5 is **altered**, it is subject to all general and zone or precinct-specific regulations and restrictions as are provided in this By-law.

5. Definitions

In this By-law:

A-Frame sign means a temporary, double-faced **sign**, triangular in shape, designed with two sides of similar length forming its apex allowing it to stand on the ground. Such **signs** include, but are not limited to, sandwich board-style **signs**.

Alter or **alteration** means any change to the **sign structure** or **sign face** including the relocation of the **sign** and/or the addition, deletion or re-arrangement of components other than **changeable copy**.

Applicant means the **owner** of a property or building who applies for a **sign permit** or any **person** authorized by the **owner** to apply for a permit on the **owner's** behalf.

Awning means a space-frame system covered with non-rigid materials designed in a moveable, retractable or fixed position, which is attached to, and projecting from a building or structure, but not forming an integral part thereof. This definition does not include a canopy.

Awning sign means a single-sided **sign** painted on, or otherwise affixed to, the surface of an **awning** and such **sign** shall not project off of or out from

the **awning** in any direction.

Billboard means a **ground sign** that is a **third-party sign** that is owned and maintained by a **person** engaged in the rental or leasing of the **sign face area** for advertising goods, services, or facilities.

Boulevard means that part of a highway from the edge of the **roadway** to the sidewalk, or if no sidewalk is present, that part of the highway from the edge of the **roadway** to the nearest lateral **street line**.

Building façade includes all window and wall areas of a building or structure that exist on the same side of such building or structure facing the same direction. A building façade is considered to be a single façade if the interior angle of the wall exceeds 90 degrees.

Building sign means a **sign** located on or attached to a building and **includes**, but is not limited to a **fascia sign, awning sign, entrance canopy sign**, and a **projecting sign**.

Building Code Act means the Building Code Act, 1992, S.O. 1992, c. 17, as amended, or any predecessor or successor thereto, and includes the Regulations thereunder, including the Ontario Building Code.

Building face includes all window and wall areas of a building or structure of a **premises** that exist on the same side and on the same **storey** of such building or structure.

Changeable copy means an area on which messages can be changed either manually or automatically and includes, but is not limited to, an **electronic message centre**.

Chief Building Official means a Chief Building Official appointed under By-law Number (2015) -19985, as amended, or any successor thereto.

City means The Corporation of the City of Guelph.

City property means property, lands, or building owned by the **City**.

Community bulletin board means a bulletin board provided by the **City** and located on **City property** within the downtown which is designed to provide an area for **posters** to be **displayed**.

Community Planning Permit By-law means City of Guelph Community Planning Permit By-law (2025) – 21065, as amended, or any successor thereto.

cm when following a numeral means centimetre(s).

Development sign means a temporary double or single-faced **sign** that is affixed to the ground that:

- i Includes, in whole or in part, information promoting a development, and;
- ii Related to or advertises the location, construction of a building or structure in the process of being constructed, or;
- i Promotes a plan of subdivision, a plan of condominium, or the construction of a building or building complex on a **premises** or;
- iii Promotes a bona fide model home, in a plan of subdivision, or a plan of condominium.

Display includes authorizing, allowing or permitting the display of a **sign**.

Directional sign means a double or single-faced **sign** that gives directions or instructions for the control of vehicular or pedestrian traffic within the property on which the **sign** is located and at entrances to the property from the **street**.

Drive-through facility means a **place used** to provide or dispense products or services through an attendant, a window, or an automated machine to persons remaining in vehicles in a designated stacking lane(s), which may or may not include an order box and **drive-through menu board** but does not include a parking facility.

Drive-through menu board means a **sign installed** as part of a **drive-through facility** and only used to **display** products and services available at the drive-through premises.

Drive-through pre-sell menu board means a **sign installed** as part of a **drive-through facility** and only used to **display** products and services available at the drive-through **premises**.

Dwell time means the minimum duration that fixed **sign** copy on an electronic **message centre** is **displayed**.

Election sign means any **sign** promoting, supporting, opposing or taking a position with respect to:

- i A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, the Municipal Elections Act, 1996, or any other legislation;
- ii An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- iii A candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996.

Electronic message centre means a **sign** that is capable of **displaying** words, symbols, figures, images or other messages digitally that can be electronically changed by remote and/or automatic means.

Entrance canopy sign means a single-faced **sign** located, installed, or displayed on a canopy, which includes a non-retractable roof-like structure, that may be supported from the ground by poles or similar supports that is attached to the exterior wall of a building at entrance(s) and that is mounted parallel to the structural elements of the canopy; and shall not include an **awning sign** or a **projecting sign**.

Façade means the entire exterior building wall including any **parapet** but does not include the building wall of any structure erected above the top **storey** of the building.

Fascia sign means a single-faced **sign**, constructed of a permanent and rigid material, that is attached and positioned parallel to the exterior wall of a building or structure and shall not include a **window sign** or an **entrance canopy sign**.

Faux window means any window feature or design that is architecturally integrated into a **building façade** for the purpose of aesthetic design.

Feather banner sign means a **sign** that is made from cloth or a similar non-rigid material which is affixed to the ground and supported by a pole but does not include a **flag sign**.

Flag sign means a double-faced **sign** made of cloth or lightweight non-rigid material that is attached by one edge to a pole or rope on a permanent supporting structure.

Former Sign By-law means By-law (1996)-15245, together with all amendments adopted up until the day immediately preceding the date on which this Sign By-law comes into force.

Garage sale means an occasional use sale, conducted on a residential property by an occupant of such residential property, of household goods belonging to the occupier thereof.

Garage sale sign means a **sign** associated with a **garage sale**.

Ground sign means a **sign** in a fixed location supported by uprights, braces, or a support structure, which is in turn embedded into the ground. This definition does not include a **billboard, development sign, directional sign, drive-through menu board, drive-through pre-sell menu sign, hoarding sign, or real estate sign**.

Heritage attributes means in relation to real property, and to the buildings and structures on the real property, the attributes of the property, buildings and structures that contribute to their cultural heritage value or interest.

Heritage Permit means a permit issued under sections 33 and 42 of the Ontario Heritage Act or any successor(s) thereof.

Hoarding means any temporary construction barrier continuously enclosing a **construction** site that is **installed** for the purpose of site protection.

Hoarding sign means a temporary single-faced **sign installed** on hoarding, **associated** with the development of property, that advertises or identifies the development of the property on which the **sign** is located.

Home occupation sign means a temporary single-faced **sign** that advertises a home occupation as defined and permitted by the **Zoning By-law or Community Planning Permit By-law**.

House identification sign means a **sign** which identifies the address of a **house** or the occupiers name, excluding occupation.

Illuminated means the lighting of a **sign** in whole or in part by any type of artificial light, whether by emission or reflection.

Illumination means the act of lighting a **sign** by way of an artificial light source that is located within, on, or external to the **sign**, the brightness and intensity of which are measured in **nits**.

Inflatable sign means a **sign** filled with air or gas.

Inspector means an inspector, by-law enforcement officer, or any **City** employee authorized by Council to enforce a provision(s) of any **City** by-law, provincial statute or federal statute.

Install includes any act of authorizing, allowing, **displaying**, or permitting the physical placement of a **sign**.

Lifestyle sign means a **sign** and/or paintings, photographs, or imagery affixed to or located within a **faux window** of any building or structure depicting an activity, interest, or theme, which may not contain verbal messages, specified products, company names, logos, or service.

m when followed by a numeral means metre(s).

Message transition means the way in which **sign** copy on an **electronic message centre** changes from one message to another message.

Mobile sign means a **sign** which is designed to be **moved** from place to place and which only utilizes manual **changeable copy**, but excludes **A-frame signs, T-frame signs, feather banner signs, and inflatable signs**. For further clarity, a **mobile sign** is considered a **sign** whether or not manual **changeable copy** is on it.

Motor vehicle means an automobile, truck or any other vehicle, including motorized construction equipment or farm equipment, motor home, motorcycle, snowmobile, boat, recreational vehicle, a trailer or farm implement or any other device which is capable of being driven, propelled or drawn by any kind of power, but does not include a bicycle or any other device powered solely by means of human effort.

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.

Nit means a unit of measurement of luminance, or the intensity of visible light, where one **nit** is equal to one candela per square meter. **Nits** are used to describe the brightness of electronic **displays**, such as LCD and CRT monitors.

Non-profit organization means a club, group, society, or association, that is organized and operated solely for social welfare, civic improvement, pleasure or recreation or any other purpose except profit and has a registration number issued by the Canada Revenue Agency, or successor agency thereto.

Notice of refusal means actual or constructive notice that indicates that the **sign permit** cannot be issued.

Owner includes, in respect of the property on which the construction, **alteration**, repair and maintenance of a **sign** will or has taken place, the registered owner, a lessee and a mortgagee in possession.

Parapet means an extension of the exterior wall of a building above the roof deck that forms a barrier at the edge of the roof.

Permanent sign means a **sign** which is intended to remain in place for an indefinite duration.

Permit holder means a **person** to whom a **sign permit** is issued by the **City** as well as the registered owner, lessee and a mortgagee in possession, of the property to which the **sign permit** pertains.

Person in this By-law means a natural person or a corporation.

Place includes any land, lot, building, structure, **place** or any part thereof.

POA in this By-law refers to the Provincial Offences Act, R.S.O. 1990, c. P.33, as amended or any successor thereto.

Pole poster sign means a double or single-faced **sign** that is inserted into a fixed frame attached to a freestanding light pole located within a surface parking area.

Poster means a printed notice conveying information and includes, but is not limited to, a bill, handbill, leaflet, notice and placard.

Power of Entry By-law means City of Guelph By-law Number (2009) - 18776, as amended or any successor thereto.

Premises means the space(s) owned or operated by a business establishment which can include the whole of a building or individual unit as the case may be.

Projecting sign means a **sign** attached to and which projects out horizontally from an exterior wall of a building in a perpendicular manner. This definition does not include an **awning sign, entrance canopy sign or fascia sign**.

Private property means property, lands, or buildings owned by a **person**, other than **City property**.

Property means a lot which has specific boundaries, and which is capable of legal transfer.

Protected heritage property means real property designated under Parts IV, V, or VI of the Ontario Heritage Act or successor legislation; heritage conservation easement property under Parts II or IV of the Ontario Heritage Act or successor legislation; and property that is the subject of a covenant or agreement between the owner of the property and a conservation body or level of government, registered on title and executed with primary purpose of preserving, conserving and maintaining a cultural heritage feature or

resource, or preventing its destruction, demolition or loss.

Public road allowance means a highway under the **City's** jurisdiction established under authority of any statute, and includes where applicable the curb, shoulder, **boulevard**, sidewalk and landscaping. A street is a **public road allowance** for the purposes of this By-law.

Public Health means Wellington-Dufferin-Guelph Public Health or any successor thereto.

Real estate sign means a temporary double or single-faced **sign** that is affixed to the ground for the purpose of advertising the sale, lease or rental of the lands and existing buildings located on the property. This definition does not include a **development sign**.

Required parking space means a parking space that is required pursuant to the **Zoning By-law or Community Planning Permit By-law**.

Roadway means a street.

Roof sign means any of the following:

- i Any **sign** that is attached to or is located more than one (1) metre above the roof line of a building or structure;
- ii Any **sign installed** on or located wholly above the roof of a building;
- iii Any **sign installed**, constructed, attached to or located wholly or partially above the **parapet** of a building.

Separation distance means the physical distance between two signs.

Sign means any device, object or thing which directs attention to and which is designed to convey a message and that is placed for the purposes of advertising goods and services offered, for identifying a business, organization, or enterprise, and/or for conveying any other type of message and, without limiting the generality of the foregoing, this definition includes, but is not limited to, the types of **signs** specifically defined in this section and includes the supports, braces, or other appurtenances associated with such **signs**.

Sign Administrator means the **Chief Building Official** or designate.

Sign face means the surface of a **sign**, including the border and frame, upon which information and advertising is **displayed**.

Sign face area means the area on the surface of a **sign** including the boarder and frame and where there is no border, shall include all of the surface area lying within a rectangular box drawn around the full extent of words, numbers, images, and/or symbols comprising the complete message.

Sign permit is a permit issued by the **City** authorizing a **sign** subject to any conditions stated therein or in this By-law which is issued to a **person** based on a review of this By-law, and when applicable, includes having the **Chief Building Official** or designate confirm compliance with the **Building Code Act**.

Sign structure means any object used to support or brace a **sign face** that is attached to the ground or a building wall or structure.

Storey means that portion of a building, other than a cellar, which is situated between the surface of any floor and the surface of the floor next above and, if there is no floor above, that portion between the surface of such floor and the ceiling above.

Street includes a common and public highway, street, avenue, parkway, driveway, square, **place**, bridge, viaduct or trestle or any part of which is intended for or used by the general public for the passage of vehicles and includes the area between the lateral property lines thereof.

Street line means a lot line dividing a lot from a **street** and is the limit of the **street** allowance or in the instance of a private road, the distance from the sidewalk edge furthest from the road or from the curb where the approvals for the site do not contemplate a sidewalk.

Sunrise means the hour and minute designated as sunrise by the National Research Council Canada for the applicable calendar date in Guelph, Ontario.

Sunset means the hour and minute designated as sunset by the National Research Council of Canada for the applicable calendar date in Guelph, Ontario.

Temporary sign means a fixed or moveable **sign** which is permitted for a defined duration per the regulations set out in this By-law.

T-frame sign means a temporary double or single-faced **sign** which supported by a base that rests on the ground and is not embedded into the ground. A **T-frame sign** resembles an inverted "T".

Third party sign means a **sign** which identifies or directs attention to a business, profession, commodity, service, event, or other activity not being conducted, sold, or offered on the property to which the **sign** is located.

Traffic control device means a signal or **sign** located at an intersection that is intended to control the flow of traffic at that intersection. For the purposes of this By-law, any measurement from a **traffic control device** shall be taken from the pole or post supporting such device.

Use includes **used** and **using** having corresponding meanings and means the arrangement of design of or the intended use or actual use of any **place**.

User Fees By-law means the City of Guelph By-law (2019)-20460, as amended or any successor thereto which regulates user fees or charges for services or activities.

Variance means a permission granted by the Sign **Administrator** pursuant to section 7 of this By-law (or by Council on appeal from the **Sign Administrator** or for a variance request not within the scope of the authority of the **Sign Administrator**) to **install** and **display** a **sign** in a particular location which **sign** but for such permission would not comply with this By-law.

Wall banner sign means a **temporary sign** that is made from cloth or a similar lightweight non-rigid material which is secured or mounted to a building. This definition does not include a **flag sign**, **awning sign**, entrance **canopy sign**, **window sign** or **inflatable sign**.

Window sign means any **sign** located in, on, or within 2 m behind a window which is visible from the exterior of the building.

Zoning By-law means the City of Guelph Zoning By-law (1995)-14864, as amended, and Comprehensive Zoning By-law (2023)-20790, as amended, or any successor thereto.

6. Interpretation

- 6.1 No **person** shall **install**, **display**, place or **alter** a **sign** within the geographic limits of the **City** except in accordance with this By-law.
- 6.2 **Signs** that are not specifically permitted by this By-law are prohibited. Without limiting the generality of the foregoing, a **variance** pertains only to the **installation** and **display** of a **sign** for which the application for a **variance** was granted at the location specified in the **variance**. Any **alteration** or removal of the **sign** will render the **variance** void. The granting of **variance** for one **sign** is not an indication by the **Sign Administrator** or Council, as the case may be, that a **variance** for a similar (or even identical) **sign** and/or location will be approved in the

future.

- 6.3 A **variance** cannot address changes to the **Zoning By-law** or **Community Planning Permit By-law** or **signs** within the jurisdiction of or on property belonging to another government authority, nor can it seek changes in conflict with provisions of the Ontario Building Code which restrict **signs** or their **installation**.
- 6.4 Sign regulations vary by the zoning or precinct designation for the subject property where the **sign** is located. Zoning and precinct designations used in this Sign By-law use the same lettering, numbering and mapping as the **Zoning By-law** and **Community Planning Permit By-law**. **Signs** are permitted only where they are identified for the applicable zone or precinct, subject to any additional regulations of general application. Any **sign** not specifically permitted within a particular zone or precinct is prohibited, subject to section 4.5 (legal non-conforming use).
- 6.5 Legal non-conforming status of a commercial or industrial use subject to the interpretation of the **Zoning By-law** or **Community Planning System By-law**, in conjunction with section 19 of this Sign By-law, shall be as determined by the **City**.
- 6.6 Vehicle-related uses as outlined in Section 20 are governed both by the zone or precinct-specific requirements and by the provisions specific to such uses as set out in section 20 of this Sign By-law.
- 6.7 Additional regulations applicable to items within each table are below each table. Letters in parentheses following any item in any table of this By-law indicate that one or more additional regulations apply to the use, designation, or standard indicated.
- 6.8 All imperial measurements converted to metric and all figures submitted in metric but with 3 or more decimal places shall be rounded to 1 decimal place to determine By-law compliance (e.g. 29.489 metres = 29.5 metres).
- 6.9 All measurements of length or area used in the By-law are subject to the following rounding principles:
- a) Measurements where the second number of the decimal is four or less than the first decimal number shall remain the same (e.g. 2.449 = 2.4); and
 - b) Measurements where the second number of the decimal is five or greater than the first number of the decimal shall be increased by one or rounded upward (e.g. 2.45 = 2.5).
- 6.10 For the purposes of calculating maximum **sign face area**, any **sign** with two or more faces shall be considered as having one **sign face** if the interior angle of the abutting faces exceeds 90 degrees.
- 6.11 References in this By-law to any statute or regulation or by-law are deemed to be references to that statute or regulation or by-law as it may from time to time be amended.
- 6.12 This By-law shall be read with all changes in gender or number as the context requires.
- 6.13 References in this By-law to items in the plural include the singular, and references to the singular include the plural, as applicable.
- 6.14 The words "include", "includes" or "including" provide examples and shall

not be read or interpreted as limiting the words, phrases or descriptions that precede or follow them.

- 6.15 If one or more sections of this By-law conflict the more restrictive regulation shall apply.
- 6.16 In the event of a conflict between this By-law and the provision of any other **City** by-law, the more restrictive provision shall take precedence.
- 6.17 The **City**, in regulating **signs** pursuant to this Sign By-law assumes no liability for **signs** not **installed** or maintained by the **City** and makes no representations and gives no warranties in respect to the safety of any **sign** or the truth of its content, whether or not such **sign** is permitted under this By-law.

7. Authority, Variances, and Appeals

- 7.1 Pursuant to section 23.2 of the Municipal Act, Council hereby delegates to the **Sign Administrator** the power to create forms and processes for the administration of this By-law and the power to issue and impose conditions on a **sign permit** consistent with the objects, purposes, and terms of this Sign By-law and/or with any other applicable legislation, by-law, or regulation.
- 7.2 Pursuant to section 23.2 of the Municipal Act, Council hereby delegates to the **Sign Administrator** the power to grant **sign variances** from any of the provisions of this By-law. The **Sign Administrator's** authority is limited in scope and shall not apply to **sign variances** related to:
- a) A **sign** prohibited under Section 8 and Section 9 of this By-law and **signs** that are not listed within this By-law;
 - b) Sightline Restrictions under Section 10 of this By-law;
 - c) A reduction in distance required from a residential zone or precinct for an **illuminated sign**; and
 - d) A reduction in distance required for any **sign** from a **traffic control device**.
- 7.3 **Sign variances** as listed in 7.2 shall be heard by Council.
- 7.4 A **variance** is an alteration of the Sign By-law with respect to a single **sign**.
- 7.5 All applications for a **variance** under this By-law shall be submitted to the **Sign Administrator** in accordance with such forms as the **Sign Administrator** may prescribe and shall only be considered if and when all required information has been provided.
- 7.6 The application for a **variance** shall be made in writing within 21 days of notice of refusal of the **sign permit** application by the **Sign Administrator** and shall contain the following, where applicable:
- a) The name and address of the **applicant** together with such additional information as may be prescribed by the **Sign Administrator**;
 - b) The written authorization of the **sign** owner if not the same as the **applicant**;
 - c) Written authorization from the property owner(s) and occupant(s) of the **premises** that have authorized the application;
 - d) Where applicable, proof of approval for the proposed **sign** from all

other governmental authorities having jurisdiction;

- e) The **notice of refusal** of the **sign permit** application; and
- f) The fee as set out in the **User Fees By-law**.

7.7 In determining whether to grant a **variance** under this section the **Sign Administrator** shall consider the following, where applicable:

- a) Whether the **sign** is compatible with Urban Design guidelines for building, property and the surrounding area;
- b) Whether there is an impact on the **heritage attributes** of the building, property, and/or the surrounding area;
- c) Whether there is a negative impact on any surrounding residential uses;
- d) Whether the Sign By-law can be met with similar alternative signage;
- e) Whether the **applicant** has complied with all terms and conditions of approval of any previous **sign permit** issued to the **applicant** under this section, if any,
- f) Impacts, if any, on accessibility; and
- g) Any written response(s), if any, received in response to a public notice if required by the **Sign Administrator**.

7.8 The **Sign Administrator** may grant a **variance** in whole or in part. The decision of the **Sign Administrator**, and, where a **variance** is refused, the reasons for refusal, shall be provided in writing to the **applicant** within 15 days of the decision.

7.9 An appeal lies to Council from the refusal of the **Sign Administrator** to approve a **variance**. Such appeal shall be initiated by the **applicant** filing a written request for an appeal to Council with the **Sign Administrator** within 7 business days of the service on the **applicant** of the decision of the **Sign Administrator**. All application material before the **Sign Administrator** shall be placed before Council, which, on consideration of the appeal, retains authority to grant or refuse the **variance** in whole or in part. The decision of Council is final.

Service of a notice of decision

7.10 For the purposes of Section 7 and every subsection thereof, an **applicant** shall be deemed to have received notice of the decision from the **Sign Administrator** as the case may be, on the earliest of:

- a) The date on which a copy is delivered personally to the **applicant**;
- b) The fifth (5th) day after a copy is sent by regular mail to the **applicant's** mailing address as indicated on the application for an exception; or
- c) Upon receipt of a copy by email to the **applicant's** email address as set out in the application.

8. Prohibitions

8.1 No **person** shall:

- a) **Install, display**, or alter a **sign** of a type which is not specifically permitted under this By-law or by a **variance** issued under this By-law;
- b) **Install, display**, or **alter** a **sign** for a use that is not specifically permitted within a specific zone;

- c) **Install** or **display** a **sign** in a prohibited location;
- d) **Install, display, alter**, or repair a **sign** without a **sign permit** if a **sign permit** is required under this By-law;
- e) **Install, display, alter**, or repair a **sign** for which a **sign permit** has been issued except in accordance with the approved plans and drawings submitted to the **City** as part of the **sign permit** application;
- f) **Install, display, alter**, or repair a **sign** in a manner inconsistent with the regulations of this By-law or the conditions of any **sign permit**, or **variance** granted under this By-law;
- g) **Install, display, alter**, or repair a **sign** which is on or overhangs **City property**, unless specifically authorized by this By-law;
- h) **Install** or **display** a **sign** on any sign pole, bench or waste receptacle managed or controlled by the **City** except pursuant to a contract for placement with the **City** or its authorized supplier;
- i) **Install** or **display** a **sign** in any location where such **sign** may impede or in any way interfere with utility easements, public rights-of-way, **City** snow removal, street cleaning, and/or maintenance operations;
- j) Locate a **sign face** within 600 mm of the vehicular travelled portion of a private lane or **roadway**, excluding a **drive-through facility** or of a **motor vehicle** parking area, unless the minimum vertical distance between grade and the bottom of the overhanging **sign face** is at least 5 m. Where the height of all vehicles using any private road or parking area is permanently restricted, the vertical distance may be reduced to the amount of the actual height restriction;
- k) **Install**, locate or **display** any **sign** upon any pole, traffic sign, or control box which is located within the road allowance and which is managed or controlled by the **City** or by a public utility;
- l) **Install** or **display** any **sign** upon any tree, fence, gate or railing unless otherwise specifically permitted by this By-law;
- m) **Install** or **display** a **sign** that obstructs any traffic sign or device from the view of any pedestrian, or driver of a **motor vehicle**, or which interferes with vehicular traffic in a manner that could endanger any **person**;
- n) **Install** or **display** an **electronic message centre**, or use a television, monitor, or similar device as a **sign**, within 2 metres of and visible through a window;
- o) **Install** or **display** a **sign** on private property for a purpose not ancillary to a principal use permitted under the **Zoning By-law** or **Community Planning Permit By-law** and carried on within a building located on the property except as specifically permitted under this By-law;
- p) Permit an **electronic message centre** to have a **dwell time** of less than 20 seconds or a **message transition** time of more than 1 second;
- q) Fail to dim or turn off an **illuminated sign** within 60.0 metres of a residential area between **sunset** and **sunrise**, if directed by conditions of a **sign permit** or **variance**;
- r) Fail to turn off an **illuminated sign** when malfunctioning;
- s) Fail to maintain a **sign** in a proper state of repair;
- t) Fail to remove, **alter**, or repair a **sign** which is not in compliance with this By-law when so directed by the **Sign Administrator**; and/or

- u) Fail to notify the **Sign Administrator** of the completion of the **installation** of any **permanent sign installed** pursuant to a **sign permit** within 10 business days after the **sign** is **installed**.

9. Prohibited signs

9.1 Unless otherwise specifically permitted by this By-law, or by a **variance** thereto granted under section 7, the following **signs** are prohibited:

- a) Any **sign** which, in whole or part, uses animation, scrolling content, motion, rotation, fading, flashing, blinking light, or any effects that create the illusion of movement;
- b) Any **sign** that emits light exceeding a maximum luminance of 5000 **nits** between **sunrise** and **sunset**;
- c) Any **sign** that emits light exceeding a maximum luminance of 300 **nits** between **sunset** and **sunrise**;
- d) Any **sign** within 60 m of a residentially zoned or precinct property that emits light exceeding 200 **nits** between **sunset** and **sunrise**;
- e) Any **sign** that imitates, resembles or could be confused with traffic control signs and devices;
- f) Any **sign(s)** on overpasses;
- g) A **sign** that moves, swings, or revolves;
- h) Any **sign** which:
 - i is obscene as that term is understood under the Criminal Code, R.S.C. 1985, c. C-46, as amended;
 - ii publishes defamatory statements, and/or
 - iii by its words, symbols, or images is degrading or dehumanizing of an individual or group, particularly but not limited to on the basis of grounds protected under the Human Rights Code (Ontario);
- i) A **roof sign**;
- j) An **inflatable sign**;
- k) A vehicle **displaying** words or images that has been parked on a property in a manner that is unrelated to its normal use as a vehicle and which is more consistent with the use or intended use of the vehicle as a **sign**;
- l) Any **sign** that obstructs a **required parking space**;
- m) Any **sign** which advertises a business no longer conducted, or product no longer sold;
- n) Any **sign** that **displays** sequential messages, either on the same sign or on subsequent signs;
- o) Any **ground sign** adjacent to the Hanlon Expressway (Hwy.6)
- p) A **third party sign**, subject to permitted zone or precinct-specific exemptions for:
 - i a **garage sale sign**,
 - ii a portable **directional sign** associated with an open house or model home,
 - iii a **mobile sign** being used by a **non-profit organization** in connection with the promotion of that organization or its objects, or
 - iv a **poster** or a **billboard**;
- q) Any **building sign** on the external wall **façade** of a building unless

posted in an area occupied by business associated with the **sign** and/or over a common entrance that leads to the business advertised; and

- r) Any **sign** not specifically listed in this By-law.

10. Sightline Restrictions

10.1 In addition to other requirements of this By-law, the following regulations apply to all **signs**:

- a) On a corner lot, a **sign** which extends beyond 0.8 metres in height above any adjacent roadway of a **public road allowance** shall not be located within a triangle area formed by measuring, from the corner of the lot where the two property lines adjacent the **street lines** intersect, 9.0 metres along each property line of the lot and then connecting those lines with a straight line across the corner of the lot; and
- b) At a driveway, a **sign** which extends beyond 0.8 metres in height above any adjacent **roadway** of a **public road allowance** shall not be located within the triangle area formed on either side of a driveway by measuring from the point of each edge of the driveway on the private property side of the sidewalk or the edge of the travelled portion of roadway of the adjacent **public road allowance** (whichever is closer to the private property), a distance of 7.0 metres away from such edge laterally along the sidewalk or roadway edge and from the same point a distance of 5.0 metres toward the private property along the edge of the driveway (at a 90 degree angle to the adjacent **public road allowance**).

11. Signs exempt from this By-law

11.1 This By-law shall not apply to:

- a) Any non-**illuminated sign** not exceeding 0.4 m² in area per **sign face, installed** for the sole purpose of indicating guidance on permitted and prohibited uses of the property (for example no trespassing, safety directions, caution, parking or traffic requirements, no smoking, etcetera)
- b) Any **sign installed** by, on behalf of, or by specific direction from the **City, Public Health**, the Province of Ontario, Government of Canada or their agencies;
- c) Any **sign** providing public notices in fulfillment of statutory notice requirements under the Planning Act or any other Provincial or Federal statute **installed** in accordance with the applicable policy of the **City** for such notices;
- d) Any **sign** authorized by the **City** and located in or on a bus shelter or on a public bench at a bus stop;
- e) Any **election sign** regulated by a City of Guelph By-law;
- f) **Temporary signs** as authorized by the **Sign Administrator** as part of a **City**-led program;
- g) **City**-approved **murals** that do not promote or advertise a **person**, place or thing for profit;
- h) A memorial or commemorative **sign**, tablet, plaque or cornerstone that does not advertise a **person**, place or thing for profit that does not exceed a height of 1.8 m, a weight of 25 kg, and an area 0.4m²;
- i) Any flag bearing only patriotic, civic, or religious emblems and/or support for diversity and inclusion;
- j) A **sign** contained within a building or structure that is not within 2 m

of a window or structure;

- k) A **sign** painted directly or otherwise attached to a **motor vehicle**, provided that such **motor vehicle** is parked in accordance with the **Zoning By-law** or **Community Planning Permit By-law** and is not being used primarily for **sign** purposes; or
- l) Any **permanent sign installed** by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes;
 - iii located greater than 50 metres from the closest edge of an arterial road as designated in the **City's** Official Plan; and
 - iv located within 50 metres from the closest edge of an arterial road as designated in the **City's** Official Plan but not visible from the arterial road.
- m) Any **temporary sign installed** by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

12. Permits required

- 12.1 Unless otherwise permitted by this By-law or by a **variance**, no **person** shall **install, display or alter** a **sign** within the **City** without a **sign permit** issued by the **City**.

13. Permits not required

- 13.1 A **sign permit** is not required for the following **signs**, however these **signs** shall comply with all other requirements of this By-law unless otherwise provided:
- a) A **garage sale sign**;
 - b) A **real estate sign** less than 1.8 m in height;
 - c) A **poster**;
 - d) A **sign** for an occasional use as the term is defined in the **Zoning By-law**;
 - e) An **A-frame sign** for a home maintenance contractor;
 - f) An **A-frame sign** or **directional sign** for an open house or model home;
 - g) A **house identification sign** not exceeding 0.2 square metres;
 - h) A **window sign** or **lifestyle sign**;
 - i) A fuel pump **sign**;
 - j) An **A-frame sign** or **T-frame sign** located on private property;
 - k) Any **sign** on land owned by the **City** which has been authorized by the **City** as part of a special events permit;

14. Permit application and issuance

- 14.1 The **applicant** for a **sign permit** shall submit to the **City** such information prescribed by the **Sign Administrator** in the prescribed format which

may include any or all of the following:

- a) A completed application and sign details form;
- b) The written authorization of the property owner or property manager having authority from the owner to provide approval, which authorization shall clearly indicate the consent of the owner to the **display** of the **sign** on the **property**;
- c) A current plan of survey certified by a registered Ontario Land Surveyor on which is shown the location of the proposed **sign** in relation to the boundaries of the lot, adjacent **streets** and any buildings on the lot;
- d) Drawings showing plan, building elevation and cross-section views of the proposed **sign** and **sign structure**, including the dimensions, copy design and materials, or engineered drawings if required by the **Chief Building Official**;
- e) Where applicable, drawings and specifications showing the parts of the building to which the proposed **sign** is to be attached;
- f) Where applicable, proof of approval of a **heritage permit** for a **sign** located on a **protected heritage property**;
- g) Where applicable, written approval of the Ministry of Transportation of Ontario for a sign placed within the MTO Control Area;
- h) Evidence satisfactory to the **Sign Administrator** of the consent or approval of any other provincial or federal ministry or agency having jurisdiction over the **sign** or the property on which the **sign** is proposed to be **installed**;
- i) Where required, proof of general liability insurance with the City of Guelph named as additional insured for no less than two million dollars; and
- j) The applicable fee as set out in the City of Guelph **User Fee By-law**.

14.2 The **applicant** for a **sign permit** and the **permit holder** for which the **sign** is erected shall be jointly and severally responsible to indemnify the **City**, its officers, employees, servants and agents from all losses, damages costs, expenses, claims, demands, actions, suites, or other proceedings of every nature and kind arising from and in consequence of the construction, **installation, display**, alteration and maintenance or removal of such **sign**.

14.3 Every **applicant** for a **sign permit** in respect of a **sign** which is, by this By-law, permitted to be located on or over a **public road allowance**, and every **person** who **installs** an open house or model home **directional sign** on a **public road allowance** shall have general liability insurance in the amount of at least \$2,000,000 with the **City** named as an additional insured, and every such **person** shall ensure that such insurance remains in effect as long as the **sign** exists in such a location.

14.4 In addition to any other provision set out in this Sign By-law, the **City** may impose other requirements in respect of a **sign** permitted to be located on or over a **public road allowance** including, but not limited to, making such **sign permit** conditional on an encroachment agreement with the **City**.

14.5 Additional sign-specific conditions may be consistent with the general intent and purpose of this By-law included in a **sign permit** at the discretion of the **Sign Administrator** including conditions relating to public safety and to the size and location of **signs**.

- 14.6 The **Sign Administrator** shall issue a **sign permit** if provisions of this By-law, and any other applicable law known to the **Sign Administrator**, including provisions of the **Building Code Act** as determined by the **Chief Building Official** and any guidelines of the Ministry of Transportation for the Province of Ontario for which approvals have been received.
- 14.7 The **Sign Administrator** may request the **applicant** to provide additional information respecting the details of a **sign** for which a **sign permit** application has been submitted, or concerning the structure of a building or other structure to which such **sign** is to be secured, in order to determine whether the proposed **sign** and the **installation** thereof complies with **City** by-laws and any other relevant enactment, including but not limited to having the **Chief Building Official** or designate confirm compliance with the **Building Code Act**.
- 14.8 Except in the case of a **sign permit** for a **temporary sign**, the **permit holder** shall provide written confirmation to the **Sign Administrator** within 10 business days of **installation** confirming that the **sign** has been **installed** in accordance with the specifications set out in the **sign permit**.
- 14.9 **Sign permit** applications for **mobile signs** (excluding those identified in Section 21.4), **wall banner signs**, and **feather banner signs** shall be submitted to the **Sign Administrator** no less than five business days in advance but not more than 60 days prior to the location or **display** of the **wall banner sign**, **feather banner sign** or **mobile sign**.
- 14.10 All **sign permits** are the property of the **City**. The issuance of a **sign permit** does not create a vested right in the **permit holder**, and the granting of a time-limited **sign permit** does not imply any renewal thereof.
- 14.11 The **permit holder** may not assign a **sign permit** except on the written direction of the **City**, and subject to such conditions respecting assignment as the **City** may impose. The **City** has absolute discretion over the assignment of a **sign permit**.
- 14.12 No **person** other than the **City** shall sell, purchase, lease, mortgage, charge, assign, pledge, transfer, seize, distraint or otherwise deal with a **sign permit** issued under this By-law.

15. Permit refusal, cancellation, revocation and expiry

- 15.1 The **Sign Administrator** may refuse to issue a **sign permit** for any of the following reasons:
- a) The application is incomplete or the required information and/or applicable application fee has not been submitted by the **applicant**;
 - b) The proposed **sign** does not comply with this By-law, and/or with any other **City** by-laws and/or with any applicable provincial or federal statute or regulation;
 - c) The **applicant** and/or the owner of the property on which the **sign** is proposed to be **installed** is in non-compliance with this By-law in respect of other **signs**; and/or
 - d) A **heritage permit** is required and has not been obtained.
- 15.2 The **Sign Administrator** may cancel an application if:
- a) The **applicant** requests in writing that it be cancelled;
 - b) The application has been refused for failure to provide information required pursuant to Section 12.1 of this By-law and the **applicant**

has not provided the required additional written information to the **Sign Administrator** within six (6) months of written notice from the **City** that the application is considered incomplete.

- 15.3 The **Sign Administrator** may revoke a **sign permit** under any of the following circumstances:
- a) Where the **sign** does not conform to this By-law or to the conditions set out in the applicable **sign permit**;
 - b) Without limiting the generality of section 15.3 (a), where the **permit holder** does not comply with the requirements of the **sign permit** in respect of requesting and cooperating with inspections and/or submitting required reports during the construction and **installation** of the **sign**;
 - c) Where the **sign** has been **installed, altered**, or maintained in a manner which is in breach of a statute, regulation, or other enactment and/or contrary to the lawful directions of any governmental authority having jurisdiction over the area where the **sign** is situated;
 - d) Where the **sign permit** has been issued in error;
 - e) Where the **sign permit** was issued in reliance on false, mistaken, incorrect or misleading information or undertakings provided to the **City**;
 - f) Where, in the opinion of the **Sign Administrator**, construction and **installation** of the **sign** has not been seriously commenced within six (6) months of the date of **sign permit** issuance;
 - g) Where, in the opinion of the **Sign Administrator**, the construction or **installation** of the **sign** has been substantially suspended or discontinued for a period of more than one year; and/or
- 15.4 A **sign permit** shall expire:
- a) Upon the expiry of any **display** period specified by this By-law or in the **sign permit**; or
 - b) Immediately upon removal of the **sign**.
- 15.5 Any refunds relating to this By-law shall be governed by the **User Fees By-law**.

16. Required inspections and reports

- 16.1 Where a **sign permit** specifies that an inspection is required, the **permit holder** shall request an inspection at least 72 hours prior to the commencement of each specified stage of construction or **installation** of the **sign** requiring an inspection.
- 16.2 Reports required as a condition of a **sign permit** shall be forwarded to the **Sign Administrator** and the **Chief Building Official** or designate, as the case may be, within the time specified by the **inspector** or **Sign Administrator**.

17. Maintenance, Repair and Replacement

- 17.1 Every **person** who owns or **displays** a **sign**, and/or who is the owner or tenant of the property on which a **sign** is **installed** and/or **displayed**, and any **permit holder** shall ensure that:
- a) The **sign** is maintained in a proper state of repair and operated in a manner so that it does not become unsafe, structurally unsound,

unsightly or dangerous;

- b) An **electronic message centre** that malfunctions is turned off until it is repaired and is able to operate as intended;
- c) A **sign** that has been defaced, damaged, or destroyed or that fails to operate properly is repaired forthwith to its original condition or removed; and
- d) Where a **permanent sign** sustains damage to the extent that it requires repair or replacement, the **sign** may not be repaired or replaced except by express permission of the **City** pursuant to this By-law, and a new application shall be required for **signs** for which a **sign permit** is required.

- 17.2 Where a **person** has not complied with Section 17.1 above, the **City**, in addition to any other action, may send notice to any of the **persons** in Section 2.3 of this By-law, requiring corrective action. In the event that a notice is sent and the corrective action is not completed within the time period set out in the notice, the **City** may carry out the corrective action or remove the **sign** and may charge any costs incurred for such work to the **persons** to whom a notice was sent.

18. Regulations for Signs by Zoning or Precinct Designation

- 18.1 In addition to other regulations of this By-law, the following regulations apply to mixed-use zoned private property without residential uses (including specialized zones) designated in the **Zoning By-law or Community Planning Permit By-law** as:

Commercial mixed-use centre - CMUC zone

Mixed-use corridor – MUC zone or precinct

Neighbourhood commercial centre – NCC zone or precinct

Service commercial – SC zone

Table 18.1.1 – Permanent signs for CMUC, MUC, NCC, and SC zones or precincts without residential uses

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1 st storey (D)	n/a	1 st storey (D)	1 st storey (D)(M)	n/a	1 st storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	external	internal	internal	internal or external (P)	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1m	1m	n/a	(G)	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	(G)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

Additional Regulations for Table 18.1.1:

- A) For **sign** regulations specific to **motor vehicle** related uses, refer to Section 20.
- B) **Sign** types only permitted on private property for CMUC, MUC, NCC, and SC zones or precincts and specialized zones or precincts thereof.
- C) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a property from the **street**.
- D) Restricted to the external **façade** area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent property.
- E) One (1) **fascia sign** is permitted to be below the minimum

clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.1.

- F) **Fascia signs** and **awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the sign to a maximum of 20m².
- G) A **ground sign** set back a minimum 1m from a **street line** is permitted a maximum height of 6m above the adjacent **roadway** and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 8m². A **ground sign** set back 6m from the **street line** is permitted a maximum height of 7m above an adjacent **roadway** (6m when adjacent to a residential zone or precinct) and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 17m². All **ground signs** must be located a minimum distance of 3m from an adjacent property.
- H) Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- I) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- J) Maximum **sign face area** for **changeable copy** is 60% of the **sign area** to a maximum of 3m².
- K) **Electronic message centres** shall comply with Section 24.
- L) **Ground signs** shall have a minimum **separation distance** of 120m from another ground sign on the same property and a minimum **separation distance** of 30m from a **ground sign** on an adjacent property.
- M) SC ZONES ONLY - For buildings in an SC zone of 3 or more **storeys** one (1) non-**illuminated fascia sign** per **building façade** may be located on the top **storey** of the building if no **signs** are located on any other **storey** of the building. If this section is utilized, then no other **signs** are permitted to be located on any other **storey** of the side of the building to which there is a sign on the top **storey**.
- N) Despite (M), an address number may be **displayed** on the top **storey** of a building.
- O) One **illuminated** open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such **sign** is required to **display** a static message with no motion, animation, or flashing.
- P) **Illuminated fascia signs** facing an internal lot line abutting a residential zone or precinct shall be setback a minimum of 15m from the lot line and shall be turned off from 11 p.m. until 8 a.m.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.1.2 – Temporary signs for CMUC, MUC, NCC, and SC zones or precincts without residential uses

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window and Lifestyle signs
Number permitted	2 (C)	(C)	1(C)	1(M)	n/a
Maximum Sign Face Area	2.3m ² (E)	4.4m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1 st storey (F)	1 st storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (N)	prohibited	prohibited	prohibited
Permit period	14 days (L)(M)	30 days (L)(M)	n/a	30 days (L)	n/a

Additional Regulations for Table 18.1.2:

- A) For **sign** regulations specific to **motor vehicle** related uses, refer to Section 20. **Sign** types listed are only permitted on private property for CMUC, MUC, NCC, and SC zones or precinct and specialized zones thereof. All **signs** shall also be in compliance with all other provisions of this By-law.
- B) Per **premises** if in compliance with all other provisions of this By-law.
- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- D) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- E) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** or **lifestyle signs** are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the sign(s). **Window** and **lifestyle** signs do not require **sign permits**.
- F) Restricted to the external **façade** area of the part of the building occupied by the business advertised.

- G) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same property and are not permitted to be within 15m of a **traffic control device** at an intersection.
- H) A minimum **separation distance** of 50m is required between **mobile signs** and **feather banner signs** located on the same property. A minimum **separation distance** of 30m is required between **mobile signs**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection
- I) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and **premises**; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- J) Name and telephone number of **person** or **owner** responsible for the **sign**.
- K) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs**, **mobile signs** and **wall banner signs**. No place shall have **feather banner signs**, a **mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- L) **mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.
- M) No place shall have a **wall banner sign** and **mobile sign displayed** at the same time.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.2 In addition to other regulations of this By-law, the following regulations apply to commercially zoned private property in Downtown zones (including specialized zones) designated in the **Zoning By-law** as:

- Downtown 1 - D.1 zone
- Downtown 2 – D.2 zone
- Downtown 3 - D.3 zone
- Downtown 3a – D.3a zone

Table 18.2.1 – Permanent signs for D.1, D.2, D.3, and D.3a zones

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	1 per premises	n/a	1	1
Permitted location on a building or structure	1 st storey (D)	1 st storey (D)	1 st storey (D)	n/a	1 st storey (D)
Minimum clearance above ground surface	2.4m	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(F)	(F)	(F)	3m ²	0.6m ²
Illumination	external	internal only	internal or external (L)	External or internal only (H)(L)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	(I)(J)	prohibited
Minimum setback from street line	n/a	n/a	n/a	1m	n/a
Minimum setback from an adjacent property	n/a	n/a	n/a	3m	n/a
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m (G)	n/a

Additional Regulations for Table 18.2.1:

- A) For sign regulations specific to **motor vehicle** uses, refer to Section 19.
- B) **Signs** are only permitted on private property for D.1, D.3, and D.3a zones and specialized zones thereof.
- C) Despite Section 18.2.2 (B), **awning signs, fascia signs, and projecting signs**, may encroach over **City property** where the building setback causes the encroachment. **Signs** encroaching on or over **City property** are required to maintain the insurance requirements as set out in Section 14.3 and an encroachment agreement with the **City** may also be required.
- D) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- E) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building.
- F) **Fascia signs, entrance canopy signs, and awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the sign to a maximum of 20m².
- G) Every **ground sign** that is greater than 1.8m in height shall only be

internally **illuminated**.

- H) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- I) Maximum changeable **sign face area** is 60% of the **sign** area to a maximum of 3m².
- J) **Electronic message centres** shall comply with Section 24.
- K) One **illuminated** open/closed **sign** with a maximum area of 0.4m² is permitted to be located in a first storey window. Such **sign** is required to **display** a static message with no motion, animation, or flashing.
- L) **Illuminated fascia** signs facing an internal lot line abutting a residential zone or precinct shall be setback a minimum of 15m from the lot line and shall be turned off from 11 p.m. until 8 a.m.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.2.2 – Temporary signs for D.1, D.2, D.3 and D.3a zones

Temporary Signs	A-Frame or T-Frame Signs	Wall Banner Sign	Window Signs and Lifestyle Signs
Number permitted	1	1	n/a
Maximum Sign Face Area	1.5m ²	4.9m ²	(D)
Number of Sign Faces	2	1	n/a
Permitted location on building	n/a	1 st storey (E)	1 st storey
Minimum setback from Street Line	0m	n/a	n/a
Minimum setback from adjacent property	3m	7m	n/a
Separation Distance	(E)	n/a	n/a
Minimum height above ground surface	n/a	2.4m	n/a
Maximum height above ground surface	1.2m	n/a	n/a
Illumination	prohibited	prohibited	prohibited
Permit period	annually (G)	30 days	n/a

Additional Regulations for Table 18.2.2:

- A) For sign regulations specific to **motor vehicle** related uses refer to Section 19.
- B) **Signs** are only permitted on private property for D.1, D.3, D.3a zones and specialized zones thereof.
- C) Despite Section 18.2.3 (B), **A-frame, T-frame** and **wall banner**

signs may only encroach over **City property** where the building setback causes such encroachment. A **sign** encroaching on or over **City property** is required to maintain the insurance requirements set out in Section 14.3 and an encroachment agreement with the **City** may also be required.

- D) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** and **lifestyle signs** are limited to uses located on the ground floor of the building and only those parts of the building occupied by a business in connection with the **sign(s)**. **Window** and **lifestyle signs** do not require **sign permits**.
- E) Every **A-frame** or **T-frame sign** that is located in the Downtown D.1 and D.2 zone shall be:
- i located in front of the place to which the **sign permit** for said **sign** applies;
 - ii located within 1.0 metre of the face of the building abutting the sidewalk upon which such **sign** is located;
 - iii located at least 1.0 metres away from any adjacent building or property; and located in such a manner so that at least 2.0 metres width of an accessible sidewalk route remains unencumbered. Where an accessible sidewalk route is not identified in this By-law, a minimum of 2m of width of a sidewalk is required to remain unencumbered.
- F) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- G) A **sign permit** is only required if the **sign** is located on **City property**.

Location of identified accessible sidewalk routes:

Street	East (E) or West (W) of Wyndham	North (N) or South (S) side of street	Distance where accessible sidewalk begins from curb. 2m from that point toward the building face is the accessible route.
MacDonnell	W	S	0.92m
MacDonnell	W	N	1.32m
MacDonnell	E	N and S	1.22m
Carden	E	N	1.07m
Cork	W	S	0.82m
Cork	W	N	1.25m
Quebec	W	N	1.30m
Quebec	W	S	0.68m
Douglas	E	N (W)	0.69m
Douglas north of (beyond) St Georges Square	E	S (E)	1.20m

NOTE: All **signs** are subject to other general regulations contained within this By-

law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and regulations for Electronic Message Centres as set out in Section 24.

18.3 In addition to other regulations of this By-law, the following regulations apply to mixed-use zoned private property (including specialized zones) designated in the **Zoning By-law** as:

- Convenience Commercial – CC Zone
- Mixed Office/Commercial – MOC Zone

Table 18.3.1 – Permanent Signs for CC, MOC zones

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	1 per premise	n/a	1	1
Permitted location on a building or structure	1 st storey (B)	1 st storey (B)	1 st storey (B)(C)	n/a	1 st storey (B)
Minimum clearance above ground surface	2.4m	2.4m	2.4m (C)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign face area	(D)	(D)	(D)	3m ² (F)	0.6m ²
Illumination	external	internal only	internal or external (I)	external only (E)	Internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	(F)(G)	prohibited
Minimum setback from Street Line	n/a	n/a	n/a	1m	n/a
Minimum setback from an adjacent property	n/a	n/a	n/a	3m	n/a
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m	n/a

Additional Regulations for Table 18.3.1:

- A) **Signs** are only permitted on private property for CC and MOC zones and specialized zones thereof.
- B) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- C) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m2 and projects no more than 0.10m from the building. Please also refer to Section 8.
- D) **Fascia signs, entrance canopy signs, and awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the sign to a maximum of 4.5m².

- E) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**. Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- F) Maximum **changeable copy** is 60% of the **sign face area**.
- G) **Electronic message centre** shall comply with Section 24.
- H) One **illuminated** open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such **sign** is required to **display** a static message with no motion, animation, or flashing.
- I) Illuminated fascia signs facing an internal lot line abutting a residential zone or precinct shall be setback a minimum of 15m from the lot line and shall be turned off from 11 p.m. until 8 a.m.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.3.2 – Temporary Signs for CC and MOC zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window Signs and Lifestyle Signs
Number permitted	2 (B)	(B)(C)	1(B)	1	n/a
Maximum Sign Face Area	2.3m ² (D)	4.2m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1 st storey (F)	1 st storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a
Required information on Sign	n/a	(J)	n/a	n/a	n/a
Illumination	prohibited	internal (L)	prohibited	prohibited	prohibited
Permit period	14 days (K)	30 days (K)(L)	n/a	30 days (K)	n/a

Additional Regulations for Table 18.3.2:

- A) **Signs** are only permitted on private property for CC and MOC zones and specialized zones thereof.
- B) Per **premises** if in compliance with all other provisions of this By-

law.

- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per property.
- D) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- E) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window sign** or **lifestyle signs** is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the **sign(s)**. **Window** and **lifestyle signs** do not require **sign permits**.
- F) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- G) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same property and are not permitted to be within 15m of a **traffic control device** at an intersection.
- H) A minimum **separation distance** of 50m is required between **mobile signs** and **feather banner signs** located on the same property. A minimum **separation distance** of 30m is required between **mobile signs**. A **mobile sign** or **feather banner sign** is not permitted to be within 15m of a **traffic control device** at an intersection.
- I) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and **premises**; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- J) Name and telephone number of **person** or **owner** responsible for the **sign**.
- K) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs**, **mobile signs** and **wall banner signs**. No **place** shall have **feather banner signs**, a **mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- L) **Mobile signs** are not permitted to be illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Locations as defined in Section 9.

18.4 In addition to other regulations of this By-law, the following regulations apply to industrial zoned private property (including specialized zones) designated in the **Zoning By-law** as:

Corporate Business Park – BP zone

Institutional/Research Park – IRP zone

Mixed Business – MB zone

Employment Mixed-use 1 - EMU.1 zone

Employment Mixed-use 2 - EMU.2 zone

Table 18.4.1 – Permanent Signs for BP, IRP, MB, EMU.1 and EMU.2 zones

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (D)	n/a	1 st storey (D)	1 st or 2 nd or 3 rd storey (D)(M)	n/a	1 st storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1.0m	1m	n/a	(G)	n/a
Maximum height above adjacent roadway	n/a	1.6m	n/a	n/a	(G)(H)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

Additional Regulations for Table 18.4.1

- A) For **sign** regulations specific to **motor vehicle** related uses please refer to Section 20.
- B) **Sign** types only permitted on private property for BP, IRP, MB, EMU.1 and EMU.2 zones and specialized zones thereof.
- C) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a **property** from the **street**. Two (2) additional **directional signs** are permitted within the **property**.
- D) Restricted to the external **façade** area of the part of the building occupied by the business advertised to a maximum height of 12 metres and shall be a minimum distance of 7m from an adjacent **property**. Fascia signs can be located on the 1st and 3rd storey or 2nd and 3rd storey or 1st and 2nd storey.
- E) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m²

and projects no more than 0.10m from the building. Please also refer to Section 8.

- F) **Fascia signs, entrance canopy signs, and awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the sign to a maximum of 22m².
- G) A **ground sign** set back a minimum 1m from a **street line** is permitted a maximum height of 4.5m above the adjacent roadway and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 12m². All **ground signs** must be located a minimum distance of 3m from an adjacent **property**.
- H) Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- I) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- J) Maximum **sign face area** is 60% of the sign area to a maximum of 3m².
- K) **Electronic message centre** shall comply with Section 24.
- L) **Ground signs** shall have a minimum **separation distance** of 120m from another **ground sign** on the same **property** and a minimum **separation distance** of 30m from a **ground sign** on an adjacent **property**.
- M) For buildings with 4 or more **storeys**, one (1) non-**illuminated fascia sign** per **building façade** may be located on the top **storey** of the building if no **signs** are located on any other **storey** of the building. If this Section is utilized, then no other signs are permitted to be located on any other **storey** of the side of the building to which there is a **sign** on the top **storey**.
- N) Despite (M), an address number may be **displayed** on the top **storey** of a building.
- O) One **illuminated** open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such **sign** is required to **display** a static message with no motion, animation, or flashing.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.4.2 – Temporary Signs for BP, IRP, MB, EMU.1 and EMU.2 zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window Signs and Lifestyle Signs
Number permitted	2 (C)	(D)	1(C)	1	n/a
Maximum Sign Face Area	2.3m ² (E)	4.4m ²	1.5m ²	4.9m ²	(F)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1 st storey (G)	1 st storey (G)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(H)	(I)	(J)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6m	1.2m	n/a	n/a
Required information on sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited
Permit period	14 days (L)	30 days (L)	n/a	30 days (L)	n/a

Additional Regulations for Table 18.4.2

- A) For **sign** regulations specific to **motor vehicle** related uses please also refer to Section 20.
- B) **Sign** types listed are only permitted on private property for BP, IRP, MB, EMU.1 and EMU.2 zones and specialized zones thereof. All **signs** shall also be in compliance with all other provisions of this By-law.
- C) Per **premises** if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per property.
- E) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- F) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the **sign(s)**. **Window signs** and **lifestyle signs** do not require **sign permits**.
- G) Restricted to the external **façade** area of the part of the building occupied by the business advertised.

- H) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same **property** and are not permitted to be within 15m of a **traffic control device** at an intersection.
- I) A minimum **separation distance** of 50m is required between **mobile sign** and **feather banner signs** located on the same **property**. A minimum **separation distance** of 30m is required between **mobile signs**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection.
- J) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- K) Name and telephone number of **person** or **owner** responsible for the **sign**.
- L) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs**, **mobile signs** and **wall banner signs**. No **place** shall have **feather banner signs**, a **mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- M) **Mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.5 In addition to other regulations of this By-law, the following regulations apply to institutionally zoned private property (including specialized zones) designated in the **Zoning By-law** as:

Neighbourhood Institutional – NI zone

Institutional – Major Institutional 1-General - I.1 zone

Major Institutional 2-University of Guelph - I.2 zone

Table 18.5.1 – Permanent Signs for NI, I.1 and I.2 zones

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(B)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (C)	n/a	1 st storey (C)	1 st or 2 nd storey (C)(K)	n/a	1 st storey (C)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (D)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(E)	0.8m ²	(E)	(E)	3m ²	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (G)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(H)(I)	prohibited
Minimum setback from Street Line	n/a	1.0m	1m	n/a	1m	n/a
Maximum height above adjacent roadway	n/a	1.6m	n/a	n/a	1.8m	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(J)	n/a

Additional Regulations for Table 18.5.1:

- A) **Sign** types only permitted on private property for NI, I.1 and I.2 zones and specialized zones thereof.
- B) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a **property** from the **street**.
- C) Shall be a minimum distance of 7m from an adjacent **property**.
- D) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please refer to Section 8.
- E) **Fascia signs, entrance canopy signs, and awning sign** may occupy a combined 20% of the external wall area per **façade** to a maximum of 20m².
- F) All **ground signs** must be located a minimum distance of 3m from an adjacent **property**. A **ground sign** over 1.8m is only permitted

to have internal **illumination**.

- G) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- H) Maximum **sign face area** is 60% of the **sign** area to a maximum of 3m².
- I) **Electronic message centre** shall comply with Section 24.
- J) **Ground sign** shall have a minimum **separation distance** of 120m from another **ground sign** on the same **property** and a minimum **separation distance** of 30m from a **ground sign** on an adjacent **property**.
- K) For buildings with 3 or more **storeys**, one (1) non-**illuminated fascia sign** per **building façade** may be located on the top **storey** of the building if no **signs** are located on any other **storey** of the building. If this Section is utilized, then no other **signs** are permitted to be located on any other **storey** of the side of the building to which there is a **sign** on the top **storey**.
- L) Regulations in Table 18.5.1 and those listed in 18.5.2 do not apply to any **sign installed** by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.5.2 – Temporary Signs for NI, I.1 and I.2 zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall banner sign	Window and lifestyle signs
Number permitted	2 (B)	(C)	1(B)	1	n/a
Maximum Sign Face Area	2.3m ² (D)	4.4m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1 st storey (F)	1 st storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(J)	n/a	n/a	n/a
Illumination	prohibited	internal (L)	prohibited	prohibited	prohibited
Permit period	14 days (K)	30 days (K)	n/a	30 days (K)	n/a

Additional Regulations for Table 18.5.2:

- A) **Sign** types listed are only permitted on private property for NI, I.1 and I.2 zones and specialized zones thereof. All **signs** shall also be in compliance with all other general provisions of this By-law.
- B) Per **premises** if in compliance with all other provisions of this By-law.
- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per **property**.
- D) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- E) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** and **lifestyle signs** is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the sign(s). **Window signs** and **lifestyle signs** do not require **sign permits**.
- F) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- G) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a

minimum of 50m from a **mobile sign** located on the same **property** and are not permitted to be within 15m of a **traffic control device** at an intersection.

- H) A minimum **separation distance** of 50m is required between **mobile sign** and **feather banner signs** located on the same **property**. A minimum **separation distance** of 30m is required between **mobile signs**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection.
- I) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 3.0 metres of the building; and
 - iii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iv if located on a walkway, located in such a manner so that at least 2.0 metres width of the walkway remains unencumbered.
- J) Name and telephone number of **person** or **owner** responsible for the **sign**.
- K) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs, mobile signs** and **wall banner signs**. No place shall have **feather banner signs, a mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- L) **Mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.
- M) Regulations in Table 18.5.3 do not apply to **signs installed** by or on behalf of the University of Guelph that are:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.5.3 I.2 Zones - University of Guelph

In addition to other regulations of this By-law, the following regulations apply to any **sign installed** by or on behalf of the University of Guelph that is:

- i located within an I.2 or specialized zone thereof;
- ii located on land owned and used by the University of Guelph for academic purposes; and
- iii is visible from and is located within 50 metres from the closest edge of an arterial road as identified by the City of Guelph's Official Plan.

18.5.3.1 All **sign** types shall be permitted with the following restrictions:

- i **Ground signs** shall be setback a minimum of 1 metre from a **public road allowance**;
- ii **Ground signs** shall have a maximum height of 1.8m;
- iii **Ground signs** shall have a maximum area of 60% of the **sign** to a maximum of 3m² for **changeable copy**; and
- iv **Electronic message centres** shall be subject to the regulations of Section 24.

18.6 In addition to other regulations of this By-law, the following regulations apply to residentially zoned or precinct private property (including specialized zones) for single detached, semi-detached and duplex dwellings, triplexes, fourplexes, lodging houses, supportive housing and all townhouse types designated in the **Zoning By-law and Community Planning Permit By-law** as:

- Low Density Residential 1 - RL.1 zone
- Low Density Residential 2 - RL.2 zone
- Low Density Residential 3 - RL.3 zone
- Low Density Residential 4 - RL. 4 zone
- Medium Density Residential 5 - RM.5 zone
- Medium Density Residential 6 - RM.6 zone
- Low Density Residential - LDR precinct
- Medium Density Residential – MDR precinct

Table 18.6.1 – Permanent Signs for Residential RL.1, RL.2, RL.3, RL.4, RM.5 and RM.6 zones and LDR and MDR precincts

Permanent Signs	Fascia Sign (Address Only)
Maximum number of signs	1(B)
Permitted location on/in a building	1 st storey
Minimum clearance above ground surface	2.4m
Maximum projection from building or structure	0.15m
Maximum Sign Face Area	0.2m ²
Illumination	internal or external

Additional Regulations for Table 18.6.1:

- A) **Signs** are only permitted on private property.
- B) **Fascia signs** in RL.1, RL.2, RL.3, RL.4, RM.5 and RM.6 zones and LDR and MDR precincts shall only **display** the address of the property or occupier (for a **temporary sign** for a home occupation please see Section 18.6.3, for **real estate signs** please see Section 21).

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24. All **signs** are subject to other general regulations contained within this By-law.

Table 18.6.2 – Temporary Signs for Residential RL.1, RL.2, RL.3, RL.4, RM.5 and RM.6 zones and LDR and MDR precincts

Temporary Signs	Garage /Yard Sale Sign	Home Occupation Sign	A-frame Sign for home contractor
Maximum number of Signs	1 (B)	1(C)	1(E)
Permitted location on/in a building	n/a	1 st storey window (C)(D)	n/a
Minimum setback from Street Line (property line)	1m	n/a	1m
Maximum height above adjacent Roadway	1.8m	n/a	1.2
Maximum Sign Face Area	3m ²	0.4m ²	1.5m ²
Illumination	prohibited	prohibited	prohibited

Additional Regulations for Table 18.6.2:

- A) **Signs** only permitted on private property.
- B) May only be **displayed** during a garage/yard sale as permitted in the **Zoning By-law and Community Planning Permit By-law**.
- C) **Sign** must be located in a window of the dwelling that the home occupation is located and may only be **displayed** during operating hours of the home occupation.
- D) Only one (1) **sign** permitted per dwelling unit.
- E) An **A-frame sign** for a home contractor may be **displayed** for a maximum period of eight (8) consecutive weeks at a **property** provided such **sign** is:
 - i Only **displayed** on the **property** which the home maintenance or construction is being carried out; and
 - ii is only **displayed** during the time that the **person** or company to which the **sign** pertains is actually onsite working to conduct the home renovations, repairs, or maintenance activities.

Please refer to Section 21 for **real estate signs**.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

- 18.7

In addition to other regulations of this By-law, the following regulations apply to residentially zoned and precinct private property for apartments, long term care facilities and retirement residential facilities (including specialized zones) designated in the **Zoning By-law** and **Community Planning Permit By-law** as:

Low Density Residential 4 - RL.4 zone

Medium Density Residential 5 - RM.5 zone

Medium Density Residential 6 - RM.6 zone

High Density Residential 7 - RH.7 zone

Medium Density Residential – MDR precinct

High Density Residential – HRD precinct

Table 18.7.1 – Permanent Signs for RL.4, RM.5, RM.6 and RH.7 zones and MDR and HDR precincts

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign
Maximum number of Signs	1(B)	1(B)	1(B)	1 per frontage (B)(C)(D)
Permitted location on a building or structure	1 st storey	1 st storey	1 st storey	n/a
Minimum clearance above ground surface	2.4m	2.4m	2.4m	n/a
Maximum projection from building or structure	n/a	n/a	0.5m	n/a
Maximum Sign Face Area	(E)	(E)	(E)	3m ²
Illumination	prohibited	prohibited	prohibited	prohibited
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited
Minimum setback from Street Line	n/a	1m	n/a	1m
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m
Minimum required Separation Distance	n/a	n/a	n/a	(D)

Additional Regulations for Table 18.7.1:

- A)

Sign types only permitted on private property.
- B)

Restricted to the name of the development, building and/or rental information.
- C)

All **ground signs** must be located a minimum distance of 3m from an adjacent **property**.
- D)

Ground signs shall have a minimum **separation distance** of 120m from another **ground sign** on the same **property** and a minimum **separation distance** of 30m from a **ground sign** on an adjacent

property.

- E) **Fascia signs, entrance canopy signs, and awning signs**, may occupy a combined maximum wall area of 3m² per **façade** of a maximum 20% of the **building face**.

18.8 In addition to other regulations of this By-law, the following regulations apply to mixed-use zoned and precinct private property with residential uses (including specialized zones or precincts) designated in the **Zoning By-law** and **Community Planning Permit By-law** as:

- Commercial mixed-use centre - CMUC zone
Mixed-use corridor – MUC zone or precinct
Neighbourhood commercial centre – NCC zone or precinct

Table 18.8.1 – Permanent Signs for CMUC, MUC, and NCC zones or precincts with residential uses

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Projecting Sign
Maximum number of Signs	n/a	1 per premises	n/a	1 per premises
Permitted location on a building or structure	1 st storey (B)	1 st storey (B)	1 st storey (B)	1 st storey (B)
Minimum clearance above ground surface	2.4m	2.4m	2.4m	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	0.76m
Maximum Sign Face Area	(C)	(C)	(C)	0.6m ²
Illumination	internal	internal	internal or external (F)	internal
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited
Minimum setback from Street Line	n/a	1m	n/a	n/a

Additional Regulations for Table 18.8.1:

- A) **Sign** types only permitted on private property.
- B) Restricted to the external **façade** area of the part of the building occupied by the commercial business advertised and shall be a minimum distance of 7m from an adjacent **property**.
- C) **Fascia signs, entrance canopy signs and awning signs** for commercial uses may occupy a combined area of 2.3m².
- D) Despite 18.7.2 (C), the names of permitted commercial businesses existing on the property may be **displayed** on the **ground sign**.
- E) **Electronic message centres** are prohibited.
- F) **Illuminated fascia signs** facing an internal lot line abutting a residential zone or precinct shall be setback a minimum of 15m from the lot line and shall be turned off from 11 p.m. until 8 a.m.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.8.2 – Temporary Signs for CMUC, MUC, and NCC

Temporary Signs	A-Frame or T- Frame Signs	Window Signs and Lifestyle Signs
Number permitted	1(B)	n/a
Maximum Sign Face Area	1.5m ²	(C)
Number of Sign Faces	2	n/a
Permitted location on building	n/a	1 st storey (D)
Minimum setback from Street Line	n/a	n/a
Minimum setback from adjacent property	3m	n/a
Separation Distance	(E)	n/a
Minimum height above ground surface	n/a	n/a
Maximum height above ground surface	1.2m	n/a
Illumination	prohibited	prohibited
Permit period	n/a	n/a

Additional Regulations for Table 18.8.2:

- A) **Signs** are only permitted on private property and are only permitted for **premises** with a permitted commercial use.
- B) Per **premises** if in compliance with all other provisions of this By-law.
- C) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** and **lifestyle signs** are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the **sign(s)**. **Window signs** and **lifestyle signs** do not require **sign permits**.
- D) Restricted to the **façade** area of the part of the building occupied by the business advertised.
- E) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and regulations for Electronic Message Centres as set out in Section 24.

19. Regulations For Legal Non-Conforming Commercial and Industrial Uses

In addition to other regulations of this By-law, the following regulations apply to legal non-conforming commercial and industrial uses on private property (including specialized zones) as those terms are understood under the **Zoning By-law** or **Community Planning Permit By-law**.

Table 19.1.1 – Permanent Signs for legal non-conforming commercial and industrial uses

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1 st storey (D)	n/a	1 st storey (D)	1 st storey (D)	n/a	1 st storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1.0 m	1m	n/a	1m	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	4.5m	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

Additional Regulations for Table 19.1.1:

- A) For **sign** regulations specific to **motor vehicle** related uses refer to Section 20.
- B) **Signs** only permitted on private property.
- C) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a **property** from the **street**.
- D) Restricted to the external **façade** area of the part of the building occupied by the business advertised and shall be a minimum

distance of 7m from an adjacent **property**.

- E) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.
- F) **Fascia signs, entrance canopy signs and awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the **sign** to a maximum of 20m².
- G) 0.3m² for every 1m of frontage to a maximum of 12m². All **ground signs** must be located a minimum distance of 3m from an adjacent **property**.
- H) Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- I) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone and precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- J) Maximum **sign face area** is 60% of the **sign** area to a maximum of 3m².
- K) **Electronic message centres** shall comply with Section 24.
- L) **Ground signs** shall have a minimum **separation distance** of 120m from another **ground sign** on the same **property** and a minimum **separation distance** of 30m from a **ground sign** on an adjacent **property**.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 19.1.2 – Temporary Signs for Legal Non-conforming Commercial & Industrial Uses

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall banner sign	Window and lifestyle signs
Number permitted	2 (C)	(D)	1(C)	1	n/a
Maximum Sign Face Area	2.5m ² (E)	4.4m ²	1.5m ²	4.9m ²	(F)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1 st storey (G)	1 st storey (G)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(H)	(I)	(J)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited
Permit period	14 days (L)	30 days (L)	n/a	30 days (L)	n/a

Additional Regulations for Table 19.1.2:

- A) For **sign** regulations specific to **motor vehicle** uses refer to Section 20.
- B) **Sign** types listed are only permitted on private property for CC, NCC, CMUC, MOC, MUC and SC zones and MUC and NCC precincts and specialized zones thereof. All **signs** shall also be in compliance with all other provisions of this By-law.
- C) Per **premises** if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per **property**.
- E) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- F) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** and **lifestyle signs** are limited to uses located on the ground floor of the building and to those parts of the building occupied by a business in connection with the **sign(s)**. **Window signs** and **lifestyle signs** do not require **sign permits**.

- G) Restricted to the external **façade** area of the part of the building occupied by the business advertised.
- H) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same **property** and are not permitted to be located within 15m of a **traffic control device** at an intersection.
- I) A minimum **separation distance** of 50m is required between **mobile sign** and **feather banner signs** located on the same **property**. A minimum **separation distance** of 30m is required between each **mobile sign**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection.
- J) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- K) Name and telephone number of **person** or **owner** responsible for the **sign**.
- L) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs, mobile signs** and **wall banner signs**. No place shall have **feather banner signs, a mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- M) **Mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20. Signs for Motor Vehicle Related Uses

20.1 Signs for permitted motor vehicle gas bar uses

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming motor vehicle gas bar uses on private property.

Table 20.1.1 Permanent Signs for Vehicle Gas Bar Uses

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign	Fuel Pump Canopy Sign	Fuel Pump Sign	Ground Sign
Maximum number of Signs	n/a	(B)	n/a	n/a	n/a	n/a	1 per frontage
Minimum clearance above ground surface	2.4m	n/a	2.59m	2.4m (E)	4.45m	n/a	n/a
Maximum projection from building or structure	n/a	n/a	0.5m	0.5m	n/a	n/a	n/a
Maximum Sign height	1 st Storey	1.6m	4.5m	n/a	(D)	3.0m	6m
Maximum Sign Face Area	(F)	0.8m²	(F)	(F)	(G)	n/a	(H)
Illumination	external	internal	internal	internal	internal	internal	internal (J)(K)
Minimum setback	1.5m	1.0m	1.5m (O)	n/a	n/a	n/a	(H)(I)
Changeable Copy	n/a	n/a	n/a	n/a	n/a	30%	30% (L) (M)
Minimum Separation Distance	n/a	n/a	n/a	n/a	n/a	n/a	(N)

Additional Regulations for Table 20.1.1:

- A) **Signs** only permitted on private property.
- B) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a **property** from the **street**.
- C) Restricted to the external **façade** area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent **property**.
- D) No **sign** shall project below the underside of the canopy structure and no **sign** shall project more than 0.45m above the canopy structure.
- E) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.
- F) **Fascia signs, entrance canopy signs,** and **awning signs** may occupy a combined 20% of the external wall area per **façade** of that

part of the building occupied by a business in connection with the sign to a maximum of 20m².

- G) 30% of each side of the canopy structure.
- H) A **ground sign** set back a minimum 1m from a **street line** is permitted a maximum height of 6m above the adjacent roadway and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 8m². A **ground sign** set back 6m from the **street line** is permitted a maximum height of 7 m above an adjacent roadway (6m when adjacent to a residential zone or precinct) and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 17m². All **ground signs** must be located a minimum distance of 3m from an adjacent **property**.
- I) **Electronic message centres** limited to a static message setting out the current price of fuel are permitted to be located in a **ground sign** subject to the setback as required by 20.1.2 (H).
- J) Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- K) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- L) Maximum **sign face area** is 60% of the **sign** area to a maximum of 3m².
- M) **Electronic message centres** shall comply with Section 24.
- N) **Ground signs** shall have a minimum **separation distance** of 120m from another **ground sign** on the same property and a minimum **separation distance** of 30m from a **ground sign** on an adjacent **property**.
- O) Location of canopy shall be in compliance with the **Zoning By-law or Community Planning Permit By-law**.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 20.1.2 – Temporary Signs for permitted vehicle gas bar uses

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner sign	Window and Lifestyle Signs	Pole Posters
Number permitted	2 (C)	(D)	4(C)	1	n/a	2
Maximum Sign Face Area	2.5m ² (E)	4.2m ²	1.5m ²	4.9m ²	(F)	1m ²
Number of Sign Faces	2	2	2	1	n/a	2
Permitted location on building	n/a	n/a	n/a	1 st storey (G)	1 st storey (G)	n/a
Minimum setback from Street Line	1m	0m	0m	n/a	n/a	1m
Minimum setback from adjacent property	3m	3m	3m	7m	n/a	3m
Separation Distance	(H)(I)	(I)	(J)	n/a	n/a	30m
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a	2.4
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a	4.5m
Required information on Sign	n/a	(K)	n/a	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited	prohibited
Permit period	14 days (L)	30 days (L)	n/a	30 days (L)	n/a	n/a

Additional Regulations for Table 20.1.2:

- A) Number permitted is the maximum number permitted for **signs** in compliance with this By-law.
- B) **Sign** types listed are only permitted on private property. All **signs** shall also be in compliance with all other provisions of this By-law.
- C) Per **premises** if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per property.
- E) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- F) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the **sign(s)**. **Window signs** and **lifestyle signs** do not require **sign permits**.
- G) Restricted to the **façade** area of the part of the building occupied by the business advertised.

- H) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same **property** and are not permitted to be located within 15m of a **traffic control device** at an intersection.
- I) A minimum **separation distance** of 50m is required between **mobile sign** and **feather banner signs** located on the same **property**. A minimum **separation distance** of 30m is required between each **mobile sign**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection.
- J) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iii located in such a manner so that at least 2.0 metres width of walkway remains unencumbered.
- K) Name and telephone number of **person** or **owner** responsible for the **sign**.
- L) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs, mobile signs** and **wall banner signs**. No place shall have **feather banner signs, a mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- M) **Mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20.2 Signs for Vehicle Sales Establishments

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming vehicle sales establishment uses on private property.

Table 20.2.1 – Permanent Signs for Vehicle Sales Establishments

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(B)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1 st storey (C)	n/a	1 st storey (C)	1 st storey (C)	n/a	1 st storey (C)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (D)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face Area	(E)	0.8m	(E)	(E)	(F)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (G)(H)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(I)(J)	prohibited
Minimum setback from Street Line	n/a	1.0 m	1m	n/a	(F)	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	(F)(G)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(K)	n/a

Additional Regulations for Table 20.2.1:

- A) **Sign** types only permitted on private property.
- B) One (1) **directional sign** is permitted to be located at each entrance and/or exit to a **property** from the **street**.
- C) Restricted to the external **façade** area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent **property**.
- D) One (1) **fascia sign** is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Refer to Section 8.

- E) **Fascia signs, entrance canopy signs and awning signs** may occupy a combined 20% of the external wall area per **façade** of that part of the building occupied by a business in connection with the **sign** to a maximum of 20m².
- F) A **ground sign** set back a minimum 1m from a **street line** is permitted a maximum height of 6m above the adjacent **roadway** and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 8m². A **ground sign** set back 6m from the **street line** is permitted a maximum height of 7 m above an adjacent **roadway** (6m when adjacent to a residential zone or precinct) and a maximum **sign face area** of 0.3m² for every 1m of frontage to a maximum of 17m². All **ground signs** must be located a minimum distance of 3m from an adjacent **property**.
- G) Every **ground sign** that is greater than 1.8m in height shall only be internally **illuminated**.
- H) Every **illuminated ground sign** shall be a minimum of 15m from any residential zone or precinct, as identified by the **Zoning By-law or Community Planning Permit By-law**.
- I) Maximum **sign face area** is 60% of the **sign** area to a maximum of 3m².
- J) **Electronic message centres** shall comply with Section 24.
- K) **Ground signs** shall have a minimum **separation distance** of 120m from another **ground sign** on the same property and a minimum **separation distance** of 30m from a **ground sign** on an adjacent **property**.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 20.2.2 – Temporary Signs for Vehicle Sales Establishments

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window and Lifestyle signs	Pole Posters/Flag Signs
Number permitted	2 (C)	(D)	4(C)	1	n/a	(N)
Maximum Sign Face Area	2.5m² (E)	4.2m²	1.5m²	4.9m²	(F)	(O)
Number of Sign Faces	2	2	2	1	n/a	2
Permitted location on building	n/a	n/a	n/a	1 st storey (G)	1 st storey (G)	n/a
Minimum setback from Street Line	1m	0m	0m	n/a	n/a	1m
Minimum setback from adjacent property	3m	3m	3m	7m	n/a	3m
Separation Distance	(H)(I)	(I)	(J)	n/a	n/a	30m
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a	2.4
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a	4.5m
Required information on Sign	n/a	(K)	n/a	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited	prohibited
Permit period	14 days (L)	30 days (L)(M)	n/a	30 days	n/a	n/a

Additional Regulations for Table 20.2.2:

- A) Number permitted is the maximum number permitted for **signs** in compliance with this By-law.
- B) **Sign** types listed are only permitted on private property. All **signs** shall also be in compliance with all other general provisions of this By-law.
- C) Per **premises** if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 **signs** per **property**.
- E) A **feather banner sign** shall not exceed a maximum width of 0.76m.
- F) **Window signs** or **lifestyle signs** may cover a combined maximum of 50% of the window or **faux window** area located on **building face** of the ground floor of a building (regardless of product perforation). The use of **window signs** and **lifestyle signs** are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the **sign(s)**. **Window signs** and **lifestyle signs** do not require **sign permits**.
- G) Restricted to the external **façade** area of the part of the building occupied by the business advertised.

- H) **Feather banner signs** advertising the same **premises** shall be located within 3m of one another. **Feather banner signs** shall be a minimum of 50m from a **mobile sign** located on the same **property**.
- I) A minimum **separation distance** of 50m is required between **mobile sign** and **feather banner signs** located on the same **property**. A minimum **separation distance** of 30m is required between **mobile signs**. A **mobile sign** is not permitted to be within 15m of a **traffic control device** at an intersection (includes signalized control device, stop and yield **signs** at an intersection)
- J) Every **A-frame** or **T-frame sign** shall be:
 - i located in front of the **premises** to which the **sign** is advertising;
 - ii located at least 1.0 metre away from any adjacent building, **property** and **premises**; and
 - iii located in such a manner so that at least 2.0 metres width of walkway remains unencumbered.
- K) Name and telephone number of **person** or **owner** responsible for the **sign**.
- L) The maximum number of **display** periods per **premises** in a calendar year is four (4) and is shared between **feather banner signs, mobile signs** and **wall banner signs**. No place shall have **feather banner signs, a mobile sign** or **wall banner signs** or any combination thereof **displayed** at the same time.
- M) **Mobile signs** are not permitted to be **illuminated** between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone or precinct.
- N) Shall only be permitted on light poles within the vehicle sales lot. Total permitted number between both types of **signs** is equal to 50% of light poles within the vehicle sales lot.
- O) Maximum **sign** area for a **pole poster sign** is 1m².

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20.3 Drive-through Facilities

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming vehicle **drive-through facility** uses on private property.

Table 20.3.1 Drive-through Facilities

Permanent Signs	Directional Sign	Drive-Through Pre-Sell Menu Board Sign	Drive-through Menu Board Sign
Maximum number of signs per drive-through lane	2 (A)	1	1
Maximum height	2.4m	2.4m	2.4m
Maximum Sign Face Area	1m ²	2.3m ²	2.3m ²
Illumination	internal (B)	internal (B)	internal (B)
Changeable Copy	prohibited	permitted (C)	permitted (C)

Permanent Signs	Directional Sign	Drive-Through Pre-Sell Menu Board Sign	Drive-through Menu Board Sign
Minimum setback nearest public road allowance	9m	9m (D)	9m (D)
Minimum setback from an adjacent property	3m	3m (E)	3m (E)

Additional Regulations for Table 20.3.1:

- A) One (1) **sign** positioned at the entrance to the stacking lane and one (1) **sign** positioned at the exit of the stacking lane.
- B) Luminance levels are restricted to the following:
 - i A maximum of 5000 **nits** between **sunrise** and **sunset**
 - ii A maximum of 300 **nits** between **sunset** and **sunrise** (restricted to a maximum of 200 **nits** if the **sign** area or **display** is visible and within 60m of a residentially zoned or precinct property)
- C) **Electronic message centres** shall be in compliance with Section 24 with the exception that the required **dwell time** is 5 seconds and animation during transitions is permitted.
- D) If **sign** area is visible from a **street**, the minimum required setback is 15m.
- E) If the **sign** or **display** area is visible from a residentially zoned or precinct **property**, then a minimum setback of 30m is required.

21. Development Signs and Real Estate Signs

In addition to other regulations of this By-law, the following regulations apply to **development signs** and **real estate signs** in all zones and precincts.

Table 21.1 Development Signs on Private Property

Temporary Signs	Develop- ment Signs - lots less than 0.2 HA	Develop- ment Signs - lots over 0.2 HA to 1.0 HA	Develop- ment Signs - lots over 1.0 HA	Hoarding Signs - detached dwelling lot	Hoarding Signs - all other lots
Maximum number of Signs per frontage	1	1(A)	1(A)	1(B)	n/a
Maximum Sign height	4m	6m	6m	2.0m (C)	3.6m (C)
Maximum Sign Face Area	6m ² (D)	11m ² (D)	18m ² (D)	4.65m ² (E)	100% (E)
Illumination	prohibited	prohibited	prohibited	prohibited	prohibited
Minimum setback from road allowance	3m (F)(G)(H)	6m (G)(H)	10m (G)(H)	0.3m (G)(H)	0.3m (G)(H)
Minimum separation distance	60m (I)	60m (I)	120m (I)	n/a	n/a

Additional regulations for Table 21.1

- A) One (1) additional **development sign** is permitted for every 150m of frontage.
- B) For detached dwelling lots, either a **development sign** or **hoarding sign** is permitted, not both.
- C) Height indicated in table or maximum height of fencing for the zone or precinct as identified in the **Zoning By-law or Community Planning Permit By-law**, whichever is less.
- D) Separate **signs** identifying designers, builders, and/or contractors performing work/services are not permitted. However, these signs may be incorporated into the permitted **sign face area** of the development **ground sign** in an orderly arrangement.
- E) **Sign face area** copy to only identify:
 - i the project name and graphic depictions; and
 - ii names and contact information for the developer(s) and/or builders(s) or murals.
- F) Required setback from the road allowance is the measurement indicated or equal to the height of the **sign**, whichever is greater.
- G) Any **development sign** or **hoarding sign** containing any element or content in red, amber and/or green shall be **installed** more than 30m from a traffic control signal.
- H) No **sign** will be permitted on any lands to be conveyed to the **City** or which may form part of the municipal road allowance.
- I) Minimum **separation distance** from another **development sign** on the same **property**.
- J) All **signs** (including **hoarding signs**) must be removed from the development site within 60 days of the first unit occupancy on the lot.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 21.2 Temporary Real Estate Signs on Private Property

Temporary Signs	Real Estate Sign (residential)	Real Estate Sign (non-residential)
Maximum number of Signs per frontage	1 (A)	1 (A)
Maximum Sign height	1.5m	3m
Maximum Sign Face Area	0.75m ²	6m ²
Illumination	prohibited	prohibited
Minimum setback road allowance	1m	1m (B)
Minimum setback from an adjacent property	1m	3m

Additional regulations for Table 21.2

- A) **Real estate signs** shall be removed no later than 30 days of after the acceptance of a firm offer to purchase, lease, or rent the **property**.
- B) Required setback from the road allowance is the measurement indicated or equal to the height of the **sign**, whichever is greater.
- C) A maximum of three (3) additional ancillary **signs**, each no greater than 0.15 m², that support the marketing of the real estate property may be attached to a **real estate sign** or its frame.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 21.3 - Temporary Real Estate Open House and Model Home Directional A-Frame Signs on the City Road Allowance

Temporary Signs	Real Estate Open House	Model Home Directional Signs
Maximum number of Signs per location	8 (B)(C)(D)(E)	8 (B)(C)(D)(F)
Maximum height	1.2m	1.2m
Maximum Sign Face Area	1.5m ²	1.5m ²
Illumination	prohibited	prohibited
Changeable Copy	prohibited	prohibited
Minimum setback from a sidewalk	2.5m (D)	2.5m(D)
Minimum setback from a driveway	7m (D)	7m (D)
Minimum setback from any roadway	1m (D)	1m m (D)
Minimum setback from an intersection, crosswalk, bus stop	15m (D)	15m (D)
Minimum setback from a fire hydrant	3m (D)	3m (D)

Additional regulations for Table 21.3:

- A) Only **A-frame signs** are permitted to be **displayed** on **City** road allowance.
- B) Any **person** who **installs, displays,** or owns an **A-frame sign** that is located on **City property** shall have general liability insurance in the amount of at least two million (\$2,000,000) with the **City** named as an additional insured and shall ensure that such insurance remains in effect as long as the **sign** is placed on **City property**.
- C) A total of 8 **A-frame signs** per real estate open house. A total of 8 model home directional **A-frame signs** per model home sales location.
- D) Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance along the frontage of a school or park.
- E) May only be **installed** six (6) hours prior to an open house and shall be removed within six (6) hours of the end of the open house. **Signs** are not permitted to be **displayed** at any other time.
- F) **Signs** may only be **installed** and **displayed** after 4pm on a Friday proceeding the opening of a weekend model home sales centre and shall be removed by no later than 10am the following Monday. **Signs** are not permitted to be **displayed** at any other time.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

22. Signs for Community Events

In addition to other regulations of this By-law, the following regulations apply to **signs** for community events.

- 22.1 **Garage sales**, and other events on private property
 - 22.1.1 **Signs** related to **garage sales**, yard sales and other events on private property shall only be located on the private property to which the event is located.
 - 22.1.2 **Signs** are not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island or required parking space.
 - 22.1.3 **Signs** are restricted to **posters**, banners, or **signs** resting on the ground.
 - 22.1.4 A **separation distance** of 10m is required between each **sign** located on the ground.
 - 22.1.5 **Signs** on the ground are restricted to a height of 1.2m and shall be setback a minimum of 1m from the nearest road allowance and 3m from any adjacent **property**.
 - 22.1.6 **Signs** are only to be used to support the event operation and not to pre-advertise. **Signs** shall only be placed out for **display** a maximum of six (6) hours prior to the event and shall be removed within a maximum of six (6) hours after the event.
 - 22.1.7 Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance, or along the frontage of a school.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

- 22.2 City of Guelph Special Event Permits
- 22.2.1 **Signs** approved as part of a City of Guelph Special Event Permit shall be in accordance with that permit.
- 22.2.2 If **A-frame signs** are approved as part of a City of Guelph Special Event Permit for placement outside of the geographic location of the special event, in addition to the other regulations of this By-law, placement shall be in accordance with Table 22.2.3.

Table 22.2.1 City of Guelph Special Events Permits

Temporary Signs	Signs on the ground
Maximum number of Signs	As specified in the City of Guelph Special Events Permit (A)(B)(C)(D)
Maximum height	1.2m
Maximum Sign Face Area	1.5m ²
Illumination	prohibited
Changeable Copy	prohibited
Minimum setback from a sidewalk	2.5m
Minimum setback from a driveway	7m
Minimum setback from any Roadway	1m
Minimum setback from an intersection, crosswalk, bus stop	15m
Minimum setback from a fire hydrant	3m

Additional regulations for Table 22.2.1:

- A) Only **signs** on the ground are permitted to be **displayed** on the **City** road allowance.
- B) **Signs** are only to be used to support the event operation and not to pre-advertise.
- C) **Signs** can only be placed out for **display** twenty-four (24) hours prior to the event and shall be removed within forty-eight (48) hours after the event or in accordance with the City of Guelph Special Events Permit, whichever is more restrictive.
- D) Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance, or along the frontage of a school.

22.3 Temporary Poster Signs on the Community Bulletin Board (See “Schedule 1” for approved location)

Table 22.3.1 Posters

Temporary	Signs on a Community Bulletin Board or Approved Pole Location
Maximum number of Signs per location	1 (A)(B)
Maximum Size	0.08m ²
Required information on the Sign	(C)
Method of attachment	Tape only (D)(E)
Display time	(F)
Permit	Not required, but approval is required (B)

Additional Regulations for Table 22.3.1:

- A) 1 per business, **place**, or event
- B) Each **sign** must be approved and stamped by the Guelph Downtown Business Association or the **City**. There is no fee for this approval.
- C) Name, address and telephone number of the **person** or **owner** responsible for **installing** the **sign**.
- D) No **sign** shall be attached with staples, nails, glue or similar permanent fastening.
- E) No **sign** shall cover, overlap, or in any way obstruct another authorized **sign**.
- F) Shall be **installed** no earlier than 14 calendar days prior to the event and removed no later than 48 hours after the event.

22.4

Temporary Mobile Signs for Non-profit Organizations at Park and Recreation Centre Frontage

Table 22.4.1 Mobile Signs for Non-profit Organizations at Parks and Recreations Centre Frontage

Temporary Signs	Mobile Sign
Number permitted	1 (A)(B)(C)
Maximum Sign Face Area	4.2m ²
Number of Sign Faces	2
Permitted location	(D)
Minimum setback from any Street	6m
Minimum setback from adjacent property	3m
Maximum height above ground surface	3.5
Required information on Sign	(E)
Illumination	prohibited
Permit period	7 days (F)

Additional Regulations for Table 22.4.1:

- A)
- Only 1 **sign** (based on availability) may be placed at an approved park frontage or recreation centre frontage locations at any given time.
- B)
- The maximum number of **display** periods per non-profit organization is four (4) times in a calendar year (based on availability).
- C)
- Signs** must be **installed** and removed by an insured **mobile sign** provider.
- D)
- In pre-approved park frontage or recreation centre frontage locations only. Please contact the **City** for approved locations.
- E)
- Name and telephone number of **person** or **owner** responsible for the **sign**.
- F)
- The seven (7) day permit period duration is from Monday to the immediately subsequent Sunday.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

22.5 Temporary Mobile Signs for Non-profit Organizations on Private Property

- A) Where a **mobile sign** is permitted on private property and written permission from the property owner is obtained, a **mobile sign** permit may be issued to advertise a **non-profit organization’s** event.
- B) A **mobile sign** under this section is required to comply with all sign regulations applicable to the property on which the **sign** is to be located.
- C) If a permit is issued for a **sign** under this section, it will count as one of the available **mobile sign** permits available to the **property** owner or the **premises** which provided written permission. For **mobile signs** located in Industrial and Institutional Zones, one (1) additional **mobile sign** permit shall be provided to a property owner or **premise** who has made **property** available for the use of a **non-profit organization**.

23. Billboards

In addition to other regulations of this By-law, the following regulations apply to signs related to **billboards**.

Table 23.1 Billboards

Permanent	Billboard
Permitted location	(A)
Number of Sign Faces	1
Maximum Sign Face Area	20m ²
Maximum height above an adjacent roadway	5m
Changeable copy	100% (B)
Lighting permitted	internal (B) or external only
Required information on Sign	(C)

Additional Regulations for Table 23.1

- A) **Billboards** shall only be located at locations identified in Schedule “2”
- B) In accordance with Section 24.
- C) The name of the company responsible for the operation of the **billboard** shall be visibly **displayed** on the **billboard**.

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic message Centres as set out in Section 24.

24. Regulations for Electronic Message Centres

The following regulations shall apply to **electronic message centres**:

Table 24.1 Electronic Message Centres

Electronic Message Centres	Details
Permitted Sign types	<p>Electronic message centres are only permitted on permanent ground signs, billboards, drive-through pre-sell menu boards, and drive-through menu boards regulated by this By-law.</p> <p>Notwithstanding the above, electronic message centres are not permitted for advertising adult entertainment establishments.</p>
Locations restricted	<p>Unless otherwise permitted by this By-law, electronic message centres shall be located a minimum of distance of 30m away from any residentially zoned or precinct property and any intersection.</p>
Copy content	Limited to static alphanumeric text and digital image
Prohibited content	<p>Animations, motion, scrolling content, fading, flashing, or blinking light, or any effects that create the illusion of movement</p> <p>Any directional information, whether in text or graphics</p> <p>Any sequential messages, either on the same sign or on subsequent signs</p> <p>Any imitation or resemblance of traffic control device</p>
Minimum Dwell Time	20 seconds
Maximum transition time between messages	Limited to instantaneous transitions with no effects
Illumination	<p>Maximum illumination permitted is 5000 nits between sunrise and sunset</p> <p>Maximum illumination permitted is 300 nits between sunset and sunrise (200 nits when within 60m of a residentially zoned property)</p>

NOTE: All **signs** are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9 and Sightline Restrictions as set out in Section 10.

25. Enforcement

- 25.1 The **City's Power of Entry By-law** applies to enforcement of this By-law by every **inspector** and all **persons** listed in section 2.3 of this By-law shall have the obligations of an "Occupier" under the **Power of Entry By-law**
- 25.2 Without limiting the generality of the foregoing, every **permit holder** and every **owner** or occupant of a **premises** upon which a **sign** is **displayed**, shall, upon request of an **inspector**, produce the **sign permit**.

26. Seizure, disposal, remediation, and return of signs

- 26.1 An **inspector** may remove any **sign** without notice, where such sign:
- a) Is **installed** or **displayed** on **City property** in contravention of this By-law;
 - b) Is **installed** or **displayed** on private property in contravention of Sections 7, 8, 9, 11, 12, or 15.
- 26.2 The **City** may return any **sign** which has been seized to the **sign owner** or the **sign owner's** authorized agent upon payment of the fees specified in the **User Fees By-law**, provided that:
- a) The **sign owner** has contacted the **City** to make an appointment for the retrieval of the **sign(s)**; and
 - b) The **sign owner** or the **sign owner's** authorized agent presents acceptable government issued identification and, where applicable, a signed authorization letter at the time of retrieving the **signs**.
- 26.3 Any **sign** that has been seized and is not retrieved by the **sign owner** or the **sign owner's** authorized agent within 30 days of the date of removal may, without notice or compensation, be destroyed or otherwise disposed of by the **City**.
- 26.4 Despite Section 25.2 and 25.3 of this By-law, the **inspector** may without notice or compensation immediately destroy or otherwise dispose of any **poster** or **temporary sign** placed on **City property**.

27. Penalty

- 27.1 Every **person** who contravenes any provision of this By-law is guilty of an offence and, upon conviction, is liable to a fine as provided for pursuant to the **POA**.
- 27.2 Each day on which a **person** contravenes any provision of this By-law shall be deemed to constitute a separate offence under this By-law as provided for in section 429(2) of the Municipal Act.
- 27.3 Pursuant to the authority established in section 429(2) of the Municipal Act, every **person**, other than a corporation, who contravenes any provision of this By-law, is guilty of an offence and upon conviction pursuant to Part III of the **POA**, shall be subject to the following penalties:
- i Upon a first conviction is liable to a fine of not more than Ten Thousand Dollars (\$10,000.00) for each offence;
 - ii Upon subsequent conviction, to a fine of not more than Twenty-five Thousand Dollars (\$25,000) for each offence.
- 27.4 Pursuant to the authority established in section 429(2) of the Municipal

Act, every corporation that contravenes any provision of this By-law is guilty of an offence and upon conviction pursuant to Part III of the **POA**, shall be subject to the following penalties:

- i Upon a first conviction is liable to a fine of not more than Fifty Thousand Dollars (\$50,000) for each offence;
- ii Upon subsequent conviction, to a fine of not more than One Hundred Thousand Dollars (\$100,000) for each offence.

All fines issued for offences under this By-law shall be recoverable by any and all means of collection authorized under the **POA**.

28. Effective Date

Subject to section 4, this By-law shall come into effect immediately upon its passage by Council.

Passed this twelfth day of November, 2025.

Schedules:

Schedule 1: Location of Community Bulletin Board

Schedule 2: Permitted locations of Billboards

DocuSigned by:

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Cam Guthrie, Mayor

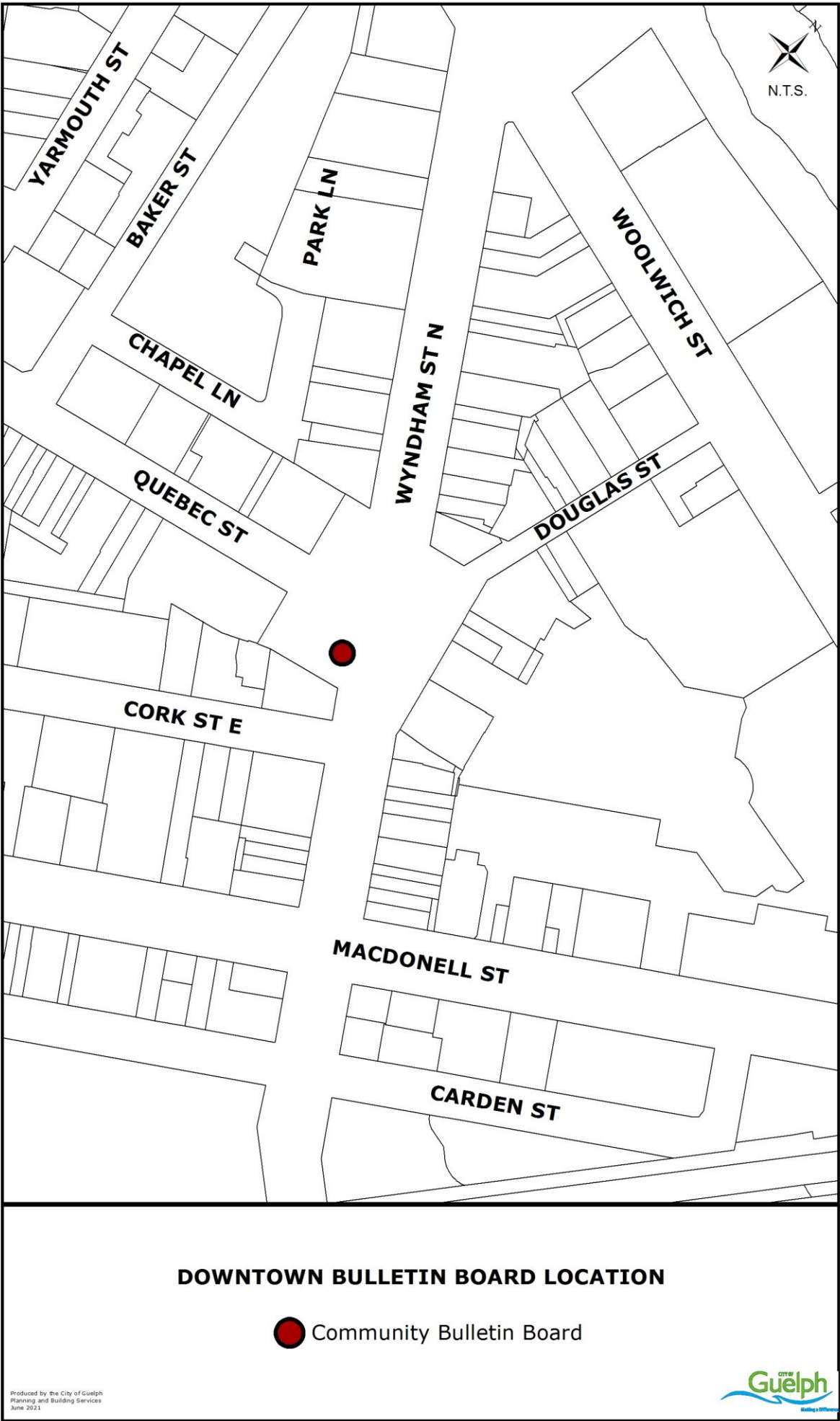
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Dylan McMahon, City Clerk

This by-law was approved by Guelph City Council on November 12, 2025.
Written approval of the by-law was given by Mayoral Decision 2025-A77 dated November 12, 2025.



Schedule 1 - Location of Community Bulletin Board



Schedule 2 – Permitted Locations of Billboards

Note: Locations are approximate. Exact geographic locations shall be confirmed prior to the issuance of a required sign permit.

