THE CORPORATION OF THE TOWN OF RICHMOND HILL

BY-LAW NO. 52-09

SIGN BY-LAW
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>TITLE</td>
<td>2</td>
</tr>
<tr>
<td>2.0</td>
<td>SCOPE</td>
<td>2</td>
</tr>
<tr>
<td>3.0</td>
<td>INTENT</td>
<td>2</td>
</tr>
<tr>
<td>4.0</td>
<td>DEFINITIONS</td>
<td>2</td>
</tr>
<tr>
<td>5.0</td>
<td>PROHIBITED SIGNS</td>
<td>9</td>
</tr>
<tr>
<td>6.0</td>
<td>SIGNS NOT REQUIRING PERMIT</td>
<td>10</td>
</tr>
<tr>
<td>7.0</td>
<td>GENERAL CONDITIONS FOR SIGNS REQUIRING A PERMIT</td>
<td>17</td>
</tr>
<tr>
<td>8.0</td>
<td>ADDITIONAL ZONE-SPECIFIC CONDITIONS FOR SIGNS REQUIRING A PERMIT</td>
<td>22</td>
</tr>
<tr>
<td>9.0</td>
<td>ADDITIONAL AREA-SPECIFIC CONDITIONS FOR SIGNS REQUIRING A PERMIT</td>
<td>26</td>
</tr>
<tr>
<td>10.0</td>
<td>CONDITIONS FOR DEVELOPMENT SIGNS REQUIRING A PERMIT</td>
<td>33</td>
</tr>
<tr>
<td>11.0</td>
<td>ADMINISTRATION OF AUTHORITY – DELEGATED TO COMMISSIONER</td>
<td>35</td>
</tr>
<tr>
<td>12.0</td>
<td>PERMITS</td>
<td>35</td>
</tr>
<tr>
<td>13.0</td>
<td>APPLICATION FOR PERMIT</td>
<td>35</td>
</tr>
<tr>
<td>14.0</td>
<td>VARIANCE</td>
<td>36</td>
</tr>
<tr>
<td>15.0</td>
<td>ENFORCEMENT AND PENALTIES</td>
<td>37</td>
</tr>
<tr>
<td>16.0</td>
<td>INTERPRETATION</td>
<td>39</td>
</tr>
<tr>
<td>17.0</td>
<td>CONFLICT</td>
<td>39</td>
</tr>
<tr>
<td>18.0</td>
<td>APPLICATION OF OTHER LAWS</td>
<td>39</td>
</tr>
<tr>
<td>19.0</td>
<td>EFFECTIVE DATE</td>
<td>40</td>
</tr>
<tr>
<td>20.0</td>
<td>REPEALED BY-LAWS</td>
<td>40</td>
</tr>
</tbody>
</table>
1.0 TITLE

1.1. This By-law shall be known and cited as the “Town of Richmond Hill Sign By-law.”

2.0 SCOPE

2.1. This By-law applies to all Signs that are or are to be located, erected, or displayed within the boundaries of the Town, save and except any other Sign prescribed by statute, and shall regulate the location, size, number, construction, alteration, repair, and maintenance of Signs.

2.2. All tables within the body of this By-law and schedules attached to this By-law shall form part of this By-law.

2.3. This By-law does not apply to a Sign that was lawfully erected, located, or displayed on the day the By-law comes into force and effect if the Sign is not substantially altered, and the maintenance and repair of the Sign or a change in the message or contents displayed is deemed not in itself to constitute a substantial alteration.

3.0 INTENT

3.1. The intent of this By-law is to regulate Signs in the Town by permitting Signs that:

(a) are appropriate in size, number, and location to the type of activity or use to which they pertain;
(b) provide reasonable and appropriate means for the public to locate and identify facilities, businesses, services, and events without difficulty or confusion;
(c) are compatible with surrounding activities or uses;
(d) protect and enhance the aesthetic qualities and visual character of the Town;
(e) are consistent with the Corporation's planning, urban design, and heritage objectives;
(f) do not create a distraction or safety hazard for pedestrians or motorists;
(g) minimize adverse impacts on nearby Property, and
(h) balance the public’s right to expression with the purpose and intent of this By-law.

4.0 DEFINITIONS

4.1.1 In this By-law:

“Abandoned Sign” means a Sign located, erected, or displayed on Property or Premises which becomes vacant or unoccupied for a period of 90 days or more, or any Sign which pertains to a time, event, or purpose which no longer applies.

“Address Sign” means a Sign on which the Copy displays the municipal address, or unit number, or combination thereof, of a Property or Premises on which the Sign is located, erected, or displayed.
“Animated Sign” means a Sign depicting continuous action, motion, light or colour changes through electronic means or an instrument that projects visual images onto a surface or such technology with the intent and effect of depicting action, motion, light or colour changes or projecting visual images and shall not include a Read-O-Gram.

“Awning” means a retractable or non-retractable structure that is attached to and projects from the exterior wall of a Premises and is not supported from the ground by poles or structures.

“Awning Sign” means a Sign located, erected, or displayed on an Awning and having a face thereof on a plane approximately parallel to the plane of such wall to which the awning is attached to and shall not include a Canopy Sign.

“Banner Sign” means a Sign made from cloth, plastic, canvas, or similar light-weight non-rigid material and shall not include a Pennant Sign.

“By-law Enforcement Officer” means an employee or an agent of the Corporation whose responsibilities include the enforcement of a by-law, an Act or a regulation under an Act.

“Campaign Office” means a Premises which is used by a Candidate or an agent of a Candidate as part of an election campaign where a Candidate’s campaign staff are normally present and the public may enter to obtain information regarding the Candidate.

“Candidate” means a person who has been nominated under the appropriate sections of the Municipal Elections Act, 1996, S.O. 1996, c. 32.; the Election Act (Ontario) R.S.O. 1990, c. E.6, or the Canada Elections Act.

“Canopy” means a non-retractable roof-like structure that is supported from the ground by poles or structures and may be attached to the exterior wall of a Premises.

“Canopy Sign” means a Sign located, erected, or displayed on a Canopy and approximately parallel to the plane of such Canopy and shall not include an Awning Sign.

“Charity Sign” means a Sign located, erected, or displayed on Private Property to advertise non-profit or charitable event by a non-profit organization, charity, place of worship, public school board, or separate school board.

“Civic Centre District” means that portion of the Downtown Special Signage Area outlined on Schedule “B” to this By-law.

“Commissioner” means the Commissioner of Planning and Development of the Corporation, or designate.

“Community Special Event Sign” means a Sign located, erected, or displayed temporarily on Public Property to advertise or promote a non-profit community sponsored special event designed to promote involvement in community celebrations and other activities primarily by the local population of the Town or an individual or group of communities within the Town, or to advertise or promote a non-profit or charitable event by a non-profit organization or charity.

“Comprehensive Signage Design Plan” means drawings and specifications for all Signs to be located, erected, or displayed on a Property or Premises that demonstrate the general conceptual arrangement of said Signs including details relating to number, location, size, and design features of the Signs in relation to the overall urban design features of a Property or Premises.

“Construction Sign” means a Sign that identifies the Property Owner, developer, contractor or a combination thereof involved in the construction or demolition of a Premises or Property.

“Corporation” means the Corporation of the Town of Richmond Hill.
“Copy” means the graphic content of a Sign in either permanent or non-permanent letter, pictorial, symbolic, numeric form, insignias, logos, pictures or other means.

“Council” means the Council of the Corporation.

“Daylighting Triangle” means a triangular area of land on or abutting a corner Lot, being a Lot abutting two or more Streets at their intersection or upon two parts of the same Street provided that the interior angle of the intersection of such Streets or parts of one Street is not more than 135 degrees measured at the centre line of the Street, which triangular area is formed by measuring from the point of intersection of the Street lines the distance required by the applicable Zoning By-law for a Daylighting Triangle along each Street Line and joining such points with a straight line. The hypotenuse of a Daylighting Triangle shall be that Lot Line directly opposite the angle formed by the point of intersection of the Street Lines.

“Development Sign” means a Sign which Copy shall display:

(a) the name or registered trademark including logo, crest or seal of a builder or developer of a development as defined and approved pursuant to Section 41 of the Planning Act, resulting from a Plan of Subdivision approved pursuant to Section 51 of the Planning Act, or a combination thereof;

(b) directions to a development as defined and approved pursuant to Section 41 of the Planning Act, resulting from a Plan of Subdivision approved pursuant to Section 51 of the Planning Act, or a combination thereof;

(c) information pertaining to the business occupant of a Premises of an approved development pursuant to Section 41 of the Planning Act, or

(d) a combination thereof of (a), (b), and (c); and

(e) “Development” shall mean such a development described in (a), (b) and (c).

“Directional Sign” means a Sign which gives direction or instructions for the control of vehicular or pedestrian traffic on a Property or Premises and which Copy displays a notation of an arrow.

“Directory Sign” means a Sign on which the Copy displays the unit numbers, business names of tenants, or a combination thereof of a Premises.

“Downtown Special Signage Area” means an area of the Town outlined on Schedule “B” to this By-law.

“Election Sign” means a Sign which advertises or promotes the election of a political party or a Candidate for public office in a federal, provincial, or municipal election.

“Entrance Feature Sign” means a Sign located, erected, or displayed on Property or Premises, at the entrance of a Development in a residential, commercial, industrial, or institutional Zone for the purpose of identifying the Development.

“Election Sign Fee” means a non-refundable fee as set out in Schedule “E” in lawful money of Canada, to be deposited with the Town Clerk to secure the obligations of the Candidate locating, erecting, or displaying an Election Sign.

“Flag Sign” means a Sign made of cloth or lightweight material attachable by one edge to a supporting structure and shall not include a Pennant Sign.

“Flashing Sign” means a Sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing lights by means of animation or an externally mounted light source and shall not include an Animated Sign or Read-O-Gram.
“Ground Sign” means a Sign directly supported by one or more uprights, poles, or braces, or located on a structural base placed in or upon the ground and does not include a Flag Sign, a Inflatable Sign, a Mobile Sign, or a Portable Sign.

“Headford Special Signage Area” means an area of the Town outlined on Schedule “D” to this By-law.

“Height” means the vertical distance measured from the average grade immediately below a Sign to the highest point of the Sign and includes any supporting structure or ornamental feature of a Sign.

“Heritage Property” means Property and/or Premises that is designated to be of cultural heritage value or interest under Part IV of the Ontario Heritage Act.

“Home Occupation” means a home based business operated within a dwelling unit incidental and secondary to the residential use.

“Illumination” means lighting of a Sign, in whole or in part, by artificial means directly or through any transparent or translucent material and when used in reference to:

(a) Internal Illumination includes Internally Illuminated, means lighting or having the potential of lighting the Sign with a light source located behind or within the Sign;

(b) External Illumination includes Externally Illuminated, means having a light source exterior to the Sign and on or directly at the Sign, and

(c) Non-illumination includes Non-illuminated, means the Sign is not Internally Illuminated or Externally Illuminated.

“Inflatable Sign” means an instrument filled with air or gas and tethered to the ground, a vehicle, any structure, or any Premises, and shall include any balloon with commercial advertising that is tethered to the ground.

“Landmark Premises” means a Premises identified on Schedule “C” to this By-law.

“Lot” means a parcel of land having specific boundaries which is capable of being conveyed without a requirement for consent pursuant to the Planning Act, including land described as a lot or block on a registered plan of subdivision or by metes and bounds or reference plan in a deed registered in a Land Registry Office. For the purposes of this By-law, a Lot separated from a Street by a strip of land 0.50 metres in width or less abutting a Street that is owned by the authority having jurisdiction over such a Street, as defined in this By-law, shall be deemed to abut such Street. The length of the reserve shall be included in the calculation of distance from a Street Line.

“Lot Line” means a line delineating any boundary of a Lot, but shall not include a Street Line.

“Menu Board Sign” means a Sign located, erected, or displayed as part of a drive-through facility for the purposes of displaying or ordering products or services, or a combination thereof available at the drive-through business.

“Mobile Sign” means a Sign designed to be capable of being readily moved from one location to another, and is usually built on a trailer or other solid platform and may include wheels.

“Multi-Storey Building” means a building with three or more storeys.


“Mural Sign” means any type of display or artistic endeavour that is applied as paint or film, or a sculpture to any external wall or other part of a Premises or structure, but shall not include any stained glass window of a Premises.
"Nomination Day" for a regular election is Friday, the 45th day before voting day.

"Off-Site Directional Sign" means a Sign erected, located, or displayed on Public Properties for the purposes of providing directions to any Corporation owned community facilities, private recreational facilities, place of worship, Private Properties, Premises or districts designated under the Ontario Heritage Act, business improvement areas, or business parks.


"Pennant Sign" means a Sign made of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind, but shall not include a Banner Sign or Flag Sign.

"Permit" means a written permission to locate, erect, or display a Sign or Signs issued by the Commissioner pursuant to provisions of this By-law.

"Person" means any individual, association, proprietorship, partnership, syndicate, company, firm, business, authorized agent, trustee and their heirs, executors or other legal representatives, or any combination thereof.


"Portable Sign" means a free-standing Sign located, erected, or displayed on but not permanently anchored in the ground and includes, but is not limited to, Signs commonly referred to as A-frame, T-frame, sandwich board, but shall not include an Inflatable Sign or a Mobile Sign.

"Poster Sign" means a printed notice conveying information that is intended to be displayed for a temporary period of time.

"Premises" means any building, multiple buildings, or units within a building located on a Property.

"Private Property" means Property owned by or under the control of a Property Owner, save and except for any Public Property.

"Projecting Sign" means a Sign attached to and projecting from a Premises wall or attached to and hanging from a soffit.

"Property" means a Lot or parcel of land, the whole of which can be conveyed pursuant to the Planning Act.

"Property Owner" means the registered owner or owners of the Property as shown in the records of the Land Registry Office, or where the lands are included in a description registered under the Condominium Act, 1998, S.O. 1998, c.19, the board of directors of the condominium corporation.
“Public Information Sign” means:

(a) a Sign erected by or under the direction of a government agency and shall include any Sign on which the Copy displays the name or registered trademark including logo, crest or seal of a community organization and includes, but is not limited to the Rotary Club in the Town or the Lions Club of Richmond Hill; or

(b) A Sign designating public hospitals, schools operated by a public or separate school board, a public library, a public community centre, public arena, other public government use, or public projects; or

(c) A Sign erected in parks, stadiums, or playgrounds for use as scoreboards or timers provided such that the non-scoreboard or the non-timer area of any such Sign is not greater than one-quarter of the total Sign Area, or

(d) A Sign required by a public authority pursuant to an application made pursuant to the Planning Act.

“Public Property” means Property owned by or under the control of the Corporation or any of its agencies, boards or commissions, including Streets and right-of-ways, and including structures thereon owned and/or controlled by an entity which provides a municipal, regional or public utility service, such as public utility poles, streetlights, stop lights, bus shelters, and garbage containers.

“Read-O-Gram” means a part of a Sign composed of changeable letters that convey a message which may be changed or rearranged mechanically or as part of an electronic message display. A Read-O-Gram shall also mean a Read-O-Graph, but it shall not include a Mobile Sign.

“Roof” when used in reference to:

(a) Flat Roof means:

(i) a Roof having a slope of less than one (1) unit of rise for every ten (10) units of run. Where more than twenty-five percent (25%) of the roof area of a building is flat as defined in the preceding sentence, the entire Roof shall be deemed to be a Flat Roof;

(ii) a Roof which is not pitched and the surface of which is parallel to the ground;

(iii) a Roof which has a stepped architectural feature; or

(iv) a combination, thereof.

(b) Gable Roof means a ridged roof forming a gable at both ends of the Premises.

(c) Gambrel Roof means a Gable Roof with two slopes on each side, the lower steeper than the upper.

(d) Hip Roof means a Roof with sloping ends and sides.

(e) Mansard Roof means a Roof with two slopes on each of four sides, the lower steeper than the upper.

(f) Shed Roof means a Roof with one slope.

“Roof Sign” means a Sign supported entirely or partly by the Roof of a Premises or structure.
"Sign" means any instrument, object, surface, structure and other component parts, which are used or capable of being used as a visual medium or display to attract attention to a specific subject matter for identification, information or advertising purposes and includes an Abandoned Sign, an Address Sign, an Animated Sign, an Awning Sign, a Banner Sign, a Canopy Sign, a Charity Sign, a Community Special Event Sign, a Construction Sign, a Development Sign, a Directional Sign, a Directory Sign, an Election Sign, an Entrance Feature Sign, a Flag Sign, a Flashing Sign, a Ground Sign, an Inflatable Sign, a Menu Board Sign, a Mobile Sign, a Mural Sign, an Off-Site Directional Sign, a Pennant Sign, a Portable Sign, a Poster Sign, a Projecting Sign, a Public Information Sign, a Read-O-Gram, a Roof Sign, a Wall Sign, and a Window Sign.

"Sign Area" means the entire area of the surface of a Sign including the border or frame, together with any material forming an integral part of the background of the display or used to differentiate the Sign from the Premises façade on which it is located, erected, or displayed, but excluding the supporting structure unless such supporting structure is used for display of any part of the Sign's message. Where there is no border or the Sign is composed of individually installed letters, numerals or shapes, the area of the Sign shall include all of the area of a four-sided geometric shape that encloses the surface of the Sign or the grouping of letters, numerals, shapes, or a combination thereof. Where a Sign is double-faced or multi-faced, the maximum combined Sign Area shall be double the Sign Area permitted for one (1) face.

"Sign Owner" includes:

(a) the Property Owner;

(b) a Person who is the occupant of the Property or Premises;

(c) in the case of a Mobile Sign, the owner or lessor of the Sign;

(d) the Person or Persons having the use or major benefit of the Sign; and

(e) any Person acting or purporting to act on behalf of the Persons listed in (a), (b), (c) or (d) with respect to the Sign.

"Storey" means that portion of a Premises between the floor line being the floor of a Storey of a Premises and grade, the roof line being the point at which the Roof and wall of a Premises meet, or that portion of a Premises between two floor lines being the floors of a Storey of a Premises.

"Street" means a highway as defined by the Highway Traffic Act, R.S.O. 1990, c. H.8.

"Street Line" means the boundary between a Street and a Lot.

"Town" means all lands situated within the geographic boundaries of the Town of Richmond Hill.

"Town Clerk" means the Clerk or the Deputy Clerk of the Corporation as designated by by-law, or designate.

"Uptown District" means that portion of the Downtown Special Signage Area outlined on Schedule "B" to this By-law.

"Vacant Land" means land that is not actively utilized, but is zoned to be developed under the Corporation's zoning by-law, but shall not include a parking lot.

"Variance" means permission to locate, erect, or display a Sign in a manner that is not in strict compliance with the requirements of this By-law.

"Village Core District" means that portion of the Downtown Special Signage Area outlined on Schedule "B" to this By-law.
“Wall Sign” means a Sign attached to, marked or inscribed on, located, erected or placed against a wall of a Premises and having the exposed face thereof on a plane approximately parallel to the plane of such wall and may include display boxes, but shall not include an Awning Sign, a Banner Sign, a Canopy Sign, a Mural Sign, or a Poster Sign. A Wall Sign shall not be supported by the Roof, the ground or a combination thereof.

“Window Sign” means a Sign located on the interior of a Premises and which is located, erected or displayed in the interior of a window, window section or window pane and is intended to be seen from outside a Premises.

“Zone” means an area designated for particular land uses as determined by a zoning by-law of the Corporation pursuant to the Planning Act, which is in force and effect.

5.0 PROHIBITED SIGNS

5.1. Any Person shall not locate, erect, or display, or cause to be located, erected, or displayed a Sign, save and except Signs expressly permitted in Part 6.0 of this By-law and located, erected and displayed in strict compliance with the requirements of Part 6.0, which:

(a) the Person has not been issued a Permit for if a Permit is required under this By-law pursuant to Parts 7.0 to 10.0 of this By-law;

(b) is not in accordance with the approved plans and drawings submitted as part of the Permit application;

(c) is not in conformity with the requirements of this By-law, as amended, or with the conditions of any Variance granted pursuant to this By-law;

(d) the Commissioner has directed be removed;

(e) is on Public Property, unless expressly permitted in this By-law and in accordance with the conditions of such permission as set out in this by-law;

(f) obstructs the view of any pedestrian or driver of a motor vehicle, obstructs the visibility of any traffic Sign or device, or interferes with vehicular traffic in a manner that could endanger any Person;

(g) is not maintained in a proper state of repair, becomes unsightly, becomes structurally inadequate or faulty, or could be hazardous to a pedestrian or motorist;

(h) does not relate to any use or uses of the Premises located on the same Property;

(i) the text of the Sign contains less than 50% of the English or French language;

(j) is within a Daylighting Triangle;

(k) obstructs a parking space;

(l) is located, erected, or displayed on a motor vehicle or trailer which is parked, or located, erected, or displayed for the primary purpose of displaying said Sign;

(m) obstructs or impedes any fire escape, fire exit, functional door, false door, functional window, false window, scuttle, skylight, flue or air intake or exhaust so as to prevent or impede the free access of emergency personnel to any part of Premises including fire department Siamese connections and fire hydrants;

(n) is Illuminated, which faces and locates, erects, or displays within 30 metres of a Residential Zone or a Property being used for residential purposes unless separated by a Street;
(o) is an Abandoned Sign, an Animated Sign, a Flashing Sign, an Inflatable Sign, a Pennant Sign which Copy displays commercial advertising, or a Roof Sign.

6.0 SIGNS NOT REQUIRING PERMIT

6.1. General

6.1.1 A Permit is not required to locate, erect, or display the Signs referred to in Table A – Signs Not Requiring a Permit and in Sections 6.2 through 6.8 below, provided that such Signs are:

(a) located, erected or displayed with the consent of the Property Owner;
(b) not located, erected, or displayed on a Heritage Property;
(c) located, erected, or displayed on Premises or Property in the Zones set out in the second column in Table A and in strict conformity with the provisions in the last column of Table A; and
(d) in compliance with any other applicable laws including the Building Code Act, 1992, any by-laws of the Regional Municipality of York, any provincial and federal laws and all the Corporation's by-laws.

<table>
<thead>
<tr>
<th>Sign Type /Description</th>
<th>Applicable Zones</th>
<th>Provisions</th>
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<tbody>
<tr>
<td>Address Sign</td>
<td>All Zones</td>
<td>Pursuant to Section 6.2.</td>
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<tr>
<td>Agricultural Sign</td>
<td>Agricultural Zone and permitted agricultural use in any Oak Ridges Moraine Zones under By-law 128-04, as amended</td>
<td>Maximum Sign Area of 3.00 m². Maximum one (1) double-faced Sign or two (2) single-faced Signs per Private Property. Shall be removed within 24 hours of the date when the advertised produce ceases to be available for sale. Maximum Height of 1.83 m for an agricultural Sign in the form of a Ground Sign. Non-Illuminated or Externally Illuminated Banner Sign</td>
</tr>
<tr>
<td>Commemorative Sign, plaque or corner stone of non-advertising nature</td>
<td>All Zones</td>
<td>Maximum Sign Area of 0.20 m². Shall be located, erected, or displayed on a Premises wall. Non-Illuminated or Externally Illuminated Community Special Event Sign</td>
</tr>
<tr>
<td>Contractor advertising Sign advertising the contractor undertaking landscaping, repairs, renovations or maintenance of a Property or Premises</td>
<td>All Zones</td>
<td>Maximum Sign Area of 0.30 m². Shall be removed from the Property within two (2) days after the project is completed. Non-Illuminated only. Directional Sign</td>
</tr>
<tr>
<td>Directory Sign</td>
<td>All Zone</td>
<td>Pursuant to Section 6.5</td>
</tr>
<tr>
<td>Sign Type /Description</td>
<td>Applicable Zones</td>
<td>Provisions</td>
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<tr>
<td><strong>Election Sign</strong></td>
<td>All Zones</td>
<td>Pursuant to Section 6.6.</td>
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<td>Flag Sign of public education, religious, charitable, or fraternal organizations</td>
<td>All Zones</td>
<td>Maximum three (3) per Premises.</td>
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<td>Maximum Height of 6.00 m including supporting structure.</td>
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<td>Shall not include commercial advertising.</td>
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<td>Maximum Sign Area of 1.00 m².</td>
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<td>Non-Illuminated or Externally Illuminated.</td>
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<tr>
<td>Flag Sign or emblems of patriotic and civic nature</td>
<td>All Zones</td>
<td>Maximum Height of 6.00 m including supporting structure.</td>
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<td>Non-Illuminated or Externally Illuminated.</td>
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<tr>
<td>Incidental Sign denoting specific sections of a Premises and includes but is not limited to a Sign denoting the hours of operation or an open Sign, or a combination thereof</td>
<td>All Zones</td>
<td>Maximum Sign Area of 0.30 m².</td>
</tr>
<tr>
<td>Interior Sign not visible or intended to be seen off the Premises on which the Sign is located, erected, or displayed</td>
<td>All Zones</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated.</td>
</tr>
<tr>
<td>“No Trespassing” Sign</td>
<td>All Zones</td>
<td>Maximum Sign Area of 0.20 m².</td>
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<td>Non-Illuminated only.</td>
</tr>
<tr>
<td>Off-Site Directional Sign</td>
<td>All Zones</td>
<td>Pursuant to Section 6.7.</td>
</tr>
<tr>
<td>Pennant Sign which Copy shall not contain commercial advertising located, erected, or displayed by the Corporation or any of its agencies, boards or commissions, or the Region of York, or any of its agencies, boards or commissions.</td>
<td>All Zones</td>
<td>Non-Illuminated only.</td>
</tr>
<tr>
<td>Public Information Sign</td>
<td>All Zones</td>
<td>Shall only be in the form of a Wall Sign, Ground Sign or Projecting Sign and shall be pursuant to the provisions in Table D: Provisions for Signs in Industrial, Institutional or Agricultural Zone.</td>
</tr>
<tr>
<td>Poster Signs</td>
<td>All Zones</td>
<td>Pursuant to Section 6.8.</td>
</tr>
<tr>
<td>Real estate Sign located, erected, or displayed for the notification that a Premises or Property is available for or offered for sale, rent, or lease.</td>
<td>All Zones</td>
<td>Maximum Sign Area of 1.20 m² in residential Zone. For all other Zones, maximum Sign Area of 3.50 m².</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height of 1.20 m for a real estate Sign in the form of a Ground Sign.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shall be removed within fourteen (14) days after the date of acceptance of an offer of purchase or lease of a Property or Premises.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Illuminated only.</td>
</tr>
<tr>
<td>Sign located, erected, or displayed on a gasoline pumping station</td>
<td>Commercial Zone</td>
<td>Non-Illuminated only.</td>
</tr>
</tbody>
</table>
Table A – Signs Not Requiring a Permit

<table>
<thead>
<tr>
<th>Sign Type /Description</th>
<th>Applicable Zones</th>
<th>Provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign identifying a Home Occupation on a Private Property or Premises</td>
<td>Residential Zone</td>
<td>Maximum two (2) per Premises which may take the form of a Ground Sign, a Wall Sign, a Window Sign, or a combination thereof.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Sign Area of 0.20 m² for a Ground Sign or Wall Sign.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Sign Area of 0.15 m² for a Window Sign.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height of 1.50 m for a Ground Sign.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Window Sign shall be Non-Illuminated only.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ground Sign or Wall Sign shall be Non-Illuminated or Externally Illuminated.</td>
</tr>
<tr>
<td>Window Sign</td>
<td>All Zones, except Residential Zone</td>
<td>Maximum six (6) per Premises.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Sign Area of 0.15 m² per Sign and in no case shall the aggregate Sign Area exceed 25% of a window, window section or window pane.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Illuminated or Internally Illuminated.</td>
</tr>
</tbody>
</table>

6.2. Address Signs – Multiple Residential Property in Residential Zone – Property in Commercial – Industrial – Institutional Zone

6.2.1. An Address Sign for a multiple residential Property in a Residential Zone or a Property in a Commercial, Industrial or Institutional Zone shall:

(a) be marked or impressed on durable material;

(b) be of a contrasting colour to the background;

(c) include numerals of a minimum vertical dimension of 0.15 metres, and in the case of an Address Sign within a Ground Sign, have a maximum vertical dimension of 0.60 meters; and

(d) shall conform to the requirements of subsections 6.2.2.

6.2.2. A minimum of one (1) Address Sign shall be located, erected, or displayed in the form of a Wall Sign:

(a) per main entrance for multiple residential Property; and

(b) per Premises wall that faces a Street for all other Property.

6.3. Banner Signs

6.3.1. A maximum of one (1) Banner Sign may be located, erected, or displayed per Premises wall for a maximum of 90 consecutive days, provided that the Corporation is in receipt of a Permit application for a permanent Sign that is intended to replace the Banner Sign and no such permanent Sign is located, erected or displayed on the Premises concurrent with the Banner Sign

6.3.2. A Banner Sign shall not project beyond the extremity of the wall on which it is located, erected, or displayed.

6.3.3. The maximum Sign Area of a Banner Sign shall be the same as the maximum Sign Area of a Wall Sign as set out in either Table C – Provisions for Signs in a Commercial Zone when the Banner Sign is to be located, erected or displayed in a Commercial Zone or, in Table D – Provisions for Signs in Industrial, Institutional or Agricultural Zone when the Banner Sign is to be located, erected or displayed in an Industrial, Institutional or Agricultural Zone.

6.3.4. A Banner Sign shall be located, erected, or displayed on the same wall used to calculate the maximum Sign Area of the Banner Sign.
6.3.5. On a Multi-Storey Building, a Banner Sign shall only be permitted on the first Storey.

6.3.6. A Banner Sign shall be Non-Illuminated.

6.4. Community Special Event Signs

6.4.1. A maximum of two (2) Community Special Event Sign in the form of Banner Signs may be placed so as to hang over Public Property provided that:

(a) if the Banner Sign(s) is to be fastened to structures that are located on (1) Private Property or (2) Public Property but that are not owned and/or controlled by the Corporation:

(i) the Sign Owner provides the Corporation with evidence of written permission from the Property Owner(s) to fasten the Banner Sign to those structures prior to locating, erecting or displaying the Community Special Event Sign(s); and

(ii) the Sign Owner abides by any specific fastening conditions stipulated by the Property Owner of the structures; and

(b) the lowest extremity of the Community Special Event Sign shall be a minimum 6 metres above average grade if it hangs over a Street;

6.4.2. A Community Special Event Sign in the form of a Portable Sign may be located, erected, or displayed on the inner or outer boulevard of a Street provided that it is a minimum of 0.5 metres from any curb or sidewalk, or where there is no curb or sidewalk, a minimum of 2.0 metres from the Street or a minimum of 0.5 metres from the edge of a shoulder of a Street where such exists.

6.4.3. A Community Special Event Sign in either form referred to in this Section 6.4 shall not be located, erected, or displayed more than twenty-one (21) days immediately preceding the event date, and shall be removed within forty-eight (48) hours following the event date.

6.5. Directory Signs – Multiple Residential Property – Property in Commercial – Industrial – Institutional Zone

6.5.1. A Directory Sign for a multiple residential Property or any Property in a Commercial, Industrial or Institutional Zone shall:

(a) be marked or impressed on durable material;

(b) be of a contrasting colour to the background;

(c) have a maximum Sign Area of 0.50 square metres;

(d) if it is in the form of a Ground Sign, have a maximum Height of 1.20 metres;

(e) if it is in a form other than a Ground Sign, shall be located on the first Storey of a Premises only; and

(f) be Non-Illuminated or Externally Illuminated.

6.5.2. A maximum of one (1) Directory Sign may be located, erected, or displayed per driveway access for Property in a Commercial, Industrial or Institutional Zone.

6.5.3. A minimum of one (1) Directory Sign shall be located, erected, or displayed on a multiple residential Property in a Residential Zone.
6.6. Election Signs

**Deposit Required**

6.6.1. No Person shall erect, locate or display an Election Sign unless an application accompanied by an Election Sign Fee has been submitted to the Town Clerk.

**General Prohibitions**

6.6.2. An Election Sign shall be Non-Illuminated.

6.6.3. A Person shall not deface or willfully cause damage to a lawfully erected Election Sign.

6.6.4. A Person shall not at any time on any voting day, including those days when advance election voting is held:

(a) locate, erect, or display an Election Sign or cause an Election Sign to be located, erected, or displayed on or adjacent to any Premises used as a voting place for elections, or Public Properties, and

(b) locate, erect, or display or cause to be located, erected, or displayed an Election Sign, poster or placard in or on a vehicle that is parked on any Premises used as a voting place for elections if the Sign, poster or placard is visible from the outside of the vehicle.

**Election Signs on Public Property**

6.6.5. No Person shall erect, locate or display an Election Sign on Public Property unless such Election Sign is in the form of a Portable Sign and:

(a) is located, erected or displayed only on the inner or outer boulevard and within 50.00 metres, excluding the Daylighting Triangle, of an intersection of those Streets that are designated in the Official Plan of the Corporation as arterial roads and collector roads and are shown on Schedule "F", subject to any additional restrictions set out in (i) below;

(b) is located, erected, or displayed on Public Property along the designated collector road;

(c) has a maximum Sign Area of 1.49 square metres;

(d) has a maximum Height of 1.22 metres;

(e) has a maximum horizontal dimension of 1.22 metres;

(f) is a minimum of 0.50 metres from any curb or sidewalk, or where there is no curb or sidewalk, a minimum of 2.00 metres from the Street or a minimum of 0.50 metres from the edge of a shoulder of a Street where such exists;

(g) a minimum of 5.00 metres from a fire hydrant, transit shelter, or a bus shelter; and

(h) is a minimum of 10.00 metres from a driveway; and
(i) is not located, erected or displayed:

1. within a Daylighting Triangle;
2. on any centre median or centre boulevard;
3. on any traffic island;
4. on any Streets shown on Schedule "F" that is adjacent to a Premises used as a voting place for elections; or
5. within any Premises, park or other open space owned and/or controlled by the Corporation.

Election Signs on Private Property

6.6.6. An Election Sign located, erected, or displayed on Private Property shall have a maximum Sign Area of 1.20 square metres and the maximum Height is 2.00 metres, except for Election Signs in the form of a Wall Sign, Window Sign, or Ground Sign located, erected, or displayed on Campaign Offices which shall be pursuant to Table C: Provisions for Signs in a Commercial Zone.

6.6.7. A Person shall not pull down or remove a lawfully located, erected, or displayed Election Sign on Private Property without the consent of the Candidate to whom the Sign relates or the Property Owner of the Private Property upon which the Sign is located, erected, or displayed.

Timing

6.6.8. No Person shall erect, locate or otherwise display an Election Sign, save an except on a Campaign Office as provided in subsection 6.6.10 below:

(a) in the case of a federal or provincial election, prior to the issuance of the writ of election;
(b) in the case of a municipal election, prior to Nomination Day; and
(c) in the case of any election, for a period greater than seventy-two (72) hours immediately following the day of the election.

6.6.9. Election Signs may be located, erected or displayed on Campaign Offices once the Candidate has filed his or her nomination papers, paid the required filing fee, and paid the Election Sign Fee.

Removal of Unlawful Election Signs

6.6.10. If an Election Sign is located, erected, or displayed in violation of this by-law, the Commissioner shall cause the Sign to be removed immediately without notice.

6.6.11. An Election Sign that has been removed under this by-law shall be stored by the Corporation for a maximum of 30 days during which time the Candidate or the Candidate's agent may retrieve the Sign. Any Election Sign that has been removed by the Corporation and stored for more than 30 days following voting day will be destroyed or otherwise disposed of by the Corporation without notice and without compensation to the Candidate.
6.7. Off-Site Directional Sign

6.7.1. The maximum Sign Area of any Off-Site Directional Sign shall be 1.0 square metres.

6.7.2. Where an Off-Site Directional Sign is in the form of a Ground Sign it shall:

(a) be a minimum of 0.5 metres from any curb or sidewalk, or where there is no curb or sidewalk, a minimum of 2 metres from the Street or a minimum of 0.5 metres from the edge of a shoulder of a Street where such exists; and

(b) have a maximum Height of 2.5 metres.

6.7.3. Where an Off-Site Directional Sign is located, erected, or displayed on a utility pole located on Public Property it shall:

(a) be mechanically fastened to the utility; and

(b) not be located, erected, or displayed on a utility pole that supports a traffic control device(s), including any traffic control Sign.

6.8. Poster Signs

6.8.1. A maximum of one (1) Poster Sign per Sign Owner providing the same information or advertising the same company, organization, service, product, message or event may be located, erected, or displayed on Public Property provided that the Poster Sign:

(a) is made of non-rigid material;

(b) is located, erected or displayed only on the inner or outer boulevard and within 50.00 metres, excluding the Daylighting Triangle, of an intersection of those Streets that are designated in the Official Plan of the Corporation as arterial roads and collector roads and are shown on Schedule “F”;

(c) is located, erected, or displayed on Public Property along the designated collector road;

(d) has a maximum horizontal dimension 216 millimetres and maximum vertical dimension 280 millimetres;

(e) has an upper extremity that does not exceed 2.50 metres from grade;

(f) is affixed only by way of adhesive tape;

(g) prominently displays the date that the Poster Sign is located, erected, or displayed on the lower right hand corner;

(h) is located, erected, or displayed for the a maximum of the lesser of:

   (i) seven (7) days from the date referred to in (g); or

   (ii) forty-eight (48) hours before or after the occurrence of the event advertised on the Poster Sign, whichever is the shorter period; and

(i) is Non-Illuminated.
6.8.2. Notwithstanding subsection 6.8.1, a Poster Sign shall not be located, erected, or displayed on Public Property within the Downtown Special Signage Area as shown on Schedule “B” or the Headford Special Signage Area as shown on Schedule “D”.

7.0 GENERAL CONDITIONS FOR SIGNS REQUIRING A PERMIT

7.1. General Permit Requirement

7.1.1 No Person shall locate, erect or display a Sign referred to in this Part 7.0 without first obtaining a Permit from the Corporation.

7.2. Heritage Property or Premises

7.2.1 The Corporation may issue a Permit to locate, erect or display a Sign on a Heritage Property upon receipt of an application pursuant to this by-law, including any Sign that could otherwise be located, erected or displayed without a Permit pursuant to Part 6.0, provided that such Sign conforms to all requirements as to the form and content of the Sign set out in Parts 6.0 through 10.0 of this by-law.

7.2.2. Notwithstanding any provision in this Part 7.0 or any other part of this by-law to the contrary, any Sign to be located, erected or displayed on a Heritage Property shall not include a Read-O-Gram.

7.3. Awning Signs or Canopy Signs

7.3.1. A Canopy Sign or Awning Sign shall not extend beyond the extremity of the Canopy or Awning on which it is located, erected, or displayed.

7.3.2. Any Awning Sign shall only be located, erected, or displayed on the first Storey of a Multi-Storey Building.

7.4. Charity Signs

7.4.1. A Charity Sign shall be located, erected, or displayed only on Private Property, save and except for the Public Property referred to in subsection 7.4.2 below, and only in accordance with the requirements in subsection 7.4.3 below.

7.4.2. A Charity Sign may be located, erected, or displayed on facilities owned or controlled by the Corporation that are intended for public use, including community centres and parks, and any structures thereon, but excluding Public Property or Premises thereon occupied by the Corporation for the purpose of administering the affairs of the Town, provided that the Charity Sign does not in any way interfere with any Sign(s) or other notice(s) posted by the Corporation.

7.4.3. A Charity Sign shall:

(a) be in the form of a Mobile Sign;
(b) have a maximum of two (2) faces;
(c) not exceed three (3) colours within the Copy and the Sign Area shall not exceed one (1) colour;
(d) have a maximum Sign Area of 4.46 square metres;
(e) have a maximum Height of 2.40 metres; and
(f) shall not be located, erected or displayed within:
   (i) 15.00 metres of an intersection or traffic signalization;
   (ii) 1.50 metres of a private driveway;
   (iii) 3.00 metres of any other Lot Line; and
   (iv) 15.00 metres of a Property used solely for residential purposes.

7.4.4. A Permit for a Charity Sign shall be issued and valid for a maximum period of fourteen (14) consecutive days preceding the event date.

7.5. Entrance Feature Signs

7.5.1. An Entrance Feature Sign shall not be located, erected, or displayed within:
   (a) 1.50 metres of any Lot Lines;
   (b) 1.50 metres of any Street Line;
   (c) 1.50 metres of any private driveway; and
   (d) 1.50 metres of any Premises.

7.5.2. An Entrance Feature Sign shall be:
   (a) Externally Illuminated or Non-Illuminated;
   (b) constructed of weatherproof material; and
   (c) permitted for a Development in a residential, commercial, industrial, or institutional Zone pursuant to the following:
      (i) For a subdivision Development, a maximum of one (1) Entrance Feature Sign shall be located, erected, or displayed on Property at each corner of an intersection of those Streets that are designated in the Official Plan of the Corporation as arterial roads and collector roads and are shown on Schedule “F”, or
      (ii) For a condominium Development, a maximum of one (1) Entrance Feature Sign shall be located at the private driveway of the Property at an arterial or collector road.

7.5.3. The maximum Sign Area of an Entrance Feature Sign pursuant to subsection 7.5.2(c)(i) shall not exceed 3.00 square metres.

7.5.4. An Entrance Feature Sign pursuant to Subsection 7.5.2(c)(ii) shall be in the form of either a Ground Sign or a Wall Sign as provided for in Table B — Provisions for Signs in Residential Zones.

7.6. Ground Signs

7.6.1. For the purposes of calculating Sign Area of a Ground Sign, it shall not include the Sign Area of the municipal address.

7.6.2. For the purposes of calculating Height of a Ground Sign, it shall include the Sign Area of the municipal address.

7.6.3. A Ground Sign having a Height of 3.00 metres or greater shall not contain any Copy within 1.00 metre above the average grade except for the municipal address of the Premises, Property, or a combination thereof.
7.6.4. A *Ground Sign* that abuts a *Street* may allocate a maximum of 25% *Sign Area* to a *Read-O-Gram*.

7.6.5. A *Read-O-Gram* located, erected, or displayed on a *Ground Sign* pursuant to subsection 7.6.4 shall not have a message displayed for less than three (3) seconds, during which there shall be no movement or change in colour or intensity of *Illumination*, and the message shall not scroll horizontally or vertically.

7.6.6. A *Ground Sign* shall not be located, erected, or displayed within:

(a) 15.00 metres of a traffic-control device;

(b) 1.50 metres of any *Street Line*, private driveway or *Premises*;

(c) 1.50 metres or a distance equal to 75% of the *Height* of the *Ground Sign*, whichever is greater, from any *Lot Lines*.

7.6.7. A *Ground Sign* shall be located, erected, or displayed on the same *Street Line* used to calculate the maximum *Sign Area* of any said *Ground Sign* pursuant to the applicable sections of Parts 8.0 to 10.0 of this By-law.

7.7. **Mobile Signs**

7.7.1. A *Mobile Sign* shall have a maximum of two (2) faces.

7.7.2. The *Copy* of the *Mobile Sign* shall not exceed three (3) colours within the *Copy* and the *Sign Area* shall not exceed one (1) colour.

7.7.3. *Mobile Sign* shall not be located, erected, or displayed on *Vacant Lands*.

7.7.4. A *Permit* for a *Mobile Sign* shall be valid for a maximum period of 21 consecutive days from the date the *Permit* is issued.

7.7.5. Where one (1) *Permit* for a *Mobile Sign* has been issued for a *Premises*, no subsequent *Permit* for the same *Premises* shall be issued until at least 30 days have elapsed from the date of expiry of the previous *Permit*.

7.7.6. A *Mobile Sign* shall not be located, erected or displayed within:

(a) 15.00 metres of an intersection or traffic signalization;

(b) 1.50 metres of a private driveway;

(c) 3.00 metres of any other *Lot Line*; and

(d) 15.00 metres of a *Property* used for residential purposes.

7.7.7. A *Mobile Sign* shall only advertise for the *Premises* to which the *Permit* was issued, save and except an *Election Sign* may be permitted.

7.7.8. A *Mobile Sign* shall not be located, erected, or displayed on the same *Premises* or *Property* on which a *Portable Sign* has already been located, erected, or displayed unless and until such *Portable Sign* has been removed.

7.8. **Mural Signs**

7.8.1. A *Mural Sign* shall be subject to *Council* approval.
7.9. Portable Signs

7.9.1. A Portable Sign shall:

(a) have a maximum of two (2) faces;
(b) not be permanently affixed to the ground, any structure, tree or fence;
(c) only advertise for the Premises to which the Permit was issued;
(d) be removed and stored indoors each evening after the close of the business within the Premises;
(e) not be located, erected, or displayed on Vacant Lands;
(f) not be located, erected or displayed within:
   (i) 15.00 metres of an intersection or traffic signalization;
   (ii) 1.50 metres of a private driveway;
   (iii) 3.00 metres of any other Lot Line, and
   (iv) 15.00 metres of a Property used for residential purposes; and
(g) not be located, erected, or displayed on the same Premises or Property on which a Mobile Sign has already been located, erected, or displayed unless and until such Mobile Sign has been removed.

7.9.2 A Permit for a Portable Sign shall be valid for a maximum period of 21 consecutive days from the date the Permit is issued.

7.9.3 Where one (1) Permit for a Portable Sign has been issued for a Premises, no subsequent Permit for the same Premises shall be issued until at least 30 days have elapsed from the date of expiry of the previous Permit.

7.10. Projecting Signs

7.10.1 A Projecting Sign shall have a maximum of two (2) faces.

7.10.2 The face of a Projecting Sign shall not be parallel to a Premises wall.

7.10.3 Any portion of a Projecting Sign shall not:

(a) be less than 2.40 metres above the average grade below said Sign; or
(b) project beyond 1.30 metres from the Premises wall.

7.10.4 The Projecting Sign shall not project beyond the limit of a Lot Line onto an adjacent Private Property.

7.10.5 For a Projecting Sign to overhang a Public Property under the jurisdiction of the Corporation, the Sign Owner, prior to obtaining a Permit, may be required to satisfy additional requirements of the Corporation, including, but not limited, the entering into of an agreement for the maintenance of such Sign over the Public Property which, among other things, will include a requirement that the Sign Owner indemnify and save harmless the Town from any damages, claims or demands arising out of or in connection to the Sign.

7.10.6 A Projecting Sign shall only be located, erected, or displayed on first Storey of a Multi-Storey Building.
7.11. Wall Signs

7.11.1 The maximum Sign Area of a Wall Sign shall be calculated based on the linear horizontal length of the Premises wall upon which the Wall Sign is to be located, erected, or displayed.

7.11.2 A Wall Sign shall be located, erected, or displayed on the same Premises wall used to calculate the maximum Sign Area of the Wall Sign.

7.11.3 Where the Premises wall includes horizontal or vertical indentations, the Premises wall shall be considered to be continuous only for the purpose of calculating the maximum Sign Area for a Wall Sign provided that the indentation of the Premises wall is less than 3.00 metres.

7.11.4 A Wall Sign or portion thereof shall not extend beyond the extremity of the Premises wall on which it is located, erected, or displayed.

7.11.5 A Wall Sign shall not project more than 0.60 metres from the surface of the Premises wall to which it is located, erected, or displayed.

7.11.6 A Read-O-Gram may take the form of or may be part of a Wall Sign and shall only be located, erected, or displayed on a Premises wall that faces an internal lane, a private driveway, or a combination thereof, provided that:
   a) it shall have a maximum Sign Area of 0.05 times the linear metre of a Premises wall up to a maximum of 1.00 square metre, and
   b) its message shall not be displayed for less than three (3) seconds, during which there shall be no movement or change in colour or intensity of Illumination, and the message shall not scroll horizontally or vertically.

7.11.7 On a Multi-Storey Building, any Wall Sign shall be located, erected, or displayed on the first, second, top Storey or a combination thereof, subject to subsection 7.11.8 below.

7.11.8 A maximum of one (1) Wall Signs per Premises wall, up to a maximum of four (4) Wall Signs may be located, erected, or displayed on the top Storey of a Multi-Storey Building, provided that it shall have a maximum Sign Area of 14.0 square metres per Sign and that its Copy shall only display the registered trademarks including logo, crest, or seal in whole or in part of the main tenant or Property Owner.

7.12. Window Signs

7.12.1 A Window Sign shall only be located, erected, or displayed on the first Storey of a Multi-Storey Building.
8.0 ADDITIONAL ZONE-SPECIFIC CONDITIONS FOR SIGNS REQUIRING A PERMIT

8.1. Signs in a Residential Zone

8.1.1. The following provisions in Table B – Provisions for Signs in a Residential Zone shall apply to Signs located, erected, or displayed within any Property zoned for multiple residential uses and non-residential uses in a Residential Zone.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Premises /Property Ownership /Control</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity Sign</td>
<td>All</td>
<td>One (1) per event.</td>
<td>Pursuant to Section 7.4.</td>
<td></td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Entrance Feature Sign</td>
<td>All</td>
<td>Pursuant to Section 7.5.</td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Mural Sign</td>
<td>All</td>
<td>Pursuant to Section 7.8.</td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>Place of worship or Public or separate school board.</td>
<td>Unlimited, provided that the combined Sign Areas do not exceed 0.50 m² per linear horizontal meter of a Premises wall.</td>
<td>25.00 m²</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated or Internally Illuminated</td>
</tr>
<tr>
<td></td>
<td>All other.</td>
<td>Two (2) Signs which may be a Ground Sign, a Wall Sign or a combination thereof</td>
<td>2.40 m²</td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Ground Sign</td>
<td>Place of worship</td>
<td>One (1) per Street Line and one (1) additional where a minimum separation distance of 200.00 m is maintained between each permitted Ground Sign located along any one (1) Street Line.</td>
<td>0.30 m² per linear metre of the Street Line to a maximum of 5.00 m².</td>
<td>3.00 m</td>
<td>Non-Illuminated, Externally Illuminated or Internally Illuminated</td>
</tr>
<tr>
<td></td>
<td>Public or separate school board.</td>
<td>5.00 m² which may include a Read-O-Gram with a maximum Sign Area of 2.20</td>
<td>3.05 m</td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td>All other.</td>
<td>Two (2) Signs which may be a Ground Sign, a Wall Sign or a combination thereof</td>
<td>2.40 m²</td>
<td>1.50 m</td>
<td></td>
</tr>
</tbody>
</table>

8.1.2. Notwithstanding that a Ground Sign pursuant to subsection 7.6.5 and Wall Sign pursuant to subsection 7.11.6 may have an electronic message display, a Read-O-Gram in a Residential Zone on any Wall Sign or Ground Sign, save and except on a Property or Premises of a public or separate school board, may not have such an electronic message display.
8.2 *Signs in a Commercial Zones*

8.2.1 The following provisions in Table C – Provisions for Signs in a Commercial Zone shall apply to Signs located, erected, or displayed within any Property in a Commercial Zone.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Sign</td>
<td>One (1) per Awning.</td>
<td>Awning less than 0.90m in length: 0.75 m² per linear horizontal metre of the Awning.</td>
<td>-</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awning equal to or more than 0.90m in length: 0.40m² per linear horizontal metre of the Awning.</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Canopy Sign</td>
<td></td>
<td>0.60 m³ per linear horizontal metre of the façade to a maximum of 7.50 m² combined Sign Area.</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Charity Sign</td>
<td>One (1) per event.</td>
<td>Pursuant to Section 7.4.</td>
<td>-</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Entrance Feature Sign</td>
<td>Pursuant to Section 7.5.</td>
<td>-</td>
<td>-</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Ground Sign</td>
<td>One (1) per Street Line.</td>
<td>0.30 m² per linear metre of the Street Line to a maximum 19.00 m².</td>
<td>3.50 m (Sign Area less than 4m²), 6.00 m (Sign Area exceeding 4.00 m² but less than 6.00 m²), 7.50 m (Sign Area exceeding 6.00 m²)</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Menu Board Sign</td>
<td>Two (2) Signs which maybe a Wall Sign, a Ground Sign, or a combination thereof per drive-through facility of a Premises.</td>
<td>4.00 m³.</td>
<td>Ground Sign: 2.50 m</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Mobile Sign</td>
<td>One (1) per Street Line.</td>
<td>One (1) additional Mobile Sign shall be permitted where a minimum separation distance of 50.00 m is maintained between each permitted Mobile Signs located along any one (1) Street Line.</td>
<td>4.46 m³.</td>
<td>2.40 m</td>
</tr>
<tr>
<td>Mural Sign</td>
<td>Pursuant to Section 7.8.</td>
<td>-</td>
<td>-</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
</tbody>
</table>
### Table C – Provisions for Signs in a Commercial Zone

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portable Sign</td>
<td>One (1) per Property.</td>
<td>0.60 m²</td>
<td>0.90 m</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Projecting Sign</td>
<td>One (1) per Premises.</td>
<td>1.00 m²</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>Unlimited, provided that the combined Sign Areas do not exceed 0.75 m² per linear horizontal meter of a Premises wall.</td>
<td>25.00 m²</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
<td></td>
</tr>
</tbody>
</table>

#### Window Sign

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>Maximum Sign Area shall be 25% of a window, window section or window pane and a maximum of 50% of the Sign Area may be a Read-O-gram.</td>
<td>-</td>
<td>Internally Illuminated or Non-Illuminated</td>
</tr>
</tbody>
</table>

### 8.3 Signs in an Industrial, Institutional or Agricultural Zone

8.3.1 The following provisions in Table D – Provisions for Signs in Industrial, Institutional or Agricultural Zone shall apply to any Property in an Industrial, Institutional or Agricultural Zone and any Property in a Residential Zone if conformance to this Table D is required pursuant to Section 8.1 of this By-law.

### Table D – Provisions for Signs in Industrial, Institutional or Agricultural Zone

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Sign</td>
<td>One (1) per Awning.</td>
<td>Awning less than 0.90m in length: 0.75 m² per linear horizontal metre of the Awning. Awning equal to or more than 0.90m in length: 0.40m² per linear horizontal metre of the Awning.</td>
<td>-</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Canopy Sign</td>
<td>-</td>
<td>0.60 m² per linear horizontal metre of the façade up to a maximum 8.40 m² combined Sign Area. Maximum band width of 0.60 m.</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Charity Sign</td>
<td>One (1) per event.</td>
<td>Pursuant to Section 7.4.</td>
<td></td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Entrance Feature</td>
<td>Pursuant to Section 7.5.</td>
<td></td>
<td></td>
<td>Non-Illuminated, or Externally Illuminated</td>
</tr>
<tr>
<td>Ground Sign</td>
<td>One (1) per Street Line.</td>
<td>0.30 m² per linear metre</td>
<td>3.00 m</td>
<td>Non-</td>
</tr>
</tbody>
</table>
### Table D – Provisions for Signs in Industrial, Institutional or Agricultural Zone

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground Sign</td>
<td>One (1) additional Ground Sign shall be permitted where a minimum separation distance of 200.00 m is maintained between each permitted Ground Sign located along any one (1) Street Line.</td>
<td>of the Street Line to a maximum of 5.00 m².</td>
<td>-</td>
<td>Illuminated, Externally Illuminated or Internally Illuminated</td>
</tr>
<tr>
<td>Mobile Sign</td>
<td>One (1) per Street Line.</td>
<td>One (1) additional Mobile Sign shall be permitted where a minimum separation distance of 50m is maintained between each permitted Mobile Sign located along any one (1) Street Line.</td>
<td>4.46 m².</td>
<td>2.40 m</td>
</tr>
<tr>
<td>Mural Sign</td>
<td>Pursuant to Section 7.8.</td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Portable Sign</td>
<td>One (1) per Property.</td>
<td>0.60 m².</td>
<td>0.90 m</td>
<td>Non-Illuminated</td>
</tr>
<tr>
<td>Projecting Sign</td>
<td>One (1) per Premises.</td>
<td>1.0 m²</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated, or Internally Illuminated</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>Unlimited, provided that the combined Sign Areas do not exceed 0.50 m² per linear horizontal meter of a Premises wall.</td>
<td>25.00 m²</td>
<td>-</td>
<td>Non-Illuminated, Externally Illuminated or Internally Illuminated</td>
</tr>
<tr>
<td>Window Sign</td>
<td>Maximum Sign Area shall be 25% of a window, window section or window pane and a maximum 50% of the Sign Area may be a Read-O-Gram.</td>
<td></td>
<td>-</td>
<td>Internally Illuminated or Non-Illuminated</td>
</tr>
</tbody>
</table>

8.4. **Conflict Between General Provisions in Part 7.0 and Zone-Specific Provisions in Part 8.0**

8.4.1 In the event of a conflict or inconsistency between the zone-specific provisions in this Part 8.0 and the general provisions in Part 7.0 of this by-law, the provisions of this Part 8.0 shall take precedence and govern.
9.0 ADDITIONAL AREA-SPECIFIC CONDITIONS FOR SIGNS REQUIRING A PERMIT

9.1. Signs in Downtown Special Signage Area


(a) A Sign located, erected, or displayed in the Downtown Special Signage Area as outlined on Schedule “B”, shall, in addition to all other applicable provisions of this by-law, conform to the following provisions of this subsection 9.1.1, including the district-specific provisions that apply to the three (3) districts, being the Village Core District, the Uptown District and the Civic Centre District, within such area.

(b) A Read-O-Gram or Mobile Sign shall not be located, erected, or displayed on any Property within the Downtown Special Signage Area, save and except for the Public Property upon which the Richmond Hill Centre for the Performing Arts and the Town’s Civic Centre are situated upon which one (1) Read-O-Gram may be located provided that it shall:

(i) be part of a Wall Sign or a Ground Sign;

(ii) have a maximum Sign Area of 25% of the permitted Ground Sign or Wall Sign Area; and

(iii) have a message displayed for a minimum of three (3) seconds, during which there shall be no movement or change in colour or intensity of Illumination, and the message shall not scroll horizontally or vertically.

(c) A maximum of one (1) Ground Sign shall be permitted for a Home Occupation located in a single detached dwelling, a semi-detached dwelling, or a townhouse dwelling within the Downtown Special Signage Area provided that it shall:

(i) have a maximum Sign Area of 0.20 square metres;

(ii) have a maximum Height of 1.50 metres;

(iii) have minimum setback of 1.50 metres from any Lot Lines and Street Line, and

(iv) be Externally Illuminated or Non-Illuminated.

(d) A maximum of one (1) Ground Sign shall be permitted for a Landmark Premises provided that it shall:

(i) have a maximum Sign Area of 1.00 square metres;

(ii) have a maximum Height of 2.30 metres;

(iii) have a minimum setback of 1.50 metres from any Lot Lines and Street Line; and

(iv) be Externally Illuminated or Non-Illuminated.

(e) A Wall Sign within the Downtown Special Signage Area shall:

(i) be located, erected, or displayed on a Premises wall that abuts a Street; and
(ii) not be located, erected, or displayed on:

(1) any single-detached, semi-detached, townhouse or apartment dwellings; or

(2) a Premises wall that abuts a single-detached, semi-detached, or townhouse dwelling except where it is separated from the dwelling by a Street, provided that said Sign is Externally Illuminated or Non-Illuminated.

(f) A maximum of three (3) Directional Signs, which may take the form of a Ground Sign, a Wall Sign or a combination thereof, may be located, erected or displayed within a Property in the Downtown Special Signage Area provided that:

(i) the maximum Sign Area of the Ground Sign(s) or Wall Sign(s) shall be 0.50 square metres;

(ii) the maximum Height for Ground Sign shall be 1.20 metres; and

(iii) a Wall Sign shall only be located, erected, or displayed on the first Storey of a Premises.

9.1.2. Village Core District

(a) In addition to all the general provisions in subsection 9.1.1, the following provisions in Table E – Provisions for Signs on a Premises in the Village Core District shall apply to any Property in the Village Core District.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Sign or Wall Sign only located, erected, or displayed on a Premises with a Flat Roof, save and except subsection 9.1.2(b)</td>
<td>One (1) Awning Sign per Awning or one (1) Wall Sign per Premises.</td>
<td>Awning less than 0.90m in length: 0.75 m² per linear horizontal metre of the Awning. Awning equal to or more than 0.90m in length: 0.40m² per linear horizontal metre of the Awning. Wall Sign: 0.50 m² per linear horizontal metre of the wall or 10.00m², whichever is lesser with a maximum vertical dimension of 0.80m.</td>
<td>-</td>
<td>Only on the first Storey of a Premises. Wall Sign shall not be located, erected, or displayed less than 0.30m from: a) below the top of parapet of wall in a single Storey Premises; b) below the top of the first Storey in a Multi-Storey Premises;</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
</tbody>
</table>

Table E - Provisions for Signs on a Premises in the Village Core District
<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity Sign</td>
<td>One (1)</td>
<td>Pursuant to Section 7.4.</td>
<td></td>
<td></td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Entrance Feature Sign</td>
<td></td>
<td>Pursuant to Section 7.5.</td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Ground Sign, save and except as set out in 9.1.2(c).</td>
<td>One (1) per Property.</td>
<td>2.40 m$^2$</td>
<td>1.50 m</td>
<td>0.75m from Street Line</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Mural Sign</td>
<td>Pursuant to Section 7.8.</td>
<td></td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Portable Sign</td>
<td>One (1) per Private Property.</td>
<td>0.60 m$^2$.</td>
<td>0.90 m</td>
<td>Only on Private Property, 0 metre setback from Street Line.</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Projecting Sign</td>
<td>One (1) per Premises.</td>
<td>On the first Storey: Maximum 1.00 m vertical and horizontal dimensions.</td>
<td>Maximum extension of 1.00 m from the Premises wall.</td>
<td>Non-Illuminated or Externally Illuminated</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>On the second Storey: Maximum 1.83 m vertical dimension and 0.50 m horizontal dimension.</td>
<td>Minimum clearance of 2.40 m above average grade.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Sign Area of 1.00 m$^2$ per Sign Face.</td>
<td>On the first Storey, second Storey of a Premises or a combination thereof.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table E - Provisions for Signs on a Premises in the Village Core District

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window Sign</td>
<td>One (1) per Premises.</td>
<td>On the first Storey: Maximum 15% of a window, window section or window pane or 0.75m², whichever is lesser.</td>
<td>-</td>
<td>-</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td></td>
<td></td>
<td>On the second Storey: Maximum 25% of the window area or 1.50m², whichever is lesser.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(b) Any Wall Sign located, erected, or displayed on a Public Property upon which the Richmond Hill Centre for the Performing Arts is situated upon shall have a maximum Sign Area 10.00 square metres per Sign provided the aggregate of Sign Areas shall not exceed 0.50 square metres per linear horizontal metre of the Premises wall.

(c) Any Ground Sign located, erected, or displayed on a Public Property upon which the Richmond Hill Centre for the Performing Arts is situated upon shall have a maximum Sign Area of 8.00 square metres and a maximum Height of 5.00 metres.

9.1.3 Uptown District and Civic Centre District

(a) The following provisions in Table F – Provisions for Signs in Uptown District or Civic Centre District shall apply to any Property in Uptown District or Civic Centre District.

Table F – Provisions for Signs in Uptown District or Civic Centre District

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Sign or Wall Sign</td>
<td>One (1) Awning Sign per Awning or one (1) Wall Sign per Premises.</td>
<td><em>Awning</em> less than 1.20 m in length: 0.75 m² per linear horizontal metre of the <em>Awning</em>. <strong>Awning</strong> equal to or more than 1.20 m in length: 0.40 m² per linear horizontal metre of the <em>Awning</em>.</td>
<td>-</td>
<td>Only on the first Storey of a Premises.</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Wall Sign</em>: 0.75 m² per linear horizontal metre of the wall or 15.00 m², whichever is lesser, with a maximum vertical dimension of 0.80 m.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Table F – Provisions for Signs in Uptown District or Civic Centre District

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One (1) additional Awning Sign or Wall Sign per Premises wall which abuts an additional Street.</strong></td>
<td>awning less than 1.20m in length: 0.75 m² per linear horizontal metre of the <strong>Awning.</strong> Awning equal to or more than 1.20 m in length: 0.40 m² per linear horizontal metre of the <strong>Awning.</strong> Wall Sign: 0.25 m² per linear horizontal metre of the wall up to a maximum of 5.00 m².</td>
<td></td>
<td></td>
<td></td>
<td>Non-Illuminated only.</td>
</tr>
<tr>
<td><strong>Awning Sign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Charity Sign</strong></td>
<td>One (1) per event.</td>
<td>Maximum band width of 0.60 m.</td>
<td></td>
<td></td>
<td>Non-Illuminated only.</td>
</tr>
<tr>
<td><strong>Entrance Feature Sign</strong></td>
<td>Pursuant to Section 7.5.</td>
<td></td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td><strong>Ground Sign</strong>, save and except as set out in 9.1.3(c).</td>
<td>One (1) per Property.</td>
<td>1.00 m².</td>
<td>2.10 m</td>
<td>1.50 m from <strong>Street Line</strong></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td><strong>Mural Sign</strong></td>
<td>Pursuant to Section 7.8.</td>
<td></td>
<td></td>
<td></td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td><strong>Portable Sign</strong></td>
<td>One (1) per Private Property.</td>
<td>0.60 m².</td>
<td>0.90 m</td>
<td>Only on <strong>Private Property</strong></td>
<td>Non-Illuminated only.</td>
</tr>
<tr>
<td><strong>Projecting Sign</strong></td>
<td>One (1) <strong>Projecting Sign per Premises.</strong></td>
<td>On the first <strong>Storey:</strong> Maximum 1.00 m vertical and horizontal dimensions.</td>
<td>Maximum extension of 1.00 m from the <strong>Premises</strong> wall.</td>
<td>Minimum clearance of 2.40 m above average grade.</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>On the second <strong>Storey:</strong> Maximum 1.83 m vertical dimension and 0.50 m horizontal dimension and the maximum <strong>Sign Area</strong> of 1.00 m².</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table F – Provisions for Signs in Uptown District or Civic Centre District

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window Sign</td>
<td>One (1) per Premises.</td>
<td>Maximum 25% of the window, window section or window pane or 1.50m², whichever is lesser.</td>
<td>-</td>
<td>-</td>
<td>Non-Illuminated only</td>
</tr>
</tbody>
</table>

(b) Any Wall Sign located, erected, or displayed on a Public Property upon which the Town’s Civic Centre is situated upon shall have a maximum Sign Area 15.00 square metres per Sign provided the aggregate of Sign Areas shall not exceed 0.80 square metres per linear horizontal metre of the Premises wall.

(c) Any Ground Sign located, erected, or displayed on a Public Property upon which the Town’s Civic Centre is situated upon shall have a maximum Sign Area of 10.00 square metres and a maximum Height of 5.00 metres.

9.2 Headford Special Signage Area

9.2.1 General Provisions

(a) A Sign located, erected, or displayed in the Headford Special Signage Area as outlined in Schedule “D” shall, in addition to all other applicable provisions of this by-law, conform to the following provisions of this subsection 9.2.1, including those set out in Table G – Provisions for Signs in Headford Special Signage Area.

(b) A Read-O-Gram, Mobile Sign or Portable Sign shall not be located, erected, or displayed on any Property or Premises within the Headford Special Signage Area.

(c) Any Wall Signs within the Headford Special Signage Area shall:

(i) be located, erected, or displayed on a Premises wall that abuts a Street;

(ii) not be located, erected, or displayed on single-detached, semi-detached, townhouse or apartment dwellings; and

(iii) not be located, erected, or displayed on a Premises wall that abuts a single-detached, semi-detached, or townhouse dwelling except where it is separated from the dwelling by a Street, and said Wall Sign shall be Externally Illuminated or Non-Illuminated.

(d) The following additional provisions in Table G – Provisions for Signs in Headford Special Signage Area shall apply to any Property in Headford Special Signage Area.

Table G - Provisions for Signs in Headford Special Signage Area

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Location</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Sign or Wall Sign</td>
<td>One (1) Awning Sign or one (1) Wall Sign per Premises.</td>
<td>Awning Sign: 0.15m² per linear horizontal metre of the Awning.</td>
<td>-</td>
<td>Only on the first Storey of a Premises.</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Sign Type</td>
<td>Maximum Number</td>
<td>Maximum Sign Area</td>
<td>Maximum Height</td>
<td>Location</td>
<td>Illumination</td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------------</td>
<td>-------------------</td>
<td>----------------</td>
<td>----------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Charity Sign</td>
<td>One (1) per event.</td>
<td>Pursuant to Section 7.4.</td>
<td></td>
<td></td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td>Entrance Feature Sign</td>
<td>Pursuant to Section 7.5.</td>
<td>Non-Illuminated or Externally Illuminated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ground Sign</td>
<td>One (1) per Property.</td>
<td>1.00 m².</td>
<td>2.10 m</td>
<td>Minimum setback of 1.50 m from Street Line.</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td>Mural Sign</td>
<td>Pursuant to Section 7.8.</td>
<td>Non-Illuminated or Externally Illuminated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projecting Sign</td>
<td>One (1) per Premises.</td>
<td>Maximum 1.00 m vertical and horizontal dimensions.</td>
<td>Maximum extension of 1.00 m from the Premises wall.</td>
<td>Non-Illuminated or Externally Illuminated</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Sign Area of 1.00 m².</td>
<td>Minimum clearance of 2.40 m above average grade.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Only on the first Storey of a Premises.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Sign</td>
<td>One (1) per Premises.</td>
<td>On first Storey: Maximum 15% of window, window pane, window section, or 0.75 m², whichever is less.</td>
<td></td>
<td></td>
<td>Non-Illuminated</td>
</tr>
</tbody>
</table>

9.3 Conflict Between Other By-law Provisions and Area-Specific Provisions in Part 9.0

9.3.1 In the event of a conflict or inconsistency between the area-specific provisions in this Part 9.0 and any other provisions of this by-law, the provisions of this Part 9.0 shall take precedence and govern.
10.0 CONDITIONS FOR DEVELOPMENT SIGNS REQUIRING A PERMIT

10.1 General Provisions for Development Signs

10.1.1 The provisions in this Part 10.0 shall apply to Signs located, erected, or displayed within any Property that is to include a Development.

10.1.2 In the event of a conflict or inconsistency between the provisions in this Part 10.0 and any other provision in this by-law, the provisions of this Part 10.0 shall take precedence and govern.

10.1.3 A Development Sign shall only be in the form of a Ground Sign, except as otherwise expressly set out in this Part 10.0.

10.1.4 A Development Sign shall only be located, erected, or displayed on a Property where approvals pursuant to the Planning Act have been granted.

10.1.5 The following provisions in Table H - Provisions for Development Sign shall apply to a Development Sign located, erected, or displayed on any Property in all Zones.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Sign</td>
<td>One (1)</td>
<td>9.30 m² with a</td>
<td>6.10 m</td>
<td>Non-Illuminated or</td>
</tr>
<tr>
<td></td>
<td>Development</td>
<td>maximum horizontal</td>
<td></td>
<td>Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td>Sign per Street Line of a Property with an approved development.</td>
<td>dimension of 6.00 m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>One (1)</td>
<td></td>
<td></td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td></td>
<td>additional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sign shall be</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>permitted where a minimum separation distance of 300 m is maintained between each permitted Development Sign located, erected, displayed along any one (1) Street Line of a Property with an approved development.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Two (2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>additional off-site Development Signs shall be permitted on a Property not related to a Property approved for Development, but no more than three (3) Development Signs may be located, erected or displayed on said Property at any one time.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10.1.6 The Sign Owner shall remove any Development Sign(s):

(a) for a Development related to a site plan approved pursuant to the Planning Act, within 28 days after the Certificate of Occupancy has been issued; and

(b) for a Development related to a registered plan of subdivision, after building permits have been issued on 75% of the Lots within the Registered Plan of Subdivision.

10.2 Signs for New Development Sales Pavilion and Sales Trailer

10.2.1 The following provisions in Table I - Provisions for Signs for New Development Sales Pavilion and Sales Trailer shall apply to Signs for a sales pavilion and sales trailer related to any Development in all Zones.
### Table 1 – Provisions for Signs for New Development Sales Pavilion and Sales Trailer

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flag Sign</strong></td>
<td>Thirty (30) per sales trailer or sales pavilion.</td>
<td>1.40 m²</td>
<td>6.00 m including supporting structure</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td><strong>Ground Sign</strong></td>
<td>Two (2) per sales trailer or sales pavilion, or</td>
<td>9.30 m² for two Ground Signs, or</td>
<td>6.10 m</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td></td>
<td>One (1) per sales trailer or sales pavilion.</td>
<td>18.6 m² for one (1) Ground Sign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Portable Sign</strong></td>
<td>Two (2) per sales pavilion or sales trailer.</td>
<td>0.60 m²</td>
<td>0.90 m</td>
<td>Non-Illuminated only</td>
</tr>
<tr>
<td><strong>Wall Sign</strong></td>
<td>Shall only be permitted on a maximum of three (3) sides of a sales trailer or sales pavilion.</td>
<td>0.75 m² per linear horizontal metre of wall up to maximum of 25.00 m² per wall, whichever is lesser.</td>
<td>-</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
</tbody>
</table>

### 10.3 Signs for Model Homes

10.3.1 The following provisions in Table J – Provisions for Signs for Model Homes shall apply to Signs for model homes in all Zones.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Number</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ground Sign</strong></td>
<td>One (1) per model home.</td>
<td>3.70 m²</td>
<td>2.00 m</td>
<td>Non-Illuminated or Externally Illuminated</td>
</tr>
<tr>
<td><strong>Portable Sign</strong></td>
<td>Two (2) per model home.</td>
<td>0.6 m²</td>
<td>0.90 m</td>
<td>Non-Illuminated</td>
</tr>
</tbody>
</table>

### 10.4 Construction Signs

10.4.1 A maximum of one (1) Construction Sign in the form of a Ground Sign may be located, erected, or displayed on a Property only after the construction it advertises has commenced, and provided that it shall:

(a) have a Sign Area of 0.25 square metres per linear metre of Street Line up to a maximum of 7.00 square metres;

(b) have a maximum Height of 6.00 metres, and

(c) be Non-illuminated or Externally illuminated.

10.4.2 The Sign Owner shall remove such a Construction Sign within 28 days from when the Certificate of Occupancy has been issued in relation to the Development.
11.0 ADMINISTRATION OF AUTHORITY – DELEGATED TO COMMISSIONER

11.1 The Commissioner is responsible for the administration of this by-law and is hereby delegated the authority, subject to the applicable provisions of this By-law, to:

(a) receive Permit and Variance applications and fees;
(b) issue Permits for Signs that conform to the requirements of this By-law;
(c) refuse to issue Permits for Signs that do not conform to the requirements of this By-law;
(d) approve or deny Variances;
(e) revoke Permits;
(f) issue orders, including an order to remove a Sign; and
(g) remove Signs.

12.0 PERMITS

12.1 A Permit is required for any Sign erected, located or displayed within the Town with the exception of those Signs that strictly conform to the provisions of Part 6.0 of this By-law.

12.2 The Commissioner shall only issue a Permit for a Sign pursuant to this By-law if the said Sign conforms with and satisfies any and all requirements of the Ontario Building Code.

12.3 Any Permit issued under Part 12.0 of this By-law shall expire:

(a) immediately upon the removal of the Sign;
(b) upon the expiry of any display period specified under this By-law or pursuant to the terms of a Permit;
(c) in all other instances, within six (6) months from the date of issuance, unless the Sign has been erected for its intended purpose.

12.4 An application may be made in writing to the Commissioner to extend the Permit for a further six (6) months, provided the Sign continues to conform to all requirements of this By-law and any other Corporation By-laws and other provisions existing at the time of renewal.

12.5 The Commissioner may revoke a Permit under the following circumstances:

(a) the Permit for a Sign has been issued in error;
(b) the Sign does not conform to this By-law or any conditions of approval of a Variance pursuant to this By-law, the Ontario Building Code or any other applicable provision of any By-law, or legislation; or
(c) the Permit for a Sign has been issued as the result of false, mistaken, incorrect or misleading statements, information or undertakings on the Permit application.

13.0 APPLICATION FOR PERMIT

13.1 An applicant for a Permit shall submit the following to the Building Section of the Planning and Development Department of the Corporation or to any successor department or division:
(a) a completed application form as prescribed by the Commissioner, including the following details:

(i) the municipal address and legal description of the Lot on which the proposed Sign is to be located, erected, or displayed;

(ii) the full names, addresses and telephone numbers of the Property Owner, the Sign Owner, the applicant, the designer and, if known, the constructor. If the constructor is a corporate body, the address of the head office of the corporation and the names, addresses and telephone numbers of such officers of the corporation as may be required.

(a) a scaled site plan;

(b) elevation and specification drawings of the Sign including all dimensions of the Sign;

(c) details of the method of construction and attachment to ground or structure;

(d) drawings showing the proposed location of the Sign within a Lot or a structure and the relationship of the Sign to parking areas, driveways, structures and building openings.

(e) the written authorization of the Property Owner;

(f) where applicable, proof of approval for the proposed Sign from all other governmental authorities having jurisdiction;

(g) an approved Comprehensive Signage Design Plan:

   (i) for any Awning Signs, Canopy Signs, Menu Board Sign, Mural Sign, Wall Signs, Ground Signs, Projecting Signs, Window Signs, or a combination thereof to be located, erected, or displayed on all newly constructed Premises located on Property which is subject to site plan control pursuant to Section 41 of the Planning Act.

   (ii) at the discretion of the Commissioner, for any Signs on a Premises undergoing enlargements or alterations located on Property which is subject to site plan control pursuant to Section 41 of the Planning Act;

(h) the applicable Permit fee set out in Schedule “E”;

(i) the applicable approval pursuant to Part 14.0; and

(j) any other documentation or information that the Commissioner may require in order to determine if a Sign conforms to the requirements of this by-law.

13.2 The Commissioner shall issue a Permit if, upon receipt of the applicable application documentation, the Commissioner is satisfied that the requirements for the proposed Sign as set out in this By-law for the issuance of such Permit have been met.

14.0 VARIANCE

14.1 A Variance may be authorized by the Commissioner if in the Commissioner's opinion the general intent and purpose of this By-law are maintained.
14.2 Any application to vary from this By-law shall be made by completing and submitting:

(a) the application form prescribed by the Commissioner;
(b) the applicable drawings, plans or specifications for the proposed Sign(s);
(c) the applicable application fees as set out in Schedule “E”; and
(d) the applicable administrative fee as set out in Schedule “E” for any Sign erected, located, or displayed on a Property or Premises prior to obtaining a Permit in accordance with this By-law.

14.3 In considering the application for a Variance, the Commissioner shall have regard for:

(a) special circumstances or conditions applying to the land, building, or use referenced in the Variance application;
(b) whether strict application of the provisions of this By-law in the context of special circumstances applying to the land, building, or use would result in practical difficulties or unnecessary and unusual hardship for the applicant that is inconsistent with the general intent and purpose of this By-law;
(c) whether such special circumstances or conditions are pre-existing and not created by the Property Owner or applicant, and
(d) whether the Sign that is subject of the Variance application will alter the essential character of the general area or Premises in which the Sign is proposed to be located, erected, or displayed.

15.0 ENFORCEMENT AND PENALTIES

15.1 Any Person who contravenes any provision of this By-law or an order issued pursuant to this Part 15.0 is guilty of an offence.

15.2 All By-law Enforcement Officers are authorized to enforce the provisions of this by-law.

15.3 Where a Sign does not comply with this By-law or a Permit issued under Part 13.0 of this By-law, a By-law Enforcement Officer may issue a notice to order the Sign Owner to remove or bring the Sign into conformity in the manner and within the time specified in the notice.

15.4 Any notice given under Part 15.3 may be given:

(a) by personal service upon the Sign Owner; or
(b) by pre-paid registered mail sent to the last known address of the Sign Owner, or as shown on the most recent records of the Corporation, or
(c) by prominently posting a copy of the notice either on the Sign in respect of which the order is made, or on the Premises upon which the Sign is located, erected, or displayed.

15.5 Where a notice is given under Part 15.3 it is deemed to have been issued and received by the Sign Owner being served upon the personal service, mailing or posting of the order.
15.6 The *Commissioner*, a *By-law Enforcement Officer* or any other *Person* designated by them for such purpose, may enter onto a *Property* or *Premises* at any time and/or may remove a *Sign* immediately without notice or compensation to the *Sign Owner* if such *Sign*:

(a) is not brought into conformity as required by an order pursuant to Part 15.3 within the time specified;

(b) is located, erected, or displayed on, over, partly on, or partly over any *Public Property* owned by or under the jurisdiction of the *Corporation* and does not conform to the provisions of this By-law;

(c) constitute a safety hazard or a concern, which shall be determined in the Commissioner’s sole discretion;

15.7 Any *Sign* removed by the *Corporation* shall be stored by the *Corporation* for 30 days, during which time the *Sign Owner* may redeem such *Sign* upon payment of any applicable fees.

15.8 Where a *Sign* has been removed by the *Corporation* and has been stored for a period exceeding 30 days and has not been redeemed by the *Sign Owner* under Section 15.7 to this By-law, said *Sign* may be destroyed or otherwise disposed of by the *Corporation* without notice or compensation.

15.9 The cost incurred by the *Corporation* in removing or disposing of a *Sign* is deemed to be municipal taxes and may be added to the Collector’s Roll and collected in the same manner as municipal taxes. Notwithstanding the foregoing, the costs incurred by the *Corporation* are a debt payable to the *Corporation* and may be recovered in any court of competent jurisdiction.

15.10 All contraventions of this By-law or notices issued under this Part 15.0 are designated as multiple offences and continuing offences. A multiple offence is an offence in respect of two or more acts or omissions each of which separately constitutes an offence and is a contravention of the same provision of this By-law. For the purposes of this By-law, an offence is a second or subsequent offence, if the act giving rise to the offence occurred after a conviction had been entered at an earlier date for the same offence.

15.11 On contravention of an offence under this By-law, a *Person* is liable to a fine in accordance with Section 429 of the *Municipal Act, 2001* and the following rules made pursuant to Section 429 of the *Municipal Act, 2001*:

(a) a minimum fine of $500.00 and a maximum fine which shall not exceed $100,000.00 for a contravention of this By-law;

(b) in the case of a continuing offence, for each day or part of a day that the offence continues, a minimum fine of $500.00 and a maximum fine of $10,000.00, the total of which, notwithstanding Section 15.11(a), may exceed $100,000.00, and

(c) in the case of a multiple offence, for each offence included in the multiple office, a minimum of $500.00 and a maximum fine of $10,000.00, the total of which, notwithstanding Section 15.11(a), may exceed $100,000.00.

15.12 On conviction of an offence under this By-law a *Person* is, in addition to the fine provided for in Section 15.11 of this by-law, liable to a special fine in accordance with subsection 429(2)(d) of the *Municipal Act, 2001*. The amount of the special fine will be the minimum fine as provided for in Section 15.11 of this By-law to which may be added the amount of economic advantage or gain that *Person* has obtained or can obtain from the contravention of this By-law, order pursuant to this Part 15.0, or a combination thereof. Pursuant to subsection 429(3)(1) of the *Municipal Act, 2001* a special fine may exceed $100,000.00.
15.13 Where a Person has been convicted of an offence, the court in which the conviction has been entered and any court of competent jurisdiction thereafter may, in addition to any other remedy or penalty provided for by law, make an order prohibiting the continuation or repetition of the offence by the Person convicted.

16.0 PRESUMPTION

16.1 Where an unlawful Sign is found on Private Property, the Property Owner or any occupant of the Property or Premises shall be presumed to have been the Person who unlawfully placed or erected the unlawful Sign, which presumption may be rebutted by evidence to the contrary, on a balance of probabilities.

16.2 Where an unlawful Sign is found on Public Property, any Person named on the unlawful Sign and any officer or director of the Person, or any partner of the Person where the Person is a partnership, or any proprietor of the Person where the Person is sole proprietorship shall be presumed to have been the Person who placed or erected; and where no name appears on the unlawful Sign, but a telephone number appears, any Person whom the phone number is listed according to a telephone directory, shall be presumed to have been the Person who located, erected, or displayed the unlawful Sign, or to have caused or permitted the unlawful Sign to be located, erected, or displayed. The presumption herein may be rebutted by evidence to the contrary, on a balance of probabilities.

17.0 INTERPRETATION

17.1 Words importing the singular number or the masculine gender only include more persons, parties or things of the same kind than one, and females as well as males and the converse.

17.2 A word interpreted in the singular number has a corresponding meaning when used in the plural.

17.3 The word “shall” is mandatory and the word “may” is permissive.

17.4 Any reference to any statute shall include a reference to any act or statute that has the effect of amending or superseding such statute, and shall include all regulations thereto.

17.5 In the event that any particular provision or part of a provision of this By-law is found to be invalid or unenforceable for any reason whatsoever, then the particular provision or provisions or part of the provision shall be deemed to be severed from the remainder of this By-law and all other provisions shall remain in full force and shall be valid and enforceable to the fullest extent permitted by law.

18.0 CONFLICT

18.1 Where a provision of this By-law conflicts with a provision of any applicable government legislation, the provision that establishes the higher standard to protect the health, safety and welfare of the general public shall prevail.

18.2 Where a provision of this By-law conflicts with any other Corporation By-law, it is the By-law which carries the higher standard that shall prevail.

19.0 APPLICATION OF OTHER LAWS

19.1 The issuance of a Permit does not relieve the applicant of the responsibility of obtaining all other approvals that may be required by the Corporation or any other level of government and agencies thereof or compliance with any other by-law, legislation or obligation.
20.0 EFFECTIVE DATE

20.1 This By-law comes into force and effect on November 9, 2009

20.2 The Corporation will commit to a comprehensive review of this By-law as deemed necessary by the Commissioner.

21.0 REPEALED BY-LAWS

21.1 By-law 258–90, as amended, is hereby repealed in its entirety.

READ A FIRST AND SECOND TIME THIS 9TH DAY OF NOVEMBER, 2009.

READ A THIRD TIME AND PASSED THIS 9TH DAY OF NOVEMBER, 2009.

Mayor 
Dave Barrow
Mayor

Town Clerk
This is Schedule "A" to By-Law No. 52-09 passed by the Council of The Corporation of the Town of Richmond Hill on the 9th Day of November, 2009.

Mayor

Town Clerk
This is Schedule "B" to By-Law No. 52-09 passed by the Council of The Corporation of the Town of Richmond Hill on the 9th Day of November, 2009.

Dave Barlow
Mayor

Town Clerk
SCHEDULE “C”

Landmark Premises

Any Signs located, erected, or displayed on a Premises located on a Property listed below shall be pursuant to subsection 9.1.1(d):

a) 10030 Yonge Street, St. Mary’s Anglican Church, Arnold Cemetery
b) 10066 Yonge Street, Presbyterian Church,
c) 10201 Yonge Street, Richmond Hill United Church
d) 10295 Yonge Street, St. Mary Immaculate Church
This is Schedule "D" to By-Law No. 52-09 passed by the Council of The Corporation of the Town of Richmond Hill on the 9th Day of November, 2009.

Dave Barrie
Mayor

Town Clerk

HEADFORD SPECIAL SIGNAGE AREA
The scale of fees to be paid to the Corporation are as follows:

<table>
<thead>
<tr>
<th>Permits</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign Permit – all Signs pursuant to Parts 7.0 through 10.0 unless specified below</td>
<td>$100</td>
</tr>
<tr>
<td>Charity Sign Permit</td>
<td>$50</td>
</tr>
<tr>
<td>Election Sign Deposit Fee</td>
<td>$250</td>
</tr>
<tr>
<td>Mural Sign Approval and Permit</td>
<td>$160 (By-law 151-99)</td>
</tr>
<tr>
<td>Mobile Sign or Portable Sign Permit</td>
<td>$100</td>
</tr>
<tr>
<td>Development Sign Permit</td>
<td>$250</td>
</tr>
<tr>
<td>Sign Permit for New Development Sales Pavilion and Sales Trailer that includes all permitted Flag Sign, Ground Sign, Portable Sign, and Wall Sign</td>
<td>$1,000 per Sales Trailer or Sales Pavilion</td>
</tr>
<tr>
<td>Ground Sign Permit for Model Homes</td>
<td>$250</td>
</tr>
<tr>
<td>Permit for a Wall Sign on which the Copy displays the lot number of a Lot in a Plan of Subdivision</td>
<td>No Permit fee</td>
</tr>
<tr>
<td>Refunds</td>
<td></td>
</tr>
<tr>
<td>Permit Fees are not refundable</td>
<td></td>
</tr>
<tr>
<td>Variance</td>
<td></td>
</tr>
<tr>
<td>Variance Application Fee</td>
<td>$1,625</td>
</tr>
<tr>
<td>Fee for Signs and additional Signs:</td>
<td></td>
</tr>
<tr>
<td>- First notice Sign</td>
<td>$290</td>
</tr>
<tr>
<td>- Variance for more than one Sign</td>
<td>$105 per Sign</td>
</tr>
<tr>
<td>Reactivation Fee – to reactivate Variance applications that are dormant for one year.</td>
<td>$815</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>$1,000 per Sign subject to Variance</td>
</tr>
<tr>
<td>Election Sign Fee</td>
<td>$250</td>
</tr>
</tbody>
</table>
LEGEND

- Approved Collector Roads
- Existing Collector Roads
- Arterial Roads
- Controlled Access Highway

SCHEDULE "F"
TO BY-LAW NO. 52-09

This is Schedule "F" to By-Law No. 52-09 passed by the Council of the Corporation of the Town of Richmond Hill on the 9th Day of November 2009

Dave Barrie
Mayor

Town Clerk

TRANSPORTATION
TOWN OF RICHMOND HILL