

The Corporation of the Town of Saugeen Shores

By-Law 32-2025

Being a By-law to prohibit and regulate the erection and maintenance of signs, advertising devices, awnings and canopies in the Town of Saugeen Shores

Whereas the Building Code Act, 1992, S.O. 1992, c.23, as amended, authorizes a lower tier municipality to pass By-laws respecting building permits and the issuance thereof;

AND WHEREAS, the Municipal Act, 2001, S.O. 2001, c. 25, Section 99 sets out rules which apply to a by-law of the municipality respecting advertising devices, including signs;

Whereas the Municipal Act, 2001, S.O. 2001, c. 25, Section 446(3) provides that a municipality may recover the costs of doing a matter or thing under subsection (1) from the person directed or required to do it by action or by adding the costs to the tax roll and collecting them in the same manner as property taxes;

Whereas Section 391 of the Municipal Act, 2001, S.O. 2001, c.25, provides that a municipality may impose fees or charges on persons for services or activities provided by or on behalf of it, and for costs payable by it for services or activities provided or done by or on behalf of any other municipality or any local board;

Whereas the Council of the Corporation of the Town of Saugeen Shores considers it desirable to enact such a By-law;

Now therefore be it Resolved that the Council of the Corporation of the Town of Saugeen Shores enacts as follows:

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1.0 Scope

All signs and advertising devices located on public and private property within the corporate limits of Saugeen Shores are subject to the provisions of this By-law with **exception** of the following:

- a) Heritage signs, including plaques, that are municipal, provincial or federal but shall have regard for the Traffic By-law, Zoning By-law, County By-laws (where applicable), and provincial statute when installed near roadways;
- b) 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 Town for such notices;
- c) Election signs;
- d) Signs displayed that identify rest rooms, freight entrances, hours of operation, open and closed signs and such other similar signs not exceeding 0.19 square metres;
- e) Murals; and
- f) Signs erected or displayed, or cause to be erected or displayed by Federal, Provincial or Municipal Government or by a local board under any municipal by-law pursuant to the Municipal Act.

2.0 Definitions and Interpretation

"Alteration" means any change to a sign structure or to a sign face but does not include changeable copy or the replacement of maintenance parts as needed to maintain the sign;

"Animation" means any physical movement or motion of a sign face or any part thereof;

"Awning" means a canopy for the purposes of this By-law;

"Building Code" and "Building Code Act" means the Building Code Act (1992) or any amended or successor;

"Building Frontage" means the distance measured at grade along a building wall that faces a street and may include the portion of the building facing a parking area that includes the main entrance to the building or individual uses;

"Building Permit" means a permit to erect a sign which has been issued under the Building Code Act;

"Canopy" means a space frame system, moveable, retractable or fixed, covered with rigid or non-rigid material, attached and projecting from a building or structure but not forming an integral part thereof;

"Canopy on a Road Allowance" means a canopy wholly or partly on or over a road allowance owned by the Town;

"Changeable Copy" means a portion of a sign that can be changed or altered manually or electronically on a regular basis and without altering the sign frame, supports or electrical components;

"Chief Building Official" means a Chief Building Official of the Town, or their designate, appointed or constituted for the Town of Saugeen Shores;

"Council" means Council as elected for the Town of Saugeen Shores;

"Erect", "Erected" and "Erection" includes the alteration, placing or relocation of any sign or any portion thereof, and the posting of notices;

"Façade" means the exterior face of a building hosting the building's main entrance;

"First Storey" means the storey that has its floor closest to grade and its ceiling more than 1.8 m above grade;

"Grade" means the average surface elevation of the ground where the ground is in contact with any building, sign or other structure;

"Height" means the vertical measurement from the average finished grade to the highest point of the sign or sign structure;

"Illumination" means the artificial lighting of the sign located within, on, or external to the sign, in whole or in part when used in reference to:

- a) internal illumination, means lighting restricted to individual incised plastic or glass letters or symbols mounted on a solid opaque sign face; individual halo-lit or channel lettering or symbols mounted on a solid opaque background; or canopy/awning signs where only the letters or symbols are lit;
- b) external illumination, means having a light source exterior to the sign and on, or directed at, the sign; and
- c) flashing illumination, means illumination that varies and is perceived to vary in intensity or design at periodic intervals.
- d) backlighting or backlit shall mean internal illumination.
- e) front lit or front lighting shall mean external illumination.

"Municipal Act" means the Municipal Act, 2001, S.O. 2001, c. 25, as amended, or any predecessor or successor thereto and regulations thereunder.

"Municipal Law Enforcement Officer" means a Municipal Law Enforcement Officer (MLEO) of the Town of Saugeen Shores appointed by the Council of the Town of Saugeen Shores;

"Mural" means a painting, illustration or decoration applied to the exterior wall of a building that is otherwise not a sign as defined in this By-law;

"Occupancy" means the use or intended use operating from a building on a continuous basis or part thereof for the shelter or support of persons, animals or things;

"Official Plan" means the Town of Saugeen Shores Official Plan and its amendments;

"Owner" means a person or their authorized agent in lawful control of the premises, building, occupancy, sign or other structure or portion thereof under consideration;

"Premises" means a specific property, private or public, under registered ownership, and includes all buildings and accessory structures thereon; except that multi-tenant buildings or groups of buildings containing two or more business establishments developed and managed as a unit providing common open spaces, off-street parking facilities, driveways and other shared facilities shall constitute a single premise regardless of registered ownership;

"Required Street Line" means the limit of the required road allowance as set out in the Town of Saugeen Shores Zoning By-law;

"Road Allowance" means any provincial, County or Town-owned land open and maintained as a public highway, including sidewalks, multi-use trails and other portions of land within the road allowance;

"Sign" means an advertising device or notice; and any visual medium, including its structure and other component parts, which is used or capable of being used to attract attention to a specific subject matter, other than itself for identification, information or advertising purposes. A sign shall be considered a structure for the purpose of this By-law. Without limiting the generality of the above, the definition of sign includes, but is not limited to, the following types of signs:

"Accessory Sign" means a temporary sign that relates to the occupancy of the premises on which the sign is situated and in the case of a sign located on a road allowance means a sign that relates exclusively to the occupancy of the abutting premises and can include an a-board sign;

"Banner Sign" means a sign made of cloth and erected as a facial wall sign;

"Billboard Sign" means a sign advertising goods, products or services not sold or provided on the lot on which the sign is located;

"Canopy Sign" means a canopy used as a sign and is regulated in the same manner as a facial wall sign;

"Changeable Copy Portable Sign" means a portable sign or portion thereof containing changeable copy.

"Construction Sign" means a temporary sign that:

- a) includes, in whole or in part, information promoting a development;
- b) relates to or advertises the location, construction or sale of a building or structure in the process of being erected on a premise or renovation of an existing structure or building on a premise; or
- c) promotes a plan of subdivision, a plan of condominium or the construction of a building or building complex on premises properly zoned therefore or on lands designated in the Town of Saugeen Shores Official Plan as permitting the kind of development advertised; and that may identify component parts of such building or structure and the persons or companies involved in its design and construction;

"Directional Sign" means a sign which gives directions with regard to pedestrian, marine or vehicular movement and which may include the name of the premises, business or activity to which the sign lawfully relates;

"Election Sign" means a sign advertising or promoting the election of a political party or of any candidate standing for public office;

"Electric Sign" means a sign containing electric wiring and capable of being illuminated, but does not include a sign solely illuminated by a light source external and separate from the sign;

"Facial Wall Sign" means a wall sign, the face of which is parallel with the surface of the building or structure to which the sign is directly attached;

"Freestanding Sign" means a sign with its own structural support independent of a building that has a height greater than that of 1.5 metres but no more than 6 metres;

"Ground Sign" means a sign with its own structural support independent of a building that has a height of no more than 1.5 metres;

"Incidental Sign" means a sign not exceeding 0.5 square metres in area, and which is meant to direct the public and/or to identify accessory facilities to a building or property;

"Multi-Faced Sign" means a double-faced sign or a sign having a cylindrical or spherical-shaped sign face or a sign face joined with another sign face for the full length of their edges such that all sign faces on the sign face are similarly joined together;

"Official Sign" means a sign required by law or, in respect of publicly owned property, permitted by or erected as the result of a direction, decision or law of the elected representatives of the federal, provincial or municipal governments.(other than minor variances to this By-law as authorized by statute), including library boards, boards of health or education, hospitals, universities, colleges and public utilities;

"Permanent" when used to describe a type of sign means a sign not limited as to the time it can be erected or displayed;

"Portable Sign" means a temporary sign which is specifically designated or intended to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support, can contain changeably copy but does not include a sign attached to a vehicle where the principal use of the vehicle is the transportation of people, goods and other material, and does not include an A-board sign;

"Poster Sign" means any notice, bulletin, leaflet or handbill which is temporarily posted, attached or displayed publicly at an identified for any purpose including the purpose of advertising, announcing, directing or promoting any event, show, performance, entertainment, meeting, gathering, business, product or idea.

"Poster Sign Board" means a designated board at a location identified by the Town for the posting, attachment or displaying of a poster sign.

"Projecting Sign" means a wall sign, the face of which is not parallel to and is projecting from the surface of the building or structure to which the sign is directly attached.

"Real Estate Advertising Sign" means a temporary sign advising that a premises or a portion thereof is for sale, rent or lease, or that such premises is sold, rented or leased, and which may also indicate ancillary information such as to whom a person should inquire with regard thereto;

"Residential Information Sign" means a sign that displays nothing more than one or more of the name and address or business of the residential premises or the content of a premise, any insignia related thereto, the name, address and insignia of

any residential address, conducted from or available to others on the premises;

"Roof Sign" means a sign supported entirely by the roof of a building or structure or a sign, other than a facial or projecting wall sign, supported by a portion of the building or structure projecting above the roof;

"Signs On a Road Allowance" means signs and/or canopy signs wholly or partly on or over a road allowance owned by the Town of Saugeen Shores;

"Temporary" when used to describe a type of sign means a sign that is limited as to a specific and defined time that it can be erected or displayed and does not utilize a permanent foundation. Unless otherwise specified in this bylaw or other legislation, the temporary time period shall not exceed three (3) months;

"Third Party Sign" means a sign used to advertise a business or service which is not located on or available at the property;

"Variable Electronic Sign" means a sign on which text messages are displayed by means of light emitting diodes (LED), liquid crystal display (LCD), plasma or other similar technology. Variable electronic signs include only messages displayed in text and do not include any images;

"Window Sign" means a sign and/or paintings or photographs affixed to or located within 1.0 metres of the interior or exterior of a window in view of the general public, including a window in a door.

"Sight Visibility Triangle" means an area free of any obstructions and shall not contain a sign, fence, hedge or trees and can be determined from the triangular area formed by measuring from the intersection of the property lines on a corner lot by the distance required and as set out in the Town's Zoning By-law and joining such points with a straight line;

"Sign Administrator" means the Chief Building Official of the Town, or their designate for the time being charged with the duty of administering and enforcing the provisions of this By-law;

"Sign Classification" means the classification of signs by reference to their purpose as either identification, information or advertising signs;

"Sign Face" means that portion of the sign, excluding the sign structure, upon which as part of, against or through which the message of the sign is displayed;

"Sign Face Area", in reference to:

- a) a sign face which is an integral part of a building or other structure in that it is a part of the cladding thereof or is composed of individually installed letters, numerals or other shapes, means the sum of the areas of each grouping of letters, numerals or other shapes that expresses a separate thought when the minimum number of horizontal and vertical lines are drawn tangent thereto;
- b) a double-faced sign, means the area of one sign face;
- c) a ground sign located on a road allowance, means the sign face area as set out in this part and includes the surface area of any sign structure; and

d) any other sign face, means the area of all sign faces with respect to any sign.

"Sign Structure" means a structure which supports or did support or which is constructed to support a sign face or faces, and which in turn is supported by the ground or by a building or structure not an integral part of the sign;

"Sign Type" means the designation of signs by reference to their means of support and includes those types designated ground signs, wall signs, soffit signs, and roof signs;

"Sign Variance Committee" means the Committee of Adjustment appointed by Council to grant variances or amendments to the Sign By-law;

"Sign Zone" means zones established as per Section 6.0 of this By-law;

"Street Line" means the limit of the road allowance;

"Storey" means that portion of any building which is situated between the top of the floor next above it or, if there is no such floor, the roof next above it;

"Town" means Town of Saugeen Shores;

"Unsafe Sign or Canopy" means a sign or canopy, or a sign or canopy structure, which is structurally unsafe, which constitutes a fire, traffic or pedestrian hazard, or which impedes a means of egress from any building or otherwise constitutes a risk to the safety of persons in, about or adjacent to the premises;

"Zoning By-Law" means the Town of Saugeen Shores Zoning By-law and its amendments.

3.0 Existing Signs

3.1 Compliance of Signs Required

Except as set out in Sections 3.2, 3.3, and 3.4 below, a sign or canopy erected, substantially altered or displayed after the date of passage of this By-law, shall comply with the provisions of this By-law, the relevant provisions of the Ontario Building Code and any other applicable law, failing which the sign or canopy shall be removed by the owner thereof or by the owner of the land on which the sign or canopy is situated.

3.2 Determination of Legal Non-Conforming Status

Existing signs which do not conform to the specific provisions of this By-law may be eligible for the designation "legal non-conforming" provided that the sign was installed in conformity with a valid permit or variance or complied with all applicable laws on the date of adoption of this By-law.

3.3 Loss of Legal Non-Conforming Status

a) A legal non-conforming sign may lose this designation if:

- i. The sign is relocated or replaced; or
- ii. The structure or size of the sign is substantially altered in any way except toward compliance with this By-law.

b) Substantial alteration – defined "substantially altered" means to change the location, sign structure, or any one (1) or more of the external dimensions of a sign, or to become obsolete, or to change

the business name on an obsolete sign, and for the purpose of clarity, shall not include on a lawfully erected sign:

- i. A change in the message to advertise goods or services; or
- ii. The rearrangement of numerals, letters or copy allied directly to the sign face specifically designed and intended to be periodically arranged.

3.4 Maintenance and Repair of Legal Non-Conforming Signs

Any person who maintains a legal non-conforming sign is subject to all requirements of this By-law regarding safety, maintenance and repair.

3.5 Signs and Canopies on a Road Allowance

Every sign or canopy, including sign structures, lawfully erected or displayed on the date of passage of this By-law, which is located on a road allowance and which does not comply with the provisions of this By-law shall be removed by the owner of the land within 60 days after the date that the business to which the sign pertains ceases to operate or within 60 days after the date that the land changes ownership.

3.6 Non-Compliance of Unlawful Existing Signs

A sign or canopy, including sign structure, not lawfully erected or displayed on the date of passage of this By-law and which does not comply with the provisions of this By-law shall be made to comply with this By-law or such sign or canopy shall be immediately removed by the owner thereof or by the owner of the land on which the sign is situated.

3.7 Conflict of By-laws Governing Signs

In the event of a conflict between the provisions of this By-law and the provisions of any Zoning By-law prescribing sign or canopy requirements, the provisions of this By-law prevail.

4.0 Prohibited Signs

The following signs are prohibited in Saugeen Shores:

- a) Anything not expressly permitted by the Sign By-law is prohibited;
- b) Sign attached to a tree, fence or gate;
- c) Sign installed on traffic lights posts, utility poles, light poles, town signs or other Town infrastructure;
- d) A sign erected or painted on a vehicle (except a temporary sales trailer for new construction located on the site of the construction) where the vehicle is not used in weekly operation for transportation and is parked or located in a manner so as to make the sign visible from a street for the purpose of functioning as an identification, information or advertising sign;
- e) Signs displaying profanity, nudity, hate messages or other similarly offensive content
- f) Sign obstructing use of fire escape;
- g) Billboard signs;
- h) Inflatable portable signs;
- i) Poster signs save and except designated poster sign boards at an identified location by the Town;

- j) Third party signs;
- k) Flags not meeting the definition in Section 5.0 k);
- l) Roof signs;
- m) A sign which uses flashing illumination or is otherwise animated;
- n) Signs on road allowances unless otherwise specified within this By-law; and
- o) Signs painted directly onto the exterior of the building.

5.0 Signs Not Requiring Permits

A permit is not required for the following signs or canopies, but all such signs or canopies shall comply with all other provisions of this By-law:

- a) Incidental signs;
- b) Official signs located on a road allowance and erected by the Town;
- c) Official signs with a sign face area less than or equal to 7.5 square metres;
- d) Signs pertaining exclusively to public safety;
- e) Incidental signs;
- f) Information signs required to be erected by subdivision agreements having no sign face greater than 10 square metres;
- g) Temporary signs within a building or not visible beyond the boundaries of the premises on which the sign is located;
- h) Signs within a building or not visible beyond the boundaries of the premises on which the sign is located;
- i) Temporary signs accessory to a Sign Zone G (Residential) premise providing the information with respect to a special event, such as an anniversary, birthday or retirement, which are erected for a period of time not exceeding 48 hours;
- j) Flags or emblems of patriotic, civic, educational or religious organizations, provided there are not more than five flags or emblems per premises and each flag or emblem does not exceed 5.0 square metres where an emblem exceeds 5.0 square metres, a permit is required and the emblem shall conform to the regulations for a facial wall sign;
- k) Accessory signs which comply with section 7.1 of this By-law;
- l) Real estate advertising signs which comply with section 7.10.3 of this By-law;
- m) Signs on sports field fencing, backstops and accessory structures pursuant to a contract with the Town;
- n) Signs on benches, refuse receptacles and recycling receptacles located on the road allowance and pursuant to a contract with the Town;
- o) Temporary signs erected by a charitable or non-profit organization in conjunction with an event in accordance with 7.10.4 a); and
- p) Construction signs not exceeding 0.6 square metres which comply with section 7.10.1 of this By-law.

6.0 Sign Zones

6.1 Sign Zones Defined

For the purpose of this By-law, the below sign zones are applicable to all areas governed by the Town of Saugeen Shores.

Sign Zone A: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Agriculture or Agricultural Commercial

Sign Zone B: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Business Park, Extractive Industrial, Light Industrial and Waste Disposal.

Sign Zone C: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Highway Commercial.

Sign Zone D: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Commercial Core, Commercial Recreation, Lifestyle Commercial, Neighbourhood Commercial, Office Residential or Resort Recreational.

Sign Zone E: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Institutional.

Sign Zone F: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Open Space.

Sign Zone G: As per the Town of Saugeen Shores Zoning By-law, any lands zoned Residential or Mobile Home Park.

6.2 Signs Permitted in Each Zone

A sign permit may be issued for sign types listed below as per their respective zone:

a) Sign Zone A (Agricultural or Agricultural Commercial)

- i. Accessory sign;
- ii. Directional sign;
- iii. Ground sign;
- iv. Incidental sign;
- v. Real estate advertising sign;
- vi. Residential information sign; and
- vii. Temporary signs.

b) Sign Zone B (Business Park or Light Industrial)

- i. Canopy sign;
- ii. Construction sign;
- iii. Directional sign;
- iv. Facial wall sign;
- v. Freestanding sign;
- vi. Ground sign;
- vii. Incidental sign;

- viii. Portable sign;
- ix. Real estate advertising sign;
- x. Temporary signs; and
- xi. Variable electronic sign.

c) Sign Zone C (Highway Commercial)

- i. Canopy sign;
- ii. Construction sign;
- iii. Directional sign;
- iv. Ground sign;
- v. Facial wall sign;
- vi. Freestanding sign;
- vii. Incidental sign;
- viii. Portable sign;
- ix. Projecting sign;
- x. Real estate advertising sign;
- xi. Temporary signs; and
- xii. Variable electronic sign.

d) Sign Zone D (Commercial Core, Commercial Recreation, Lifestyle Commercial, Neighbourhood Commercial, Office Residential or Resort Recreational)

- i. Accessory sign;
- ii. Canopy sign;
- iii. Construction sign;
- iv. Directional sign;
- v. Facial wall sign;
- vi. Ground sign;
- vii. Incidental sign;
- viii. Portable sign;
- ix. Projecting sign;
- x. Real estate advertising sign;
- xi. Residential information sign; and
- xii. Temporary signs.

e) Sign Zone E (Institutional)

- i. Canopy sign;
- ii. Construction sign;
- iii. Directional sign;

- iv. Facial wall sign;
- v. Ground sign;
- vi. Incidental sign;
- vii. Portable sign;
- viii. Real estate advertising sign; and
- ix. Temporary signs.

f) Sign Zone F (Open Space)

- i. Directional sign;
- ii. Ground sign;
- iii. Incidental sign;
- iv. Portable sign;
- v. Real estate advertising sign; and
- vi. Temporary signs.

g) Sign Zone G (Residential or Mobile Home Park)

- i. Accessory sign;
- ii. Construction sign;
- iii. Ground sign (as per 7.6 g));
- iv. Portable sign;
- v. Real estate advertising sign;
- vi. Residential information sign; and
- vii. Temporary signs.

7.0 Signs Requiring a Permit

7.1 Accessory Signs

No person shall place, erect or use any Accessory sign, or cause or permit any accessory sign to be erected or used, except in conformity with the following regulations:

- a) One (1) accessory sign per business shall be permitted, save and except where the frontage of one business is greater than 100 metres, two (2) accessory signs shall be permitted;
- b) Every accessory sign shall have the name and telephone number of the owner clearly affixed to it in a visible location, using letters and numerals not less than 25mm in any dimension;
- c) Area of an accessory sign shall not exceed 0.6 square metres per face and 1.2 square metres for all faces;
- d) No accessory sign shall interfere with either pedestrian or vehicular traffic;
- e) No accessory sign shall be closer than 0.6 metres from the vehicular travelled portion of the street;

- f) Accessory signs in the Commercial Core zone may be located on a Town Road Allowance where it is directly adjacent to the property boundary;
- g) No accessory sign shall be closer than 1.0 metres from a sidewalk or property line;
- h) No accessory sign shall be closer than 3.0 metres from a driveway;
- i) Accessory signs are prohibited within a sight visibility triangle as set out in section 8.4 of this By-law;
- j) An accessory sign is only permitted during normal business hours and must be stored indoors at the end of each business day; and
- k) An accessory sign shall not be illuminated.

7.2 Canopy Signs

No person shall erect or use any canopy sign or cause or permit and permanent accessory facial wall sign to be erected or used, except in accordance with the following regulations:

- a) One (1) canopy sign per business;
- b) Maximum sign face area shall be 25% of building façade area of the first storey of the building;
- c) A canopy sign shall be attached to and parallel with the main wall of the building where the building faces the street or in the case that a storefront does not face a street and is the primary access to the businesses, the wall sign shall be attached to and parallel with the main wall of the storefront;
 - i. Canopy signs are permitted to be attached to walls of a building that do not face a street provided that the sign would not face lands in a Residential Zone (as per Schedule ‘A’ to the Town of Saugeen Shores Zoning By-law) and that the maximum sign face area of all facial wall signs attached to the building does not exceed the maximum sign face area limitations of b)
- d) A canopy shall have a minimum clearance from grade of two and one-half (2.5) metres;
- e) A canopy sign shall not be located more than 1.2 metres above the height of the first storey;
- f) A canopy sign may project over a road allowance to a maximum distance not to exceed 1.85 metres, subject to approval of a licensing agreement;
- g) No permit for a canopy sign on a road allowance shall be issued until an agreement has been entered into with the Town, in accordance with the following table:

Description of Sign	Agreement Type
1. Any sign or canopy less than 0.3 metres over a road allowance. 2. Any retractable canopy or retractable canopy sign with the sign face comprised entirely of fabric.	Licensing Agreement in the form approved by the Town.

All signs and canopies on or over the road allowance except as set out in 1. or 2. above.	A Licensing Agreement between the Town and the property owner registered on title of the property.
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- h) Where emblems or crests exceed 0.6 square metres, a permit is required. The total of all canopy signs includes all emblems mounted on such canopy; and
- i) External illumination is permitted.

7.3 Directional Signs

No directional sign shall be erected, maintained, or altered, except in accordance with the following regulations:

- a) A maximum of two (2) directional signs may be erected adjacent to a combination entrance-exit to any premise, and not more than one (1) such sign shall be erected adjacent to a single entrance or a single exit therefrom;
- b) Maximum sign face area shall not exceed 0.75 square metres per face;
- c) Maximum height of a directional sign shall not exceed 1.5 metres;
- d) The minimum setback requirement is 1.5 metres from any property line;
- e) A directional sign may include the name of the business or business activity that owns and operates the related premises;
- f) Directional signs are prohibited within a sight visibility triangle as set out in section 8.4 of this By-law; and
- g) Directional signs shall not be illuminated.

7.4 Facial Wall Signs

No person shall erect or use any permanent accessory facial wall sign, or cause or permit and permanent accessory facial wall sign to be erected or used, except in accordance with the following regulations:

- a) A maximum sign area for facial wall signs shall be 25% of building façade area of the first storey of the building;
- b) A facial wall sign shall be attached to and parallel with the main wall of the building where the building faces the street or in the case that a storefront does not face a street and is the primary access to the businesses, the wall sign shall be attached to and parallel with the main wall of the storefront;
 - i. Facial wall signs are permitted to be attached to walls of a building that do not face a street provided that the sign would not face lands in a Residential Zone (as per Schedule ‘A’ to the Town of Saugeen Shores Zoning By-law) and that the maximum sign face area of all facial wall signs attached to the building does not exceed the maximum sign face area limitations of a)
- b) A facial wall sign shall not be located more than 1.2 metres above the height of the first storey and shall not project more than 0.6 metres from the face of the wall to which it is attached;
- c) Signs located in windows or painted on windows, may be permitted and cover up to 50% of the window;

- d) Signs Located Above the First Storey - Notwithstanding the regulations set out in this section, signs are permitted in locations above the first storey of a multiple occupancy building provided, the premises is occupied on upper storey floors, the sign face area of the signs located above the first storey when added to the area of all other facial wall signs located on the building shall not exceed the maximum sign face area limitations of d);
- e) Where emblems or crests do not exceed 0.6 square metres, a permit is not required. The total of all facial wall signs includes all emblems mounted on walls; and
- f) Internal or external illumination is permitted and subject to section 8.2 of this By-law.

7.5 Freestanding Signs

No person shall place, erect or use any freestanding sign, or cause or permit any freestanding sign to be erected or used, except in conformity with the following regulations:

- a) One (1) freestanding is permitted per premises per street frontage;
- b) Maximum sign face area shall not exceed 7.5 square metres;
- c) In addition to the maximum sign face area above, an additional sign face area per premises devoted to a changeable copy sign may be located on a permanent sign in conformity with the provisions of this section and the following regulations:
 - i. The sign face area devoted to a changeable copy sign face located on a permanent ground sign shall not exceed 50% of the permitted maximum sign face area.
- d) Maximum sign height shall not exceed 3.65 metres on a property fronting on a street with a speed limit of 60 km/h or slower, and 6 metres on a property fronting on a street with a speed limit greater than 60km/h;
- e) The minimum setback requirement is 2 metres from any property line;
- f) No freestanding sign shall be closer than 3.0 metres from a driveway;
- g) In sign zones where a freestanding sign and a ground sign are permitted, a permit be issued for only one of the two sign types;
- h) Freestanding signs are prohibited within a sight visibility triangle as set out in section 8.4 of this By-law;
- g) Internal or external illumination is permitted and subject to section 8.2 of this By-law..

7.6 Ground Signs

No person shall place, erect or use any ground sign, or cause or permit any ground sign to be erected or used, except in conformity with the following regulations:

- a) One (1) ground sign is permitted per premises per street frontage;
- b) Sign face area shall not exceed 3 square metres;
- c) In addition to the maximum sign face area above, an additional sign face area per premises devoted to a changeable copy sign may be located on a permanent sign in conformity with the provisions of this section and the following regulations:

- i. The sign face area devoted to changeable copy sign face located on a permanent ground sign shall not exceed 25% of the permitted maximum sign face area.
- d) Maximum ground sign height shall not exceed 1.5 metres;
- e) The minimum setback requirement is 2 metres from any property line;
- f) No ground sign shall be closer than 3.0 metres from a driveway;
- g) In sign zones where a freestanding sign and a ground sign are permitted, a permit be issued for only one of the two sign types;
- h) Ground signs are prohibited in Sign Zone G except where a Mobile Home Park, Apartment Building or Cottage Tourist Parks exist;
- i) Ground signs are prohibited within a sight visibility triangle as set out in section 8.4 of this By-law;
- j) Internal or external illumination is permitted and subject to Section 8.2 of this By-law.

7.7 Incidental Signs

No incidental sign shall be erected, maintained, or altered, except in accordance with the following regulations:

- a) Maximum sign face area shall not exceed 0.2 square metres per face;
- b) An incidental sign shall not be located more than 1.2 metres above the height of the first storey and shall not project more than 0.6 metres from the face of the wall to which it is attached;
- c) An incidental sign may include the name of the business, business activity or address that owns and operates the related premises; and
- d) Incidental signs shall not be illuminated.

7.8 Projecting Signs

No person shall erect or use any permanent projecting sign, or cause or permit any permanent projecting sign to be erected or used, except in accordance with the following regulations:

- a) One (1) projecting sign is permitted per occupant;
- b) Maximum sign face area shall not exceed 1.6 square metres per sign face and 3.2 square metres for all faces;
- c) A projecting sign shall not project more than 1.85 metres from the façade of a building;
- d) No permit for a projecting sign on a road allowance shall be issued until an agreement has been entered into with the Town, in accordance with the following table:

Description of Sign	Agreement Type
Any projecting wall sign with the sign face comprised entirely of fabric.	Licensing Agreement in the form approved by the Town.

All projecting wall signs on or over the road allowance except as set out in line 1 above.	A Licensing Agreement between the Town and the property owner registered on the title of the property.
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- e) A projecting sign shall have a minimum clearance of 3.0 metres above grade and shall not be located more than 1.2 metres above the first storey;
- f) Where a permit has been issued or a ground sign has been erected on a premises, no projecting wall signs shall be permitted on a building wall that faces a street to which the ground sign pertains; and
- g) Internal or external illumination is permitted and subject to Section 8.2 of this By-law.

7.9 Residential Information Signs

No person shall erect or use any residential information sign, or cause or permit any residential information sign to be erected or used, except in conformity with the following regulations:

- a) One (1) residential information sign per premises;
- b) Maximum sign face area shall not exceed 0.2 square metres;
- c) Such sign must be attached to, and flat to, the related building;
- d) Shall not be located more than 3.0 metres above grade; and
- e) Residential information signs shall not be illuminated.

7.10 Temporary Signs

7.10.1 Construction Signs

No person shall erect or use any construction sign, or cause or permit any construction sign to be erected or used, except in conformity with the following regulations:

- a) One (1) construction sign per premises per contractor except that subdivisions with signs advertising units/lots for lease or sale shall be permitted;
 - i. more than one (1) construction sign per premise per street frontage is permitted provided there is a minimum separation distance of 150 m between signs adjacent to the same street frontage;
- b) Maximum sign face area shall not exceed 3 square metres (per face);
- c) Maximum sign height shall not exceed 2.5 metres; and
- d) Construction signs shall not be illuminated.

7.10.2 Portable Signs

No person shall place, erect or use any portable sign, or cause or permit any portable sign to be placed, erected or used, except in conformity with the following regulations:

- a) One (1) portable sign per premises shall be permitted;
- b) A portable sign shall be placed on private property only, at all times;
- c) Every portable sign shall have the name and telephone number of the portable sign operator or sign owner clearly affixed to it at a visible location, using letters and numerals not less than 25 mm in any dimension;
- d) Maximum sign face area shall not exceed 2.5 square metres;
- e) Maximum sign height shall not exceed 2.5 metres;
- f) No portable sign shall interfere with either pedestrian or vehicular traffic;
- g) No portable sign shall be closer than 3 metres from the point where a private drive intersects with a street line;
- h) No portable sign shall be closer than 1.5 metres from a sidewalk or property line;
- i) No accessory sign shall be closer than 3.0 metres from a driveway or sight line triangle as set out in Section 8.4 of this By-law;
- j) A portable sign and advertising sign may be classified as an identification, information or advertising sign;
- k) A permit for a portable sign shall be issued as is specified in the permit and shall be valid from the date of issuance of the permit or from the date specified in the permit. No portable sign permit shall be transferred;
- l) Portable signs shall not exceed occupancy of 30 days, all of which may be consecutive and where a permit has been issued in any calendar year, no further portable sign permits shall be issued in respect of such occupancy in that year; and
- m) Portable signs shall not be illuminated.

7.10.3 Real Estate Advertising Signs

No person shall erect or use a real estate advertising sign, or cause or permit a real estate advertising sign to be erected or used, except in conformity with the following regulations:

- a) One (1) ground sign per premise per street frontage except in the case of a co-listing, two (2) signs per street frontage permitted;
 - i. More than one (1) sign per premises per street frontage is permitted provided there is a minimum separation distance of 150 metres between signs adjacent to the same street frontage.
- b) Maximum sign face area shall not exceed 2.5 square metres;
- c) Maximum sign height shall not exceed 1.5 metre;
- d) Signs shall not remain erected for a period longer than 30 days after the subject property, building or floor area has been sold, rented, or leased;

- e) Real Estate Advertising Open House Signs which advertise and provide direction to an open house shall be permitted subject to the following provisions:
 - i. A maximum of three (3) real estate advertising directional signs are permitted per open house;
 - ii. May be erected for a maximum of three consecutive days;
 - iii. May not be erected at the same location within five days of the last time real estate advertising Sign was erected; and
 - iv. All other provisions of this By-law.
- f) Real estate advertising signs shall not be illuminated.

7.10.4 Other Temporary Signs

No person shall erect or use any temporary accessory sign, or cause or permit any temporary accessory sign to be erected or used; other than those temporary accessory signs, except in accordance with the regulations set out below.

- a) One (1) temporary portable sign advertising a charity or non-profit organization shall be permitted per property, where portable signs are a permitted sign type within the applicable sign zone, and where a portable sign permit is available, subject to:
 - i. The sign shall not include any event sponsorship name(s) and/or logo(s); and
 - ii. The sign remaining in place for no more than a maximum of 15 consecutive days.
- b) Window Signs - Temporary accessory signs in windows are permitted to cover up to 100% of the total window area provided that the signage does not extend beyond the window area.
- c) Grand openings – a maximum of one (1) temporary new business sign per property shall be permitted subject to:
 - i. The sign being a type of sign permitted in the Sign Zone applying to the property or one of a banner sign or portable sign;
 - ii. The sign remaining in place for no more than a maximum of 30 consecutive days; and
 - iii. The sign being removed immediately by the owner upon expiry of the permit.
- d) Garage Sales – Notwithstanding provisions to the contrary contained in this By-law, signs advertising a garage sale on a residential property are permitted without a permit in compliance with the following provisions
 - i. Only one (1) garage sign with a maximum sign face area of 0.6 square metres per property;
 - ii. Only two (2) garage sale events per calendar year not to exceed 3 consecutive days;

- iii. Signage not to be erected sooner than 24 hours in advance of the date of the garage sale and removed not later than 24 hours after the date of the garage sale; Subject to removal by the Town without notice for any garage sale signage not in compliance with these provisions; and
- iv. In addition to all other prohibited locations for signs, garage sale signs shall not be installed on traffic lights posts, utility poles, light poles, town signs or other Town infrastructure.

7.11 Variable Electronic Signs

No variable electronic sign shall be erected, maintained or altered, except in accordance with the following regulations:

- a) One (1) variable electronic sign shall be permitted per premises;
- b) Variable electronic signs are permitted on a ground sign or freestanding sign;
- c) A maximum of 50% of the sign area may be used for the purpose of a variable electronic sign;
- d) The minimum display time for a variable electronic message, and the intensity of the illumination shall be programmed with automatic dimming technology that adjusts the sign's brightness in direct correlation with the ambient light conditions.

8.0 General Provisions

8.1 Building Permit Required

A building permit must be applied for in the following scenarios:

- a) Where a freestanding sign exceeds 7.5 metres in height and above adjacent ground, a sign structure is required to be designed by an architect or professional engineer;
- b) Where a projecting sign weighs more than 115 kilograms, or exceeds 7.5 metres in height above the adjacent ground such sign shall not be attached or fastened in any manner to a parapet wall or structure unless designed by an architect or professional engineer; or
- c) Where a sign is defined as a designated structure in the Ontario Building Code.

8.2 Illumination

- a) No rotating beam, beacon or flashing illumination lights shall be used in conjunction with any sign or canopy so as to create a traffic hazard or in a manner to otherwise disrupt adjacent properties or endanger any person.
- b) All wiring and conduits to electric signs and lighting sources shall be placed within the building walls, located underground, or otherwise concealed from view;
- c) The sign brightness shall not exceed 0.3 foot candles (3 lux), above ambient light as measured using a foot candle (Lux), meter;
- d) Electrical installations for illuminated signs shall be erected and maintained in accordance with and to the satisfaction of Hydro One or Westario Power;

- e) Lighting for illuminated signs shall be downcast or shielded to minimize reflective impact on the night sky; and
- f) Lighting for illuminated signs shall not provide any glare or shine directly onto neighboring properties or into the direction of oncoming traffic.

8.3 Number of Permitted Signs

- a) A maximum of four (4) signs composed of a combination of the permitted sign types within the applicable sign zone, shall be permitted per occupancy.

8.4 Proximity To Residential Zones

No sign shall be located on any non-residential use premises if such sign is located closer than 30 metres to an exclusively residential use zone unless:

- a) The sign is a facial wall sign facing a street;
- b) The exclusively residential use zone is located on the opposite side of a street, or
- c) The distance from the sign to an exclusively Residential Use Zone is less than 10 metres, the maximum sign face area shall be no greater than 25% of the Maximum Sign Face Area otherwise permitted in this By-law and is non-illuminated
- d) The distance from the sign to an exclusively Residential Use Zone is less than 30 metres and greater than 10 metres, the maximum sign face area shall be no greater than 75% of the Maximum Sign Face Area otherwise permitted in this By-law and is non-illuminated

8.5 Sight Visibility Triangle

In all sign zones, no signs shall be erected in such a manner as to materially impede vision of the intersection and can be determined from the triangular area by measuring from the intersection of the property lines on a corner lot and a line from the points along said street lines of:

- a) 10 metres from the point of intersection of said street lines in the case of a corner lot having frontage on a municipal street; or
- b) 30 metres from the point of intersection of the said street lines in the case of a corner lot having frontage on a County or Provincial Road.

9.0 Sign Permits and Inspections

A permit is required for any sign erected, located or displayed within the Town of Saugeen Shores with the exception of the signs listed in section 5.0 of this By-law.

9.1 Application For a Sign Permit

Prior to issuance of a sign permit, an application for a permit shall be submitted to the Town to be checked for conformity with this By-law and any other applicable bylaws of the Town.

9.2 Expiration Of a Sign Permit

- a) A sign permit issued by the town for a permanent sign shall expire after a period of 1 year from the date of issue if the erection of the sign has not commenced or been completed.
- b) Before a sign permit for a permanent sign has passed expiration date, an application may be made to extend the sign permit for a

further 6 months. Prior to the extension of a sign permit, a sign renewal permit fee shall be paid in accordance with the Town's fee and Charges bylaw.

- c) A sign permit issued by the town to erect or display a temporary sign shall expire on the expiry date indicated on the said sign permit.

9.3 Revocation of a Sign Permit

The Town may revoke a sign permit at any time if it is determined that:

- a) The permit has been issued in error;
- b) The sign erected or installed does not conform to the Sign Permit issued, By-law, the Building Code or any other applicable regulation or legislation, or
- c) The sign permit has been issued as a result of false, mistaken, incorrect or misleading information, or undertaking shown on the sign permit application.

9.4 Inspections

The Installer shall notify the Town of Saugeen Shores Building Department upon completion of construction so that the work may be inspected. For freestanding signs inspections are required at the time of excavation, concrete pour and at the time of completion. For all other signs final inspection is required.

10.0 Removal of Unlawful Signs

10.1 Procedure For Removal

Where a sign or canopy that does not comply with this By-law is erected or displayed on, over, partly on, or partly over property owned by or under the jurisdiction of the Town, the sign or canopy may be removed immediately by the Town without notice or compensation and subject to the provisions of Section 8 of this By-law.

10.2 Notice To Comply

Where a sign or canopy which does not comply with this By-law is erected or displayed, the Municipal Law Enforcement Officer or their delegate may issue an order to do work to correct the contravention, by personal service, regular mail or email of the owner of the lands upon which the sign is located, and to the owner of the sign, if known.

- a) Setting out reasonable particulars of the contravention adequate to identify the contravention and the location of the land on which the contravention occurred; and
- b) The date by which there must be compliance with the order; and
- c) Requiring that the illegal sign or canopy be permanently removed and not replaced, or requiring that the illegal sign or canopy be made to comply with this By-law; and
- d) Stating that if the sign or canopy is not removed or made to comply within the specified period, the Town may remove the illegal sign or canopy.

10.2.1 Service is deemed to be effective:

- a) by mail, on the fifth day after the document is mailed; or

- b) by email, on the day after it was sent, unless that day is a statutory holiday, in which case the email shall be deemed to be received on the next day that is not a statutory holiday.

10.3 Storage Of Signs and Canopies – Fees

Signs or canopies removed pursuant to this Part shall be stored by the Town for a period of not less than 30 days, during which time the owner or the owner's agent may be entitled to redeem, upon payment satisfactory to the Town Treasurer, of the following amounts:

- a) the sum of \$100.00 per sign or canopy for the cost of removing;
- b) Where a sign or canopy is so large or so erected or displayed that the cost of pulling down and removal of the sign exceeds \$100.00, the sum provided in (a) above shall not apply but the sum shall be the Town's actual cost of pulling down and removing the sign or canopy and a \$75.00 administrative charge;
- c) a storage charge of \$4.00 per day or part thereof or \$0.75 per square metre of sign face or canopy per day or part thereof, whichever is the greater, and for the purpose of calculating such charge the sign face area shall be taken as equal to the total area of all sign faces on the sign; and
- d) a signed acknowledgement and release on a prescribed form.

10.4 Destruction After Storage Elapses

Where a sign or canopy has been removed by the Town and stored for a period of 30 days and the sign or canopy has not been redeemed, the sign or canopy may be forthwith destroyed or otherwise disposed of by the Town.

10.5 Cost Recovery

Where a sign or canopy has been removed and stored by the Town and the sign or canopy has not been redeemed, the Sign Administrator, or persons designated by the Sign Administrator, may charge a fee for the cost of the removal and storage of the sign in accordance with Subsections 10.3(a), (b) and (c) of this By-law. These charges may be added to the property owner's tax roll if the fee is not paid within 30 days of the notification of the charges.

10.6 Interest on Cost Incurred

The Town may recover the costs of removing a sign or canopy under this part of the By-law from the person ordered to remove the sign or canopy by action or by adding the costs to the tax roll and collecting them in the same manner as property taxes. The costs include interest calculated at a rate of 15 per cent or such lesser rate as may be determined by the Town, calculated for the period commencing on the day the Town incurs the costs and ending on the day the costs, including the interest, are paid in full.

10.7 Lien on Lands

The amount of the costs, including interest, constitutes a lien on the land upon registration in the land registry office of a notice of lien.

11.0 Variances

The provisions of this By-law are not intended to limit the appropriate use of materials or methods of construction or, in all circumstances, signs not specifically authorized or permitted herein. The Town may, upon the application of any person, authorize minor variances from this

By-law if in the opinion of the Town the general intent and purpose of the by-law are maintained. Any decision of the Town respecting a minor variance to the regulations of this By-law shall be final.

- a) Any owner of a property or an owner's agent that is desirous of obtaining approval of a minor variance from one or more regulations of this By-law shall;
 - i. Make application for the sign variance on the prescribed form;
 - ii. Pay a non-refundable fee for a sign variance application as prescribed in the Town's Fees and Charges By-law; and
 - iii. Submit plans and specifications of each sign or canopy with sufficient evidence to satisfy the Town that each proposed sign or canopy will provide the level of performance indicated by the regulations of this bylaw.
- b) The Town hereby establishes the Committee of Adjustment for the purpose of granting minor variances from the provisions of this By-law;
- c) The Committee of Adjustment may authorize a variance if in its opinion the general intent and purpose of the By-law are maintained;
- d) In considering an application for a variance, the Committee of Adjustment shall have regard for:
 - i. special circumstances or conditions applying to the land, building or use referred to in the application;
 - ii. whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
 - iii. whether such special circumstances or conditions are pre-existing and not created by the Sign Owner or applicant; and
 - iv. whether the sign that is the subject of the variance will alter the essential character of the area in which the Sign will be located.

12.0 Safety and Maintenance Requirements

12.1 Ontario Building Code

All signs and canopies erected within the Town shall comply with the Ontario Building Code, as amended from time to time, and all applicable and reference standards for structural and life safety matters.

12.2 Ontario Electrical Code

Every electrical sign or components associated with a sign shall comply with all governing requirements of the Ontario Electrical Code as amended from time to time

12.3 Occupational Health and Safety

Construction safety measures conforming to the Occupational Health and Safety Act, as amended from time to time, as provided therein apply to the erection, alteration, relocation, removal or demolition of signs and canopies.

12.4 Obstruction of Views

No sign or canopy shall be erected or maintained if such sign could obstruct the view of any pedestrian or driver of a motor vehicle or could interfere with vehicular movement to such a degree as could endanger any person or risk damage to any vehicle.

12.5 Confusion with Traffic Device

No sign or canopy shall be erected or maintained at any location where it may interfere with, obstruct the view, or be confused with an authorized traffic sign, signal or warning device, nor shall any sign be illuminated in such a manner as to resemble a traffic regulating device.

12.6 Resemblance to Emergency Light

No rotating beam, beacon or flashing illumination shall be used in conjunction with any sign or canopy so as to create a traffic hazard or in a manner to otherwise endanger any person.

12.7 Building Openings Required for Light or Ventilation

No sign or canopy shall be located so as to obstruct any window or as to obstruct openings required for light and ventilation or any required means of egress or required access for firefighting.

12.8 Overhang of Sidewalks

No sign or canopy shall overhang or be located within a horizontal distance of 0.6 m of a sidewalk or other pedestrian walkway unless the minimum vertical distance between grade and the bottom of the overhanging sign face or canopy is at least 2.5 m.

12.9 Clearance From Vehicle Travel Areas

Except where explicitly provided elsewhere in this By-law, no sign or canopy face shall be erected within 1 m of the vehicular travelled portion of a private lane or roadway or of a motor vehicle parking area.

12.10 Animation

No sign or canopy shall be animated.

12.11 Underground Electrical Wiring

All electrical wiring required to service any ground sign shall, if so available from the public utilities, be underground from such utility or alternatively be underground from the building or structure to the sign.

12.12 Maintenance – All Signs

Every sign or canopy shall be maintained:

- a) in accordance with the approved plans authorizing its erection;
- b) in a vertical plane unless otherwise erected and approved, in which case such sign shall be maintained as erected and approved;
- c) without any visible deterioration of the sign or canopy or its structure when viewed from any premises other than the premises on which the sign is situated;
- d) so as not to become an unsafe sign or canopy and not to otherwise create a danger to any person;
- e) to meet minimum standards to maintain a rust-free sign face and sign support structure; and

- f) to meet minimum standards to not be unreadable due to fading.

13.0 Measurements

All measurements of length or area used in the By-law shall be subject to the normal rules of rounding numbers, within the degree of precision specified by the number of digits following the decimal point (if any), so that:

- a) For a WHOLE NUMBER, measurements of LESS THAN 0.5 shall be rounded DOWNWARD to the next whole unit;
- b) For a WHOLE NUMBER, measurements of 0.5 AND GREATER shall be rounded UPWARD to the next whole unit;
- c) For a number having ONE DECIMAL PLACE, measurements of LESS THAN 0.05 shall be rounded DOWNWARD to the next one-tenth unit;
- d) For a number having ONE DECIMAL PLACE, measurements of 0.05 AND GREATER shall be rounded UPWARD to the next one-tenth unit.
- e) Ratios and percentage figures shall not be subject to rounding.

14.0 Enforcement

14.1 Municipal Law Enforcement Officer, Provincial Offences Officer, Police Officer, or other duly appointed individual shall enforce the provisions of this By-law

14.2 A Municipal Law Enforcement Officer, Provincial Offences Officer, Police Officer, or other duly appointed individual may, at any reasonable time, enter on any lands for the purpose of carrying out an inspection to determine compliance with this By-law or any other applicable legislation.

14.3 No person shall obstruct, hinder, or otherwise interfere with a Municipal Law Enforcement Officer, Provincial Offences Officer, Police Officer or other duly appointed individual in the lawful carrying out of their duties and responsibilities under the provisions of this By-law.

15.0 Penalty

15.1 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 in the Provincial Offences Act. Each day such violation is committed, or permitted to continue, shall constitute a separate offence and may be punishable as per the Provincial Offences Act;

15.2 Every person convicted under this By-law is liable:

- a) upon a first conviction, to a maximum fine of \$5,000.00;
- b) upon any subsequent conviction, to a maximum fine of \$10,000.00.

15.3 Notwithstanding subsection 15.3, where the person convicted is a corporation, the corporation is liable:

- a) upon a first conviction, to a maximum fine of \$10,000.00;
- b) upon any subsequent conviction, to a maximum fine of \$25,000.00.

16.0 Short Title

This By-law may be referred to as the “Sign By-law”.

17.0 Repeal For By-law

That By-law 60-2025 is hereby repealed as of the date of this By-law coming into effect

18.0 Commencement

This By-law shall come into force and effect on its final passage thereof.

Read and Finally Passed and Sealed This 14th Day of April , 2025.

Luke Charbonneau, Mayor

Dawn Mittelholtz, Clerk