

PART 8 – SIGNS

8.1 General Sign Regulations

- 8.1.1 Unless specifically exempted from the requirements to obtain a development permit, all signs, structures for signs, and any enlargement, relocation, erection, construction or alteration of a sign shall require a development permit.
- 8.1.2 No sign shall be erected which promotes intolerance, hatred or ridicule of race, religion or other segment of society.
- 8.1.3 A development permit application for a sign shall:
- a) Be made in writing on the appropriate application form and submitted together with the appropriate fees as approved in the Fees and Charges Bylaw and, shall include:
 - i) the signature of the registered owner(s) of the land (or their representatives or agent);
 - ii) the civic address of the building, structure or lot on which the sign is to be erected, altered or replaced;
 - iii) drawings to scale, giving dimensions, materials, finishes, colour schemes, letter fonts and sizes, graphics, logos and type of illumination;
 - iv) drawings illustrating the position of the sign and the method of attachment;
 - v) proposed purpose or message on the sign.
- 8.1.4 A development permit shall not be required for the routine maintenance and repair, changing of copy, or reducing the copy area of a legally existing sign.
- 8.1.5 The Development Authority may waive the requirement for a separate development permit for signage where they are satisfied that all required information and details for signage has been provided with an application for a building or portion of a building.
- 8.1.6 Section 8.1.5 shall also apply to instances where a change of tenancy within a building is proposed and details of the prospective tenant's signage have been provided to the Development Authority.
- 8.1.7 Unless provided for elsewhere within this Part, signs and their structures shall be located a minimum of:

- a) 1.0 m back from an existing or future curb line;
- b) 0.3 m from the inside edge of any sidewalk;
- c) 3.0 m from any road access; and
- d) 1.0 m from a property line, when located on private property.

8.1.8 Signs shall not be located within an intersection site triangle.

8.1.9 Signs shall not be placed in or on a required parking space or loading space and shall not be placed so as to reduce the number of required parking stalls or loading spaces, pursuant to this Bylaw or an approved development permit.

8.1.10 Trees and shrubs shall not be removed or damaged to erect a sign, to make a sign more visible, to maintain a sign, or to change copy on a sign.

8.1.11 A permanent sign shall not be constructed within or encroach upon a registered right of way within a parcel of land.

8.1.12 Unless exempted under 8.1.17 a moveable sign may be installed temporarily on a site subject to Section 3.11.

Illumination

8.1.13 Electrical power supply to a sign shall be located underground except when a sign is powered by solar energy. The solar power device may be located above ground, provided it is attached to the sign and no wires, cords, or other components of the power supply device are located on the ground further than 0.3 m from the sign structure. All wiring and conduits shall be concealed from view.

8.1.14 A sign with illumination or a sign with an electronic message feature shall not be allowed in residential districts.

8.1.15 The Development Authority may also impose additional conditions to mitigate any effects that an illuminated sign, located adjacent to a residential district, may cause on a residential development.

8.1.16 Externally illuminated signs shall:

- a) use shielded and screened external light sources; and
- b) be positioned in a manner that directs the light directly onto the sign and minimizes glare.

Signs Exempt from a Development Permit

8.1.17 The following signs shall not require a development permit provided they comply with the regulations of the Bylaw:

- a) An open house sign;
- b) A private sale sign;
- c) A real estate sign;
- d) A construction sign;
- e) A future development sign;
- f) A fascia sign with a sign area not greater than 0.2m² in a residential district or 0.5m² in a non-residential district;
- g) A sign related to the functions or work of the Town or other public authority.

8.2 Signs on Public Property

8.2.1 Unless specifically permitted by this Bylaw or by agreement with the Town, a sign shall not be placed:

- a) on or over any curb, sidewalk, post, traffic control device, public utility pole, hydrant, boulevard, median, bridge, fence, tree or other surface;
- b) across any road or public thoroughfare;
- c) within any municipal-owned or occupied facility, or on or within any site upon which a municipal-owned facility is located; or
- d) project across a property boundary into a road or public property.

8.2.2 The Development Authority may require as a condition of approval, but not be limited to, the following:

- a) Execution of an agreement provided by the Town to indemnify against, and to save harmless from any and all liability resulting from injury to a person or damage to a property, which may result from the presence, collapse or failure, of the sign; and
- b) A certified copy of a liability insurance policy (and subsequent renewals thereof), naming the Town as co-insured, covering bodily injury and property damage for claims arising out of the Ownership of such sign in an amount specified the Town. An endorsement in a form satisfactory to the Town shall form part of the insurance policy.

8.2.3 Temporary signs placed within a municipal road right-of-way shall:

- a) Not be placed on a sidewalk, a centre median of a road or any lane;

- b) Not be located so as to obstruct or interfere with road maintenance, impede the use of utilities or, otherwise create a hazard;
- c) Maintain the following minimum setbacks:
 - i) 1.0 m back from an existing or future curb line;
 - ii) 0.3 m from the inside edge of any sidewalk, path or private property; and
 - iii) 3.0 m from any road access.
- d) Not be located within a corner site triangle; and
- e) Not be illuminated.

8.3 A-Frame Sign Regulations (Sandwich Board)

8.3.1 An A-frame sign shall:

- a) be limited to one sign per business;
- b) have a maximum height of 0.9m;
- c) have a maximum sign area of 0.55m;
- d) not block sidewalks or interfere with pedestrian or vehicular traffic;
- e) be displayed only during business operating hours;
- f) be located on private property in front of the building or premises to which the sign pertains; and
- g) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight material).

8.3.2 An A-frame sign used as an open house sign shall:

- a) only include a directional arrow, the phrase “open house”, and the name and/or the logo of the real estate company hosting the open house;
- b) not be located in a median of a road, on a sidewalk, or within a traffic circle area;
- c) be erected or placed no more than three hours prior to an open house and no later than three hours after an open house, except on weekends.

8.4 Fascia Sign Regulations

8.4.1 A fascia sign shall:

- a) be used to identify the name of the use, business, or occupant of a building or commercial unit on which the sign is located;

- b) not exceed a maximum copy area of 25% of the total area of the primary building face; and 10% of a secondary face of a building;
- c) have a minimum clearance of 2.4m when measured from grade to the bottom of the sign structure;
- d) not extend more than 0.3m horizontally beyond the building face to which it is attached;
- e) not extend above the roof-line of a flat-roofed building, or, if there is a parapet or mansard roof, 0.5m above the eave line but not higher than the upper edge of the parapet or mansard roof and the eave line in all other cases;
- f) Not contain any advertisement except to identify the name of a business or occupant of a tenant space, where such sign is located above the first floor of a building to which it is attached;
- g) Not be illuminated when directly abutting a residential parcel or, where it could have an adverse impact on a residential parcel.

8.4.2 A fascia sign may consist of individual letters, symbols or logos that are attached directly to the building.

8.4.3 A tenant occupying a premises within a building may place a fascia sign on a secondary building face, regardless of its physical location within the building itself.

8.5 Freestanding Sign Regulations

8.5.1 A freestanding sign may include the following types of signage:

- a) Freestanding pylon sign;
- b) Changeable copy sign;

Freestanding Pylon Signs

8.5.2 Unless otherwise specified within this Bylaw, a freestanding pylon sign shall:

- a) not have a copy greater than 85% of the sign area;
- b) be landscaped a minimum of 2.0m extending around the centre base of the sign to the satisfaction of the Development Authority who shall take into account access for maintenance;
- c) maintain a minimum clearance of 2.44m when measured from ground to the bottom of the sign structure;
- d) not interfere with traffic circulation or vehicle parking;
- e) have electrical power supplied underground;
- f) not be constructed within a parking area where it results in a reduction of the number of required parking spaces;
- g) be separated a minimum of:

- i) 30.0m from any other freestanding sign;
- ii) 15.0m from a property line shared with another site; and
- iii) 1.0m from a property line adjacent to a road; and

8.5.3 In addition to Section 8.5.2, a freestanding pylon sign may:

- a) be internally or externally illuminated; or
- b) contain a changeable display feature provided the changeable display feature does not exceed more than 50% of the sign area.

8.5.4 Unless otherwise provided for within this Bylaw, a freestanding pylon sign located on a parcel in a non-residential district shall:

- a) have a maximum height of 9.0m;
- b) have a maximum sign area of 22m².

8.5.5 Unless otherwise provided for within this Bylaw, the maximum number of freestanding pylon signs located on a parcel in a non-residential district shall be:

- a) one sign per parcel on a site of 90.0m frontage or less;
- b) two signs per parcel on a site of more than 90.0m in frontage.

8.5.6 In addition to 8.5.5, where a parcel has frontage on more than one road, one (1) additional sign may be permitted, provided the distance between each freestanding pylon sign is 50.0m.

8.5.7 Despite Section 8.5.4, a freestanding pylon sign located on a parcel within the C-GC District shall:

- a) not exceed a maximum sign area of 12.0m²;
- b) not exceed a maximum height of 7.3m;
- c) not have a rotating element;
- d) be limited to one (1) sign per parcel.

Changeable Copy Sign

8.5.8 A changeable copy sign shall:

- a) have a maximum height of 3.0m;
- b) have a maximum sign area of 9.0m²;
- c) have a maximum width of 3.0m;
- d) be located a minimum of:
 - i) 30.0m from any other freestanding sign;

- ii) 6.0m from any access; and
- iii) 15.0m from any property line shared with another parcel or site.

8.5.9 A changeable copy sign shall be limited to:

- a) one (1) changeable copy sign per site where the total frontage is 90.0m or less; or
- b) two (2) changeable copy signs per site where the total frontage is greater than 90.0m.

8.5.10 A changeable copy sign shall not be located on a vacant or undeveloped lot or site.

8.6 Painted Wall Sign

8.6.1 A painted wall sign is a sign that is painted, inscribed or marked directly on an exterior wall or other integral part of a building or structure.

8.6.2 Any text, picture, illustration or similar graphic that advertises the name of a business or, is a logo or symbol of a business that occupies the building or structure on which the painted wall sign is located may:

- a) cover up to 30% of the primary building face; and
- b) cover up to 100% of a secondary building face.

8.6.3 A painted wall sign shall:

- a) not include more than 10%, for any text that advertises the name of the business or, a logo associated with the business;
- b) have a maximum of one painted wall sign per building;
- c) relate to the business or occupant of the building on which the painted wall sign is located; and
- d) be removed and the wall refinished, to be consistent with the rest of the building, if the business to which the sign related ceases to be located in the building upon which the sign is located;

8.7 Portable Sign Regulations

8.7.1 A portable sign shall:

- a) have a maximum height of 3.0m;
- b) have a maximum sign area of 5.0m²;

- c) have a maximum width of 3.0m;
- d) not be illuminated or include audio;
- e) not interfere with or obstruct access to or from a parcel, or any traffic control device.

8.7.2 The minimum setbacks for a portable sign shall be:

- a) 10.0m from the lot line that abuts another lot other than a residential lot;
- b) 15.0m from the lot line that abuts a residential lot;
- c) 3.0m from any access to or from a lot or site;
- d) 10.0m from an intersection;
- e) 30.0m from another portable sign; and
- f) 23m from a freestanding sign.

8.7.3 A portable sign shall not be permitted to locate on a vacant or undeveloped parcel.

8.7.4 A portable sign may be placed on a site on a temporary basis only. Upon expiry, the Development Authority shall require a new application for the portable sign. There shall be no obligation for the Development Authority to approve a permit on the basis that a previous permit had been issued.

8.7.5 A portable sign located within a road right of way or on any other public property shall be used only for public notice as required by municipal, provincial or federal legislation and shall:

- a) comply with the requirements of 8.7.1;
- b) be placed no more than seven (7) days prior to an activity or event;
- c) be allowed to remain in the right of way throughout the duration of the event; and
- d) be removed within twenty-four (24) hours following the conclusion of the event or activity.

8.8 Projecting Sign Regulations

8.8.1 A projecting sign shall:

- a) only be located on the primary building face;
- b) not have a separation of more than 0.6m between the sign and the primary building face to which it is attached;
- c) not project more than 2.0m from the building face to which it is attached, or 0.3m from the road edge of the sidewalk, whichever is less;

- d) have a maximum copy area of 2.2m² per side or 25% of the area of the primary building face, whichever is less;
- e) have a minimum clearance of 2.5m when measured from grade to the bottom of the sign's structure;
- f) not project over public property unless written approval is provided by the Town; and
- g) not project more than 0.3m above the roof line or, the maximum allowable height of the building, whichever is less.

8.9 Other Sign Types

Home Business Sign

- 8.9.1 A home business sign shall be limited to a fascia sign with a maximum sign area of 0.37m².
- 8.9.2 The Development Authority may include signage as part of an approval for a home business development permit.

Directional Sign

- 8.9.3 A directional sign may contain a logo or name of business and may be illuminated.
- 8.9.4 A directional sign in a commercial, industrial, institutional, or park district shall:
 - a) have a maximum height of 1.5m;
 - b) have a maximum sign area of 0.55m²; and
 - c) be limited to four (4) directional signs per site or parcel.
- 8.9.5 A directional sign attached to a building or structure shall not project outward from the face of the building.

Menu Board Sign

- 8.9.6 A menu board sign shall only be located on a parcel within a commercial district. A menu board sign shall:
 - a) have a maximum height of 3.0m;
 - b) have a maximum sign area of 3.0m²;
 - c) be limited to a maximum of two (2) menu board signs per business on site; and
 - d) incorporate landscaping where required by the Development Authority;

- e) not create any off-site nuisance with regard to noise or illumination, to the satisfaction of the Development Authority.

8.10 Election Signs

- 8.10.1 Election signage refers to all signs used for an election, by-election, referendum or plebiscite.
- 8.10.2 Signs may not be erected more than thirty (30) days in advance of a municipal or provincial election or to the voting of a referendum or plebiscite and no more than thirty-six (36) days prior to a federal election.
- 8.10.3 Signs shall be removed following the closing of voting stations within 48 hours.
- 8.10.4 Where an election sign is intended to be located within a road right of way, the sign shall be limited to an a-frame sign or post sign and shall be self-supporting, able to collapse upon impact and be constructed of paper, cardboard, or other similar light material.
- 8.10.5 Election signs shall not be placed:
 - a) on or over any curb, sidewalk, post, traffic control device, public utility pole, hydrant, boulevard, median, bridge, fence, tree, balcony or any other surface that may be deemed inappropriate by the Development Authority; and
 - b) on or within any municipally owned or occupied facility, on or within any site upon which a municipally owned facility is located, or on a site on which a polling station is located.

8.11 Special Event Signs

- 8.11.1 A special event sign used for the purpose of advertising a special event or for providing public notices shall not require a development permit provided:
 - a) It shall not contain advertising copy other than information specific to the special event;
 - b) When located in a road right of way it shall:
 - i) be limited to an a-frame sign or a post sign;
 - ii) have a maximum height of 0.9m;
 - iii) be located 5.0m from all other signs within the road right of way;

- iv) be placed no more than five (5) days prior to the event, if it is a singular occurring event;
 - v) be placed no more than two (2) days prior to the event if it is a regularly scheduled event (e.g. farmers market);
 - vi) be allowed to remain within the right of way throughout the duration of the event; and
 - vii) be removed within twenty-four (24) hours following the conclusion of the event.
- c) When located outside a road right of way shall be limited to an a-frame sign, a post sign, a portable sign or a banner sign.

8.11.2 A portable sign used as a special event sign shall:

- a) be placed no more than five (5) days prior to the event;
- b) be placed no more than two (2) days prior to the event if it is a regularly scheduled event (e.g. farmers market); and
- c) be removed within twenty-four (24) hours following the conclusion of the event.

8.12 Enforcement

8.12.1 The Development Authority may request or order the immediate removal of a sign where in their opinion, it is:

- a) placed in contravention of a provision of this Bylaw;
- b) in a state of disrepair or structurally inadequate; or
- c) unsafe.

8.12.2 A sign is unsafe if it:

- a) is in a condition that could be hazardous to the health or safety of any person or vehicle; or
- b) causes visibility obstructions or hazards.

8.12.3 Where any portion of a sign is placed on a public property contrary to any provisions of this Bylaw, the Development Authority may remove the sign or request the sign be removed at the expense of the owner of the sign.

8.12.4 A sign that is removed pursuant to this Bylaw shall be stored by the Town for a maximum of thirty (30) days, during which time the owner may claim and retrieve the sign upon payment to the Town for any impoundment and storage fees.

- 8.12.5 If a sign is not claimed or retrieved by the owner after thirty (30) days of its removal, the Development Authority is authorized to destroy or otherwise dispose of any sign without any further notice or compensation to the owner.
- 8.12.6 Despite Section 8.12.4 and 8.12.5 where a sign constructed of poster board, foam core board, illustration board or any other similar materials is removed pursuant to this Bylaw, it may be disposed of within twenty-four (24) hours without any notice or consideration to the owner.
- 8.12.7 The costs incurred by the Town in removing the sign, restoring a site or destroying a stored sign, including the cost of any immediate measures taken to terminate an immediate danger are debts due to the Town that may be recovered in a court action.
- 8.12.8 The owner of a sign or any person responsible for the placement of any sign or sign structure or both, shall be liable and responsible for such sign or sign structure.
- 8.12.9 The Town shall not be liable for any damage to or loss of, a sign that was erected in contravention of the provisions of this Bylaw and removed by the Development Authority or designate.
- 8.12.10 The Town shall not be liable for any loss of revenue resulting from the removal of a sign pursuant to the provisions of this Bylaw.