

The Corporation of the City of Guelph

By-law Number (1996) - 15245

A by-law to be known as the Sign By-law, to regulate the erection, display, alteration, repair and removal of signs within the City of Guelph, and to adopt Municipal Code Amendment # 181 which amends the Corporation of the City of Guelph's Municipal Code, and to repeal By-law Number (1985)-11986

Whereas Council is dedicated to the safety of all residents and to the maintenance and preservation of the unique features of City streetscapes;

And whereas Council is concerned with the potential impact of signs on such resident safety and streetscapes;

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

1. Interpretation

- (1) For the purposes of this by-law, the following terms shall have the corresponding meanings:

"alteration" means any change made to a sign or any appurtenance thereto including the addition, deletion or re-arrangement of parts, but does not include the changing of copy on a changeable copy sign, or the replacement of identical parts for repair purposes, and "alter" and "altered" shall have corresponding meanings;

"Central Business District" means the area set out as the Central Business District on Schedule "A", Map 1 of this by-law;

"City" means The Corporation of The City of Guelph;

"inspector" means the Sign Administrator or any employee of the City authorized to carry out inspections or to enforce the provisions of this by-law;

"manual changeable copy" means attachable letters, numerals, symbols, illustrations or the like used on a sign;

"owner" means any person who owns or has control or management of any place;

"place" includes any land, lot, building or structure and includes an individual unit within a mall;

"sign" means any sign, banner, billboard, awning, canopy, freestanding sign, building sign, mobile sign, portable sign, marquee, poster, real estate sign, construction site sign, subdivision sign, municipal election sign, menu board sign and the like including any supports, braces, or other appurtenances thereto, and includes any announcement, declaration, demonstration, display illustration or insignia used to advertise or promote the interests of any person;

"building sign" means a sign that is on a building and includes a canopy, an awning, a wall sign, a sign on a window and the like;

"freestanding sign" means a sign which stands alone supported by uprights, braces, a support structure or the like which is in turn embedded in a foundation, the ground or the like, and includes a subdivision, construction site, real estate and municipal election sign, a billboard, a menu board sign and the like;

"mobile sign" means a sign which is designed to be moved from place to place and which utilizes only manual changeable copy. A mobile sign is considered a sign with or without manual changeable copy on it;

"portable sign" means a sign that is designed to rest on the ground or on an

object, vehicle or the like and is not affixed or attached thereto, and which can be moved from place to place including a sandwich board sign, an open house and model home directional sign and the like, but does not include a mobile sign;

"poster" means any paper, cardboard or plastic sign or the like including any handbill, circular, leaflet, pamphlet, poster, flyer, paper, or other printed matter;

"Sign Administrator" means the Sign Administrator of the City or his or her designate;

"sign drawing" means a drawing illustrating a sign, its location, dimensions and weight and the dimensions and location of surrounding buildings, structures, signs, sidewalks, streets and other landmarks;

"sign face" means the area of the face of a sign on which copy, text or the like can be placed;

"zone" means an area delineated on the Defined Area Map Schedule of the Zoning By-law; and;

"zoning by-law" means City of Guelph By-law (1995)-14864 and any amendments thereto.

2. SIGNS PERMITTED

- (1) Signs are permitted to be erected or displayed within the City of Guelph as set out in this by-law and as set out in the regulations contained in Schedules "A" and "B" of this by-law.
- (2) Signs that are not specifically permitted by this by-law are prohibited.

3. PERMITS REQUIRED

- (1) Unless otherwise provided in this by-law, no person shall erect, display or alter a sign within the City of Guelph without a permit to do so issued by the City or when such erection, display or alteration is not in accordance with the sign drawing approved by the Sign Administrator.
- (2) This by-law shall not apply to:
 - (a) any sign installed by or on behalf of the City, or which is required by the City as part of the development application process;
 - (b) any sign authorized by the City and located in or on a bus shelter or on a public bench at a bus stop;
 - (c) any sign installed by or on behalf of the Downtown Board of Management established pursuant to Section 220 of the Municipal Act, R.S.O. 1990, Chap. M.45 or any successor thereof; or
 - (d) any sign installed by or on behalf of the University of Guelph and that is:
 - (i) located within an I.2 or I.2-1 Zone;
 - (ii) located on land owned by the University of Guelph; and
 - (iii) located within the lands referred to as "academic and research lands" as set out in Schedule "A", Map 2 of this by-law.
- (3) A permit is not required for:
 - (a) a building sign with a sign face of 0.4m² or less, excluding a building sign located within the Central Business District;
 - (b) a freestanding or building sign not exceeding 0.4m² in area per sign face which indicates no trespassing, safety, caution or any other regulatory sign, including entrance, exit, parking or traffic signs;
 - (c) a sign advertising a current garage sale, yard sale or the like;
 - (d) a commemorative plaque or cornerstone that does not advertise a person, place or thing for profit;

- (e) a real estate sign, a poster, a sign for an occasional use as set out in the zoning by-law, a construction or subdivision site sign, a portable sign for a home maintenance contractor, or a portable open house or model home directional sign;
- (f) a sign contained within a building or structure;
- (g) a sign painted directly on or otherwise attached to a vehicle, trailer or cycle, provided such vehicle, trailer or cycle is parked in accordance with the zoning by-law and is not being used mainly for sign purposes;
- (h) a house identification sign not exceeding 0.2 square metres;
- (i) a municipal election sign;
- (j) any sign in an R.1 or R.2 zone, excluding any legal non-conforming commercial and industrial uses within such zones; or
- (k) a flag that is a sign.

4. Insurance Requirements, Deposit Fees and Applications

- (1) Every applicant for a permit shall provide to the Sign Administrator a complete and accurate application form as provided by the City, the required fee as set by the Council of the City and, in the case of a building sign or freestanding sign, a sign drawing.
- (2) Every candidate in a municipal election for whom an election sign will be displayed or elected shall submit a deposit to the Clerk of the City, in the amount set by the Council of the City, and such deposit shall be forfeited to the City if any election sign pertaining to such candidate is not removed in accordance with the provisions of this by-law.
- (3) Every applicant for a permit for a sign which is, by this by-law, permitted to be located on or over a public road allowance and every person who erects an open house or model home directional sign on a public road allowance shall provide to the Sign Administrator a certificate of general liability insurance in the amount of at least \$2,000,000.00 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.
- (4) In addition to any other provision set out in this 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, an agreement between the person erecting such sign and the City.

5. Issuance and Revocation of Permits

- (1) The Sign Administrator may:
 - (a) issue a permit if the required application, fee and sign drawing have been submitted in accordance with the provisions of this by-law.
 - (b) request the applicant to provide additional information respecting the structure of a sign for which a permit application has been submitted, or 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 erection thereof complies with City by-law and any other relevant legislation; and
 - (c) revoke any permit where the sign for which such permit was issued or the person to whom a permit has been issued is in violation of any provision of this by-law or the sign is not erected, displayed or altered in accordance with the permit within 180 days from the date of issuance of the permit.
- (2) Where any required fee for a permit has been paid and the Sign Administrator refuses to issue a permit or the applicant withdraws the application, such fee shall be refunded to the applicant less the processing fee as set by the Council of the City.
- (3) Where a permit is revoked under the provisions of this by-law, any fee paid pursuant to the issuance of such permit shall not be refunded.

6. Prohibited Signs

- (1) No person shall erect or display:
 - (a) any flag that is a sign unless such flag is a maximum size of 2.0m² and is on a freestanding flag pole which is affixed to the ground;
 - (b) a moving, swinging, revolving, flashing, animated sign or the like;
 - (c) any sign which identifies a home occupation as set out in the zoning by-law;
 - (d) any sign which has action, motion or colour change as any part of such sign;
 - (e) an inflatable sign;
 - (f) any sign that is indecent in any word, picture, symbol or the like; or
 - (g) a sign on a vehicle when such vehicle is located in such a manner as to serve primarily as a sign.

7. Location of Signs Restricted

- (1) No person shall erect or display any sign:
 - (a) in such a manner so as to obstruct or interfere with the visibility of any motorist travelling within, entering or exiting a public road allowance, or so as to diminish, obstruct, detract from the effectiveness of, or in any way be confused with any traffic light or traffic sign, or any other traffic control or safety device;
 - (b) in such a manner so as to contact or interfere with any electrical light, power or telephone wires or the like or any supports thereof or any fire escape, exist, standpipe or the like.
 - (c) in any location where such sign may impede or in any way interfere with City snow removal, street cleaning, maintenance operations or the like;
 - (d) other than a municipal election sign, garage sale sign, portable open house or model home directional sign within a public road allowance, banner on the Norfolk Street pedestrian overpass, mobile sign being used by a non-profit organization, poster or a billboard, on any property other than the property to which the advertisement on said sign pertains;
 - (e) which extends beyond 0.8 metres in height above any adjacent roadway of a public road allowance when such sign is on any corner lot within the 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; or;
 - (f) which extends beyond 0.8 metres in height above any adjacent roadway of a public road allowance when such sign is 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° angle to the adjacent public road allowance).
- (2) Only a banner for a non-profit organization shall be permitted to be erected or displayed on the Norfolk Street pedestrian overpass.
- (3) Except as otherwise provided in this by-law or as specifically authorized by the Council of the City, no person shall erect or display any sign on any public road allowance or on the roof of any building or structure.

8. Removal and Repair of Signs

- (1) Where a sign is erected, displayed or altered in contravention of any

provision of this by-law, the City, in addition to any other action, may send notice to the applicant, the owner of the place at which the sign is located or the person owning the sign, requiring the sign to be removed, repaired or altered. In the event that a notice is sent and the sign indicated in the notice is not removed, repaired or altered to comply with the provisions of this by-law within the time period set out in the notice, the City may carry out the work required to make such sign comply with this by-law, and may charge any costs incurred for such work to the applicant, the owner of the place at which the sign is located or the person owning such sign.

- (2) The City may, without notice, remove any poster that contravenes any provision of this by-law and any other sign that contravenes Section 3.-(1), 4.-(3), 6, 7, or 10.-(1)(c) of this by-law and any costs incurred in such removal may be charged to the applicant, the owner of the place at which the sign is located, the person owning such sign, or any person that caused such sign to be erected. Where a person reclaims a sign that has been removed by the City or an agent therefor, prior to the sign being released such person shall pay to the City or such agent where applicable, any costs incurred by the City or such agent in the removal and storage of such sign and any other applicable fees.

9.

- (1) Every person who erects a municipal election sign and every candidate for whom a municipal election sign is erected shall ensure that such sign is removed within 72 hours after the voting polls close.
- (2) Every person who erects a real estate sign and every real estate company for which a real estate sign is erected shall ensure that such sign is removed within 30 days after any firm offer to purchase has been accepted by the vendor of the property for which such real estate sign was erected.
- (3) Every sign at a place which no longer identifies or directs persons to a bona fide business, lessor, owner, product or activity conducted, or product produced, shall be removed by the owner forthwith.
- (4) Every person who erects a construction site sign and every construction company for which a construction site sign is erected shall ensure that such sign is removed forthwith once the construction to which such sign pertains is complete.

10. General Provisions

- (1) Every person who erects, displays, alters or repairs a sign within the City of Guelph, and every owner of a place upon which a sign is erected, displayed, altered or repaired, shall ensure that:
 - (a) such sign is erected, displayed, altered or repaired in compliance with the provisions of this by-law and the regulations set out in Schedules "A" and "B" of this by-law including every table contained therein;
 - (b) such sign is maintained in good repair in a structurally sound condition at all times, and is kept clean and free of peeling paint or the like;
 - (c) such sign is erected, displayed or altered in a sound, neat and safe condition, free from any hazard and is secured in such a manner so as not to pose a danger to any person or cause any damage to any property; and
 - (d) any external light used to illuminate such sign is arranged to direct light away from any adjacent place and from any street.
- (2) Every owner of a business or place to which a sign refers shall ensure that such sign is erected or displayed in accordance with the provisions of this by-law. Amended by By-law (1997)-15368
- (3) Portable open house and model home directional signs erected or displayed within a public road allowance are permitted to be staked into the ground in accordance with subsection 10.(4) of this by-law. Amended by By-law (1997)-15368

- (4) Every person who uses a stake to secure a portable open house or model home directional sign into the ground within a public road allowance shall ensure that such stake only penetrates the ground to a maximum depth of 0.3 metres (1 foot) and that no services are adversely affected due to such staking, and such person shall be responsible for any damage caused by such staking. Amended by By-law (1997)-15368
- (5) Subsection 10.-(10) of this by-law does not apply to the City. Amended by By-law (1997)-15368
11. No sign located within a public road allowance shall have text, a symbol or the like located on any end of such sign.
12. For the purposes of calculating maximum sign face size and the like, any sign with two or more sign faces shall be considered as having one sign face, should the interior angle of the abutting faces exceed 90 degrees.
13. Every person who has been issued a permit for a sign and every owner of a place upon which a sign is displayed shall, upon the request of an inspector, produce the permit issued by the City permitting such sign to be displayed.

SCHEDULES FORM PART OF BY-LAW

14. Schedules "A" and "B" attached hereto shall form part of this by-law.

OFFENCE

15. Every person who contravenes any provision of this by-law is guilty of an offence.

PENALTY

16. Every person who is convicted of an offence under any provision of this by-law shall be liable to a penalty as set out in Section 61 of The Provincial Offences Act, R.S.O. 1990, Chapter P.33, or any successor thereof.

PRIOR BY-LAWS REPEALED

17. By-law Number (1985)-11986 is hereby repealed.

MUNICIPAL CODE AMENDED

18. Chapter 248 of the City of Guelph Municipal Code is hereby deleted and this by-law substituted therefore, being Municipal Code Amendment #181.

PASSED this SEVENTH day of AUGUST, 1996.

Original signed by:

JOE YOUNG - MAYOR

Original signed by:

V. CHARLENE LAVIGNE -

DEPUTY CITY CLERK

INTERPRETATION

1.

- (1) In addition to the terms defined in this by-law, the following terms shall have the corresponding meanings for the purposes of this Schedule and Schedule "A" of this by-law;

"building face" includes all window and wall areas of a building or structure of a place that exist on the same side and on the same storey of such building or structure;

"community bulletin board" means a bulletin board provided by the City and located on City property within the Central Business District which is designed to provide an area for posters to be displayed;

"frontage" means the length of the front of a property along a legally accessible street, excluding a public lane;

"mall" includes a shopping centre, plaza, industrial complex and the like that contains at least two separate units;

"poster sleeve" means a device attached by the City to a light standard located on City property which is designed to provide an area for posters to be displayed and designed to protect such light standard from damage; and

"storey" means that portion of a building which is situated between the top of any floor and the top of the floor next above it and, where there is no floor next above it, the eave of the roof of such building.

General Regulations

2. The total maximum size of all sign faces permitted at any one place in an OR zone, as identified in the zoning by-law, is 4.5m².
3. No place shall have displayed a mobile sign and a banner sign at the same time, and no place shall be issued more than four permits combined for such signs in any calendar year.

4. BANNER SIGNS

- (1) In addition to the provisions of this by-law and this Schedule, the regulations set out in Table 3 of this Schedule apply with respect to banner signs.
- (2) Except for a banner displayed on the Norfolk Street Pedestrian overpass, every banner sign shall be displayed as a building sign or in conjunction with a freestanding sign and shall, in addition to the regulations set out in Table 3 of this Schedule, conform to the provisions governing such building sign or freestanding sign.

5. BUILDING SIGNS

- (1) In addition to the provisions of this by-law and this Schedule, the regulations set out in Table 1 of this Schedule apply with respect to building signs.
- (2) Number Permitted
- (a) A place having a formal business entrance or storefront located in an alley or service lane may have one building sign at such entrance provided the maximum size of the sign face of such sign is 1.0m².
- (b) In a commercial or industrial zone, as identified in the zoning by-law, where there is a shipping area, vehicle service facility or an accessory use to the commercial or industrial use, one building sign may be displayed at the location of each type of use provided any text, symbol or the like on such sign pertains only to such use.
- (c) Subject to the approval of the Ministry of Transportation, one building sign is permitted on the rear wall of a building in a commercial or industrial zone, as identified in the zoning by-law, that backs onto Highway #6 (the Hanlon Expressway) or which backs onto any hydro-electric power corridor immediately adjacent to the Hanlon Expressway.
- (d) A hotel or motel, as defined in the zoning by-law may have one building sign for each separate dining area, lounge, office and main lobby which

has a formal entrance having frontage on a public road allowance.

- (3) Location
 - (a) Every sign face for a building sign shall be attached to and parallel to the wall of the building or structure upon which it is located.
 - (b) A building sign located within the Central Business District is permitted to be over a public road allowance.
- (4) Vertical Projection
 - (a) Except as otherwise provided in this by-law, no building sign shall project above the eave of the roof of the building or structure upon which such sign is located.
 - (b) Except as otherwise provided in this by-law, no building sign located on a mansard roof shall project beyond the eave of the mansard roof or above the peak of the roof to which the mansard roof is attached.
 - (c) Where a building sign is located on a single storey building or structure, 15% of the total length of such sign may project to a maximum distance of 0.6 metres above the eave of the roof of the building or structure.
 - (d) Where a building sign is located on a parapet or structure, such sign may project a maximum distance of 1.8 metres above the line of the flat roof of such building or structure.

6. Freestanding Signs

- (1) In addition to the provisions of this bylaw and this Schedule, the regulations set out in Table 2 of this Schedule apply with respect to freestanding signs.
- (2) Number Permitted

A vehicle sales establishment, as identified in the zoning by-law, may have a total of two additional freestanding signs on such property provided neither sign exceeds a height of 5.5 metres measured from the top of such sign to the ground surface directly below such sign.
- (3) Lighting

Every freestanding sign:

 - (a) That is greater than 1.8 metres in height, measured from the top of such sign to the ground surface directly below such sign, shall only be lighted internally; and
 - (b) that is lighted shall be at least 15.0 metres away from any residential zone, as identified in the zoning by-law.
- (4) Sign Face
 - (a) A freestanding sign may have an additional 10.0m² on any one sign face to identify a cinema or theatre.
 - (c) Despite Section 6.-(1)(d) of this by-law, every mall with at least one frontage exceeding 280.0 metres in length may have one electronic message sign provided that the size of the sign face of such sign does not exceed 7.5m²

7. MOBILE SIGNS

- (1) In addition to the provisions of this by-law and this Schedule, the regulations set out in Table 4 of this Schedule apply with respect to mobile signs.
- (2) Location
 - (a) Every mobile sign located within 7.0 metres of a driveway entrance to a place, shall be at least 2.0 metres away from the public sidewalk which crosses such driveway entrance or, where no sidewalk exists, at least 3.0 metres away from the nearest edge of the travelled portion of the roadway within the adjacent public road allowance from which the driveway entrance is accessed.
 - (b) No mobile sign shall interfere with any on-site parking or vehicular circulation area.

- (3) Change of Ownership
A change of ownership of a place without changing the name of the business shall not affect the maximum number of mobile or banner signs permitted for such place in a calendar year.

8. PORTABLE SIGNS

- (1) In addition to the provisions of this by-law and this Schedule, the regulations set out in Table 5 of this Schedule apply with respect to portable signs.
- (2) Number Permitted
A portable sign for a home maintenance contractor may be displayed for a maximum period of eight consecutive weeks at any one place, provided such sign is:
- (a) only displayed directly adjacent to the place at which such home maintenance is being carried out; and
 - (b) only displayed during the time that the person or company to which such sign pertains is actually working at such place conducting home renovations, repairs or the like.
- (3) Location
- (a) Every portable sign that is located within public road allowance within the Central Business District shall be:
 - (i) located in front of the place to which the permit for said sign applies;
 - (ii) located within 1.5 metres of the curb of the roadway or 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 metre away from any adjacent building or property; and
 - (iv) located in such a manner so that at least 2.0 metres width of sidewalk remains unencumbered.
 - (b) In the area of St. George's Square located within the Central Business District, no portable sign shall be located further than 4.0 metres away from the building face of the place to which such sign applies.

9. POSTERS

- (1) In addition to the provisions of this by-law and this Schedule, the regulations listed in Table 6 of this Schedule apply with respect to posters.
- (2) Despite Table 6 of this Schedule, municipal election signs are permitted on light standards within a public road allowance provided such signs are attached only with string or cord.

Table 1: (REGULATIONS GOVERNING BUILDING SIGNS)

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
1	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1st storey on a building face fronting a public road allowance.	<p>20% of a building face (to a maximum of 22.0 m² in an Industrial zone) plus the following additional signs:</p> <p>1 sign with a maximum size of 3.0 m² for any hotel or motel in accordance with Subclause 5.-(2)(d) of Schedule "B", or a vehicles sales establishment in accordance with Subclause 5.-(2)(b) of Schedule "B";</p> <p>1 sign with a maximum size of 0.6 m² located perpendicular to the building face;</p> <p>1 sign with a maximum size of 1.0 m² located below 2.4m of clearance; and</p> <p>1 real estate sign with a maximum size of 0.75m²</p>	2.4m	0.5m	Internal or external	N/A

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
2	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1st storey on a building face fronting a public road allowance.	<p>20% of a building face (to a maximum of 22.0 m² in an Industrial zone) plus the following additional signs:</p> <p>1 sign with a maximum size of 3.0 m² for any hotel or motel in accordance with Subclause 5.-(2)(d) of Schedule "B", or a vehicles sales establishment in accordance with Subclause 5.-(2)(b) of Schedule "B";</p> <p>1 sign with a maximum size of 0.6 m² located perpendicular to the building face;</p> <p>1 sign with a maximum size of 1.0 m² located below 2.4m of clearance; and</p> <p>1 real estate sign with a maximum size of 0.75m²</p>	2.4m	0.5m	Internal or external	N/A

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
3	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1st storey on a building face fronting a public road allowance.	20% of a building face (to a maximum of 22.0 m ² in an Industrial zone) plus the following additional signs: 1 sign with a maximum size of 3.0 m ² for any hotel or motel in accordance with Subclause 5.-(2)(d) of Schedule "B", or a vehicles sales establishment in accordance with Subclause 5.-(2)(b) of Schedule "B"; 1 sign with a maximum size of 0.6 m ² located perpendicular to the building face; 2	2.4m	0.76m	None	N/A
3	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1st storey on a building face fronting a public road allowance.	1 sign with a maximum size of 1.0 m ² located below 2.4m of clearance; and	1.0m	0.15m (0.076m within Central Business District)	Internal	N/A

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
3	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses	1st storey on a building face fronting a public road allowance.	1 real estate sign with a maximum size of 0.75m	0.15m (0.076m within Central Business District)	1.0m	Internal	N/A
4	Residential and UR zones (religious establishments and school uses excluded).	1 st storey on a building face fronting a public road allowance.	1 sign with a maximum size of 0.2m ²	0.15m (0.076m within Central Business District)	N/A	None	A house identification sign shall only identify the occupier (excluding occupation) and house address.
4	Residential and UR zones (religious establishments and school uses excluded).	1 st storey on a building face fronting a public road allowance.	1 real estate sign with a maximum size of 0.75m ² .	0.15m (0.076m within Central Business District)	N/A	None	A house identification sign shall only identify the occupier (excluding occupation) and house address.

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
5	I.1 and I.2 zones, and religious establishment and school uses, and commercial uses in specialized residential zones.	1 st storey on a building face fronting a public road allowance.	1 sign with a maximum size of 2.3m ² .	2.4m	0.5m	Internal or external	N/A
5	I.1 and I.2 zones, and religious establishment and school uses, and commercial uses in specialized residential zones.	1 st storey on a building face fronting a public road allowance.	1 sign with a maximum size of 1.0m ² provided it is located below 2.4m of clearance.	N/A	0.15m (0.076m within the Central Business District)	Internal or external	N/A
5	I.1 and I.2 zones, and religious establishment and school uses, and commercial uses in specialized residential zones.	1 st storey on a building face fronting a public road allowance.	1 real estate sign with a maximum size of 0.75m ² .	N/A	0.15m (0.076m within the Central Business District)	None	N/A

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
6	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1 st storey window of a building face fronting a public road allowance.	25% of the window pane located within a wall and 50% of a window pane located within a door.	N/A	0.15m (0.076m within the Central Business District)	None	N/A
6	Within the Central Business District, Industrial and Commercial zones, and legal non-conforming commercial or industrial uses.	1 st storey on a building face fronting an adjacent property (building faces in a rear yard are excluded).	10% of the building face to a maximum of 10.0m ² .	2.4m	0.5m	Internal or external	Sign shall be at least 7.0m away from any adjacent property.
7	Within the Central Business District for a building that is at least 3 storeys, and in an Industrial zone in a building that has at least 2500 m ² of 1 st storey floor area.	2 nd or 3 rd storey on a building face fronting a public road allowance.	10% of the building face to a maximum of 10.0m ² .	N/A	0.15m	None within the Central Business District, and internal or external for the Industrial zone building.	Sign shall only consist of individually mounted letters or symbols.

Row	Permitted Zone or Use	Permitted Location on a Building or Structure	Maximum Number of Signs or Maximum Size of Sign Face Permitted Per Place	Minimum Clearance Required Above Ground Surface	Maximum Projection from Building Face Permitted	Lighting Permitted	General Regulations
8	Mall use	1 st storey on a building face where the main entrance to a place is fronting an adjacent property.	20% of the building face.	2.4m	0.5m	Internal or external	Sign shall be at least 7.0m away from any adjacent property.

Table 2: (REGULATIONS GOVERNING FREESTANDING SIGNS)

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
1	Freestanding	C.1, NC, CC, RC, SC.1 and SC.2 zones. (Any property within the Central Business District excluded).	4 per property	0.3m ² for every 1.0m of frontage to a maximum of 10.0m ² .	4	At least 1.0m and no greater than 6.0m away from the nearest public road allowance and at least 3.0 away from any adjacent property.	4.5m	50% of sign face to a maximum of 2.0m ² .	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	Internal or external.

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
2	Freestanding	C.1, NC, CC, RC, SC.1 and SC.2 zones. (Any property within the Central Business District excluded).	4 per property	0.3m ² for every 1.0m of frontage to a maximum of 17.0m ² .	4	At least 6.0m away from the nearest public road allowance and at least 3.0m away from any adjacent property.	7.0m-(6.0m when adjacent to a residential zone).	50% of sign face to a maximum of 3.0m ² .	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	Internal or external.

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
3	Freestanding	B.1, B.2, B.3 and B.4 zones.	4 per property	0.3m ² for every 1.0m of frontage to a maximum of 12.0m ² .	4	At least 1.0m away from the nearest public road allowance and at least 3.0m away from any adjacent property.	4.5m	For a factory sales outlet, 50% of sign face to a maximum of 2.0m ² .	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	Internal or external.

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
4	Freestanding	I.1 and I.3 zones.	4 per property	3.0m ²	4	At least 1.0m away from the nearest public road allowance and at least 3.0m away from any adjacent property.	1.8m	50% of sign face.	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	Internal or external.

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
5	Freestanding	Any property within the Central Business District, and in a CR or OR zone.	4 per property	3.0m ²	4	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	1.8m	50% of sign face	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	Internal or external.

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
6	Freestanding	R.1, R.2, RR and UR zones.	4 per property	0.2m ²	4	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	1.8m	None	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
7	Freestanding	Bed and Breakfast use or Day Care use in a Residential zone.	4 per property	1.0m	4	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	1.8m	None	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
8	Freestanding	R.3, R.4 and P zones.	4 per property	3.0m ²	4	At least 1.0m away from the nearest public road allowance and at least 3.0m away from any adjacent property	1.8m	50% of sign face.	120.0m for signs on the same property and 30.0m for the distance between a sign on one property any sign on any adjacent property.	None
9	Freestanding signs set out in Subsection 3.-(3)(b) of this by-law.	All zones (R.1, R.2, R.R. and UR zones are excluded).	N/A	0.4m ²	2	At least 3.0m away from any adjacent property.	1.5m	None	N/A	Internal or external

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
10	Billboard	In accordance with Schedule "A", Map 2.	20.0m ²	In accordance with Schedule "A", Map 2.	N/A	5.0m	Despite Section 6.-(1)(b) of this by-law, a minimum panel change time between advertising messages of 10 seconds is permitted.	N/A	Internal or external	
11	Construction site	All zones	At each construction site or subdivision entrance, 1 sign for each home builder or construction company of the subdivision.	6.0m ²	2	At least 3.0m away from any adjacent property.	5.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
12	Subdivision	All zones	1 sign per subdivision entrance.	10.0m ²	2	At least 3.0m away from any adjacent property.	5.0m	None	N/A	None
13	Menu Board	All zones with at least one drive-through food service (residential zones excluded).	1 per property	2.3m ²	2	At least 9.0m away from the nearest public road allowance and at least 3.0m away from any adjacent property.	2.0m	Yes	N/A	Internal or external

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
14	Real Estate	Industrial and Commercial zones (OR and CR zones, and any property within the Central Business District excluded).	1 per property	6.0m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	3.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
15	Real Estate	Within Schedule "A", Map 1, or in a OR or CR zone.	1 per property	2.5m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	3.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
16	Real Estate	R.1, R.2 and R.R zones.	1 per property	0.75m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	1.5m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
17	Real Estate	R.3, R.4 and Institutional zones.	1 per property	6.0m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	3.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
18	Freedstanding Model Home	All residential zones.	1 per property	6.0m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	4.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
19	Municipal Election and Garage Sale	All Zones (Residential zones excluded).	N/A	4.5m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	3.0m	None	N/A	None

Row	Sign Type Permitted	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area Per Face	Maximum Number of Sign Faces Per Sign	Permitted Location on Private Property	Maximum Height Above Adjacent Roadway(s)	Changeable Copy Permitted	Minimum Required Separation Distance Between Signs	Lighting Permitted
20	Municipal Election and Garage Sale	Residential zones and on a public road allowance.	N/A	0.46m ²	2	At least 2.5m away from the nearest sidewalk with a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	0.8m	None	N/A	None

Table 3: (REGULATIONS GOVERNING BANNER SIGNS)

Row	Permitted Zone or Use	Permitted Location	Number Permitted	Maximum Duration of Use Per Place	Maximum Sign Face Area	Minimum Clearance Above Ground Surface	Lighting Permitted	General Regulations
1	All Commercial, Industrial, I.1 and I.3 zones, and legal non-conforming commercial and industrial uses (any property within the Central Business District excluded).	First storey of a building having frontage on a public road allowance, or in conjunction with a freestanding sign.	1	4 separate 30 consecutive day periods in each calendar year.	4.9m wide x 1.0m high	2.4m	None	Sign shall consist of cloth, canvas, vinyl or the like.
2	On a public road allowance.	Norfolk Street pedestrian overpass.	1	14 consecutive days for any one non-profit organization. A municipal election sign is not permitted on the Norfolk Street pedestrian overpass.	4.9m wide x 1.0m high	N/A	None	Sign shall consist of cloth, canvas, vinyl or the like.

Table 4: (REGULATIONS GOVERNING MOBILE SIGNS)

Row	Permitted Zone or Use	Number Permitted	Maximum Sign Face Area	Minimum Sign Face Area	Maximum Number of Sign Faces	Permitted Location on Private Property	Minimum Distance Between Signs	Minimum Distance to Adjacent Property Line	Maximum Height Above Ground Surface	Maximum Duration of Use Per Place	Lighting Permitted	Information Required on a Sign
1	All Commercial, Industrial, I.1 and I.3 zones (Any property within the Central Business District excluded).	1 for every 60.0m (or portion thereof) of frontage to a maximum of 4 signs.	4.18m ²	1.0m ²	2	In accordance with Subclause 7.- (2) of this Schedule.	30.0m	3.0m	3.5m	4 separate 30 consecutive day periods in each calendar year.	Internal (none between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone).	Name and telephone number of person or owner responsible for erecting the sign.

Table 5: (REGULATIONS GOVERNING PORTABLE SIGNS)

Row	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area	Maximum Height Above Adjacent Roadway(s)	Permitted Location on Private Property	Minimum Required Separation Distance	Permitted Location on a Public Road Allowance
1	All Zones and legal non-conforming commercial and industrial uses (occasional uses, residential zones and road allowance are excluded).	1 per place (maximum 5 per mall) and 4 per vehicle service station or vehicle gas bar.	0.8m ²	1.0m	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	At least 10.0m away from any other portable sign.	Within the Central Business District in accordance with Subclause 8.-(3) of this Schedule open house and model home directional signs and home maintenance contractor signs excluded).
2	Residential zones.	1 per home maintenance contractor.	0.8m ²	0.8m	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	N/A	N/A

Row	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area	Maximum Height Above Adjacent Roadway(s)	Permitted Location on Private Property	Minimum Required Separation Distance	Permitted Location on a Public Road Allowance
3	Open House and Model Home directional signs	4 per open house or model home direction sign.	0.46m ²	0.8m	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	At least 3.0m from any other open house or model home directional sign.	Not on any sidewalk, vehicular entrance or exit, traffic island or the like and at least 1.0m away from any roadway and at least 9.0m away from any intersection and at least 7.0m away from any driveway.

Row	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area	Maximum Height Above Adjacent Roadway(s)	Permitted Location on Private Property	Minimum Required Separation Distance	Permitted Location on a Public Road Allowance
4	Open House and Model Home directional signs	4 per open house or model home direction sign.	0.62m ²	1.0m	At least 2.5m away from the nearest sidewalk within a public road allowance or, where no sidewalk exists, at least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance and at least 1.0m away from any adjacent property.	At least 3.0m from any other open house or model home directional sign.	Not on any sidewalk, vehicular entrance or exit, traffic island or the like, not on any public road allowance along the frontage of any school or park, at least 9.0m away from any intersection, 7.0m away from any driveway and 1.0m away from any roadway, and at least the following distances away from either side of the following corresponding items: 3.0m of a fire hydrant; 15.0m of a school crosswalk, bus stop or a school bus loading zone; and 30.0m of a pedestrian crossover.

Row	Permitted Zone or Use	Maximum Number Permitted	Maximum Sign Face Area	Maximum Height Above Adjacent Roadway(s)	Permitted Location on Private Property	Minimum Required Separation Distance	Permitted Location on a Public Road Allowance
5	Occasional uses as set out in the Zoning By-law.	1 per frontage.	0.8m ²	.08m	At least 4.0m away from the nearest edge of the traveled portion of the roadway of the nearest public road allowance or 1.0m away from the nearest city-owned sidewalk within a public road allowance, whichever is the greater distance.	At least 10.0m away from any other portable sign.	N/A

Table 6: (REGULATIONS GOVERNING POSTERS)

Row	Permitted Location	Maximum Number Permitted	Maximum Size Permitted	Maximum Display Time Permitted	General Regulations	Information Required on Sign	Permitted Material to Affix Sign
1	Within the Central Business District on a community bulletin board or poster sleeve only.	1 per business, place, event or the like for each community bulletin board or poster sleeve.	0.08m ²	14 consecutive calendar days or any one event including a maximum of 7 days prior to the event. Must be removed within 48 hours after the event.	<p>No sign to be attached with staples, nails, glue or the like.</p> <p>No sign to cover, overlap or in any way obstruct any other sign.</p>	<p>Name, address and telephone number of person or owner responsible for erecting the sign.</p> <p>A valid date stamp issued by the Sign Administrator.</p>	Tape or string
2	Outside of the Central Business District, on a poster sleeve only.	1 per business, place, event or the like for each poster sleeve.	0.08m ²	14 consecutive calendar days or any one event including a maximum of 7 days prior to the event. Must be removed within 48 hours after the event.	<p>No sign to be attached with staples, nails, glue or the like.</p> <p>No sign to cover, overlap or in any way obstruct any other sign.</p>	<p>Name, address and telephone number of person or owner responsible for erecting the sign.</p> <p>A valid date stamp issued by the Sign Administrator.</p>	Tape or string