

Sign By-law 52-09

(Municipal Code Chapter 740)

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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

21. 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 or any other *Sign* located, erected, or displayed within a *Street* under the jurisdictions of the Regional Municipality of York; and shall regulate the location, size, number, construction, alteration, repair, and maintenance of *Signs*." (By-law 45-13, 28 October, 2013).
22. All tables within the body of this By-law and schedules attached to this By-law shall form part of this By-law.
23. 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 *Digital Display*.

“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).

“**Digital Display**” means a *Sign* that may display information or images on a digital or electronic screen, and shall include a static, or changing copy, and mechanically adjustable sign but does not include an Animated Sign, Mobile Sign, Portable Sign. By-law 62-23, 14 June, 2023.

“**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 federal, provincial, municipal or school board election; and includes any *Sign* of a Registered Third-Party Advertiser. (By-law 16-18, 16 April, 2018)

“**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**”

Repealed. 13, December 2023.

“**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 *Digital Display*.

“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*.

“Highway Sign” means a *Sign* that is a minimum of 3m², is facing a Provincial Highway and is located on a property within 400 metres of a Provincial Highway, that name, identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise. By-law 62-23, 14 June, 2023.

“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.

“Municipal Act, 2001” means the *Municipal Act, 2001* S.O. 2001, c. 25.

“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*.

“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.

“Ontario Heritage Act” means the *Ontario Heritage Act*, R.S.O. 1990, c. O. 18.

“Open House” means an event, during which a *Property*, *Premises* or a portion thereof that is offered for sale, rent or lease, is temporarily available for public viewing (without appointment). (By-law 37-21, 24 March, 2021)

“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.

“Planning Act” means the *Planning Act*, R.S.O. 1990, c. P. 13.

“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, bag *Sign* or *Signs* erected temporarily with stakes, but shall not include an *Inflatable Sign* or a *Mobile Sign*. By-law 126-23, 13 December 2023.

“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

“Provincial Highway” means a 400 series highway. By-law 62-23, 14 June, 2023.

“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.

“Real Estate Open House Sign” means a Portable Sign that clearly advertises an active Open House. (By-law 37-21, 24 March, 2021)

“Real Estate Sign” means a Ground Sign located, erected or displayed for the purpose of notification that a Premises or Property is available for sale, rent, or lease. (By-law 37-21, 24 March, 2021)

“Digital Display” means a Sign that may display information or images on a digital or electronic screen, and shall include a static, or changing copy, and mechanically adjustable sign but does not include an Animated Sign, Mobile Sign, Portable Sign. By-law 62-23, 14 June, 2023.

“Registered Third-Party Advertiser” means "in relation to an election in a municipality, an individual, corporation or trade union that is registered under Section 88.6 of the Municipal Elections Act.

(By-law 16-18, 16 April, 2018).

“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*, a *Off-Site Directional Sign*, a *Pennant Sign*, a *Portable Sign*, a *Poster Sign*, a *Projecting Sign*, a *Public Information Sign*, a *Digital Display*, a *Real Estate Open House Sign*, a *Real Estate Sign*, a *Roof Sign*, a *Wall Sign*, and a *Window Sign*. (By-law 37-21, 24 March, 2021)

“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*.

“Third-Party Advertisement” means “an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting or opposing;

- i. A candidate,

- ii. A "yes" or "no" answer to a question referred to in subsection 8(1), (2) or (3) of the *Municipal Elections Act*, and, for greater certainty, includes any election sign of a *Registered Third-Party Advertiser*.”

(By-law 16-18, 16 April, 2018)

“**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.

“**Voting Day**” means the day on which the final vote is to be taken in an election. (By-law 16-18, 16 April, 2018)

“**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 A – Signs Not Requiring a Permit		
Sign Type /Description	Applicable Zones	Provisions
<i>Address Sign</i>	All <i>Zones</i>	Pursuant to Section 6.2.
Agricultural <i>Sign</i> advertising the sale of edible farm produce grown on the same <i>Property</i> on which the <i>Sign</i> is located, erected, or displayed.	Agricultural <i>Zone</i> and permitted agricultural use in any Oak Ridges Moraine <i>Zones</i> under By-law 128-04, as amended	Maximum <i>Sign Area</i> of 3.00 m ² .
		Maximum one (1) double-faced <i>Sign</i> or two (2) single-faced <i>Signs</i> per <i>Private Property</i> .
		Shall be removed within 24 hours of the date when the advertised produce ceases to be available for sale.
		Maximum <i>Height</i> of 1.83 m for an agricultural <i>Sign</i> in the form of a <i>Ground Sign</i> .

Table A – Signs Not Requiring a Permit		
Sign Type /Description	Applicable Zones	Provisions
		<i>Non-Illuminated or Externally Illuminated</i>
<i>Banner Sign</i>	All Zones, except Residential Zones	Pursuant to Section 6.3.
Commemorative Sign, plaque or corner stone of non-advertising nature	All Zones	Maximum Sign Area of 0.20 m ² .
		Shall be located, erected, or displayed on a Premises wall.
		<i>Non-Illuminated or Externally Illuminated.</i>
<i>Community Special Event Sign</i>	All Zones	Pursuant to Section 6.4.
Contractor advertising Sign advertising the contractor undertaking landscaping, repairs, renovations or maintenance of a Property or Premises	All Zones	Maximum Sign Area of 0.30 m ² .
		Shall be removed from the Property within two (2) days after the project is completed.
		<i>Non-Illuminated only.</i>
<i>Directional Sign</i>	All Zones	Maximum eight (8) per Property.
		Maximum Sign Area of 0.50 m ² .
		Maximum Height of 1.20 m for <i>Directional Sign</i> in the form of a <i>Ground Sign</i> . All other Sign types shall be located on the first storey of a Premises only.
		Business or organization registered trademark including logo, crest or seal shall not exceed 50% of the Sign Area.
		<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated.</i>
<i>Directory Sign</i>	All Zone	Pursuant to Section 6.5
<i>Flag Sign</i> of public education, religious, charitable, or fraternal organizations	All Zones	Maximum three (3) per Premises.
		Maximum Height of 6.00 m including supporting structure.
		Shall not include commercial advertising.
		Maximum Sign Area of 1.00 m ² .
<i>Flag Sign</i> or emblems of patriotic and civic nature	All Zones	Maximum Height of 6.00 m including supporting structure.
		<i>Non-Illuminated or Externally Illuminated.</i>
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 (By-law 45-13, 28 October, 2013)	All Zones	Maximum aggregate Sign Area of 0.30 m ² . (By-law 45-13, 28 October, 2013)
		<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated.</i>
Interior Sign not visible or intended to be seen off the Premises on which the Sign is located, erected, or displayed	All Zones	-
“No Trespassing” Sign	All Zones	Maximum Sign Area of 0.20 m ² .
		<i>Non-Illuminated only.</i>
<i>Off-Site Directional Sign</i>	All Zones	Pursuant to Section 6.7.

Table A – Signs Not Requiring a Permit		
Sign Type /Description	Applicable Zones	Provisions
<i>Pennant Sign</i> 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.	All Zones	<i>Non-Illuminated</i> only.
<i>Public Information Sign</i>	All Zones	Shall only be in the form of a <i>Wall Sign</i> , <i>Ground Sign</i> or <i>Projecting Sign</i> and shall be pursuant to the provisions in Table D: Provisions for Signs in Industrial, Institutional or Agricultural Zone.
<i>Poster Signs</i>	All Zones	Pursuant to Section 6.8.
<i>Real Estate Open House Sign</i> (By-law 37-21, 24 March, 2021)	On the <i>Property</i> or on the boulevard adjoining the <i>Property</i> , where an <i>Open House</i> is taking place	A maximum of one (1) <i>Real Estate Open House Sign</i> having a maximum <i>Sign Area</i> of 0.36 square metres and a maximum <i>Height</i> of 1.0 metres may be displayed per road frontage in connection with any one (1) <i>Open House</i> .
		Shall be displayed only on the day of an <i>Open House</i> .
		Shall be setback a minimum of 1.0 metre from the edge of the pavement.
		Shall indicate the address of the <i>Open House</i> .
<i>Real estate Sign</i> (By-law 37-21, March 24, 2021)	All Zones	Maximum <i>Sign Area</i> of 1.20 m ² in residential <i>Zone</i> . For all other <i>Zones</i> , maximum <i>Sign Area</i> of 3.50 m ² .
		Maximum <i>Height</i> of 1.20 m.
		Shall be removed within fourteen (14) days after the date of acceptance of an offer of purchase or lease of a <i>Property</i> or <i>Premises</i> .
		<i>Non-Illuminated</i> only.
		Within the maximum sign area identified in this column, may include an insert identifying an <i>Open House</i> .
<i>Sign</i> located, erected, or displayed on a gasoline pumping station	Commercial <i>Zone</i>	<i>Non-Illuminated</i> only.
<i>Sign</i> identifying a <i>Home Occupation</i> on a <i>Private Property</i> or <i>Premises</i>	Residential <i>Zone</i>	Maximum two (2) per <i>Premises</i> which may take the form of a <i>Ground Sign</i> , a <i>Wall Sign</i> , a <i>Window Sign</i> , or a combination thereof.
		Maximum <i>Sign Area</i> of 0.20 m ² for a <i>Ground Sign</i> or <i>Wall Sign</i> .
		Maximum <i>Sign Area</i> of 0.15 m ² for a <i>Window Sign</i> .
		Maximum <i>Height</i> of 1.50 m for a <i>Ground Sign</i> .
		<i>Window Sign</i> shall be <i>Non-Illuminated</i> only.
		<i>Ground Sign</i> or <i>Wall Sign</i> shall be <i>Non-Illuminated</i> or <i>Externally Illuminated</i> .
<i>Window Sign</i>	All <i>Zones</i> , except Residential <i>Zone</i>	Maximum six (6) per <i>Premises</i> .
		Maximum <i>Sign Area</i> of 0.15 m ² per <i>Sign</i> and in no case shall the aggregate <i>Sign Area</i> exceed 25% of a window, window section or window pane.
		<i>Non-Illuminated</i> or <i>Internally Illuminated</i> .

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

621. 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.

622. 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

631. 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*

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

633. 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.

634. A *Banner Sign* shall be located, erected, or displayed on the same wall used to calculate the maximum *Sign Area* of the *Banner Sign*.

635. On a *Multi-Storey Building*, a *Banner Sign* shall only be permitted on the first *Storey*.

636. A *Banner Sign* shall be *Non-Illuminated*.

6.4. Community Special Event Signs

641. 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*;

642. 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.

643. 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 – Repealed. By-law 126-23, 13 December, 2023.

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

681. 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*.

682. 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 *Digital Display*.

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 50% *Sign Area* to a *Digital Display*. By-law 62-23, 14 June, 2023.

7.6.5. A *Digital Display* 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. Highway Signs

7.7.1. A *Highway Sign* shall have a maximum of two (2) faces that face a Provincial Highway.

7.7.2. A *Highway Sign* shall take the form of a *Ground Sign* or a *Wall Sign*;

7.7.3. A *Highway Sign* may be internally or externally lit;

7.7.4. A *Highway Sign* may take the form of a *Digital Display*, in conformity with Section

7.6.4 and 7.6.6 for a Ground Sign, and Section 7.11.6 for a Wall Sign’

7.7.5. Where A Highway Sign contains a Digital Display, there shall be a minimum setback of 30m from a residentially zoned property, and there shall be no residentially zoned property between the Highway Sign and the Provincial Highway;

7.7.6. Where a Highway Sign takes the form of a Ground Sign it shall be:

- (a) A maximum of 46m² in Sign Area;
- (b) A maximum of 9m in Sign height;
- (c) A minimum of 3m from the lot line shared with a Provincial Highway,
- (d) A minimum of 1.50 metres or a distance equal to 75% of the Height of the Ground Sign, whichever is greater, from other Lot Lines;

7.7.7. Where a Highway Sign takes the form of a Wall Sign(s) it shall be:

- (a) A maximum Sign Area of 20% of the wall area on which it is displayed;
- (b) Erected as to not extend past the face of the wall on which it is erected;

By-law 62-23, 14 June, 2023.

7.8. Mobile Signs

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

7.8.2. 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.

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

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

7.8.5. 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*.

7.8.6. 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.

7.8.7. A *Mobile Sign* shall only advertise for the *Premises* to which the *Permit* was issued.
By-law 126-23, 13 December, 2023.

7.8.8. 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.

7.9. Mural Signs

7.9.1. A *Mural Sign* shall be subject to *Council* approval.

7.10. Portable Signs

7.10.1. 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.

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

7.10.3 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*.

7.11. Projecting Signs

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

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

7.11.3 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.

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

7.11.5 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*.

7.11.6 A *Projecting Sign* shall only be located, erected, or displayed on first *Storey* of a *Multi-Storey Building*.

7.12. Wall Signs

7.12.1 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.

7.12.2 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*.

7.12.3 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.

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

7.12.5 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.

7.12.6 A *Digital Display* 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.

7.12.7 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 below.

7.12.8 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*.

7.13. Window Signs

7.13.1 A *Window Sign* shall only be located, erected, or displayed on the first *Storey* of a *Multi-Storey Building*.

7.14. Election Signs

Election Sign Permit

7.14.1 No *Person* shall erect, or display an *Election Sign* unless an *Election Sign Permit* has been issued. By-law 126-23, 13 December, 2023.

General Prohibitions

7.14.2 No *Person* shall erect, or cause to be erected an *Election Sign* in front of, beside, or on *Private Property*, without first obtaining permission from the *Property Owner*. By-law 126-23, 13 December, 2023.

7.14.3 An *Election Sign* shall be Non-Illuminated. By-law 126-23, 13 December, 2023.

7.14.4 A *Person* shall not at any time on any *Voting Day*, or day of advance election voting, locate, erect or display, or cause to be located, erected or displayed:

- (a) an *Election Sign* on or within 45.72 metres (150 feet) of any *Lot Lines* of a *Lot* on which a *Premises* is used as a voting place for elections, and
- (b) 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 *Election Sign*, poster or placard is visible from the outside of the vehicle.

By-law 126-23, 13 December, 2023.

7.14.5 In the case of a municipal election, a *Person* who is neither a *Candidate* nor a *Registered Third-Party Advertiser* shall not be permitted to place an *Election Sign* on either *Private Property* or *Public Property*. By-law 126-23, 13 December,

2023.

Location of Election Signs

7.14.6 No *Person* shall erect, or display an *Election Sign* or cause to be erected or displayed an *Election Sign* on *Public Property* save and except for in the portion of the *Street* that is the municipal boulevard directly adjacent to *Private Property* provided that the *Sign* is on the private property side of the sidewalk and a minimum of 1.0 metre from the sidewalk, or in cases where there is no municipal sidewalk, the *Sign* is a minimum of 2.0 metres from any edge of *Street* pavement, *Street* curb or ditch. By-law 126-23, 13 December, 2023.

7.14.7 An *Election Sign* may not be placed on *Public Property* if there is an *Election Sign* on the adjacent *Private Property*. By-law 126-23, 13 December, 2023.

Election Sign Size

7.14.8 No *Person* shall erect, or display an *Election Sign* or cause to be erected or displayed an *Election Sign* in a *Residential Zone* unless:

- a) it is in the form of a *Portable* or *Window Sign*;
- b) it has a maximum *Sign Area* of 0.36 square metres and a maximum *Height* of 1.00 metre.

By-law 126-23, 13 December, 2023.

7.14.9 No *Person* shall erect, or display an *Election Sign* or cause to be erected or displayed an *Election Sign* in a commercial or other *Zone* unless:

- a) it is in the form of a *Portable* or *Window Sign*;
- b) it has a maximum *Sign Area* of 1.20 square metres and a maximum *Height* of 1.20 metres;

By-law 126-23, 13 December, 2023.

Number of Election Signs

7.14.10 No *Person* shall erect, or display or cause to be erected or displayed more than one *Election Sign* per candidate per *Private Property* in the form of a *Portable Sign* save and except for in the case where the *Private Property* has both front and side lot frontage in which case there may be one *Sign* positioned relative to each frontage. By-law 126-23, 13 December, 2023.

7.14.11 In cases where there is more than one *Premises* on a single *Property* an additional 1 *Election Sign* per candidate per *Premises* is permitted in the form of a *Window Sign*. By-law 126-23, 13 December, 2023.

Timing

7.14.12 No *Person* shall erect, or display or cause to be erected or displayed an *Election Sign*, save and except for at a *Campaign Office* as set out in subsection 7.14.13. below, unless:

- a) a writ of election has been issued for a federal or provincial election;
- b) it is erected, displayed, or caused to be erected or displayed, within the 28 day period prior to *Voting Day* for a municipal election; and
- c) the *Sign* is removed no more than 72 hours following *Voting Day*.

By-law 126-23, 13 December, 2023.

7.14.13 *Election Signs* in the form of a *Wall Sign*, *Window Sign*, or *Ground Sign* may be located, erected or displayed on *Campaign Offices* in accordance with Table C: Provisions for *Signs* in a *Commercial Zone*, once the Candidate has filed his or her nomination papers and obtained a Permit. By-law 126-23, 13 December, 2023.

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 B – Provisions for Signs in a Residential Zone					
Sign Type	Premises /Property Ownership /Control	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Charity Sign</i> only associated with a place of worship or a public school	All	One (1) per event.	Pursuant to Section 7.4.		<i>Non-Illuminated</i> only
<i>Entrance Feature Sign</i>	All	Pursuant to Section 7.5.			<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Mural Sign</i>	All	Pursuant to Section 7.8.			<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Wall Sign</i>	Place of worship or Public or separate school board.	Unlimited, provided that the combined <i>Sign Areas</i> do not exceed 0.50 m ² per liner horizontal meter of a <i>Premises</i> wall.	25.00 m ²	-	<i>Non-Illuminated, Externally Illuminated</i> or <i>Internally Illuminated</i>
	All other.	Two (2) <i>Signs</i> which may be a <i>Ground Sign</i> , a <i>Wall Sign</i> or a combination thereof	2.40 m ²		<i>Non-Illuminated</i> or <i>Externally Illuminated</i>

Table B – Provisions for Signs in a Residential Zone					
Sign Type	Premises /Property Ownership /Control	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Ground Sign</i>	Place of worship	One (1) per <i>Street Line</i> and one (1) additional where a minimum separation distance of 200.00 m is maintained between each permitted <i>Ground Sign</i> located along any one (1) <i>Street Line</i> .	0.30 m ² per linear metre of the <i>Street Line</i> to a maximum of 5.00 m ² .	3.00 m	<i>Non-Illuminated, Externally Illuminated or Internally Illuminated</i>
	Public or separate school board.		5.00 m ² which may include a <i>Digital Display</i> with a maximum <i>Sign Area</i> of 2.20	3.05 m	<i>Non-Illuminated or Externally Illuminated</i>
	All other.	Two (2) <i>Signs</i> which may be a <i>Ground Sign</i> , a <i>Wall Sign</i> or a combination thereof	2.40 m ²	1.50 m	

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 *Digital Display* 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 C – Provisions for Signs in a Commercial Zone				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Awning Sign</i>	One (1) per <i>Awning</i> .	<i>Awning</i> less than 0.90m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 0.90m in length: 0.40m ² per linear horizontal metre of the <i>Awning</i> .	-	<i>Non-Illuminated or Externally Illuminated</i>
<i>Canopy Sign</i>	-	0.60 m ² per linear horizontal metre of the façade to a maximum of 8.40 m ² combined <i>Sign Area</i> . Maximum band width of 0.60 m.	-	<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated</i>
<i>Charity Sign</i>	One (1) per event.	Pursuant to Section 7.4.		<i>Non-Illuminated only</i>
<i>Entrance Feature</i>	Pursuant to Section 7.5.			<i>Non-Illuminated or</i>

Table C – Provisions for Signs in a Commercial Zone				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Sign</i>				<i>Externally Illuminated,</i>
<i>Ground Sign</i>	One (1) per <i>Street Line</i> .	0.30 m ² per linear metre of the <i>Street Line</i> to a maximum 19.00 m ² .	3.50 m (<i>Sign Area</i> less than 4m ²)	<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated.</i>
	One (1) additional <i>Ground Sign</i> shall be permitted where a minimum separation distance of 200.00 m is maintained between each permitted <i>Ground Sign</i> located along any one (1) <i>Street Line</i> .		6.00 m (<i>Sign Area</i> exceeding 4.00 m ² but less than 6.00 m ²)	
			7.50 m (<i>Sign Area</i> exceeding 6.00 m ²)	
<i>Menu Board Sign</i>	Two (2) <i>Signs</i> which maybe a <i>Wall Sign</i> , a <i>Ground Sign</i> , or a combination thereof per drive-through facility of a <i>Premises</i> .	4.00 m ² .	<i>Ground Sign: 2.50 m</i>	<i>Non-illuminated, Externally Illuminated, or Internally Illuminated</i>
<i>Mobile Sign</i>	One (1) per <i>Street Line</i> .	4.46 m ² .	2.40 m	<i>Non-Illuminated</i> only
	One (1) additional <i>Mobile Sign</i> shall be permitted where a minimum separation distance of 50.00 m is maintained between each permitted <i>Mobile Sign</i> located along any one (1) <i>Street Line</i> , provided that in no case shall there be more than two (2) <i>Mobile Signs</i> per <i>Street Line</i> . (By-law 45-2013, 28 October, 2013)			
<i>Mural Sign</i>	Pursuant to Section 7.8.			<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Portable Sign</i>	One (1) per <i>Property</i> .	0.60 m ² .	0.90 m	<i>Non-Illuminated</i> only
<i>Projecting Sign</i>	One (1) per <i>Premises</i> .	1.00 m ² .	-	<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated</i>
<i>Wall Sign</i>	Unlimited, provided that the combined <i>Sign Areas</i> do not exceed 0.75 m ² per liner horizontal meter of a <i>Premises</i> wall.	25.00 m ² .	-	<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated</i>
<i>Window Sign</i>	-	Maximum <i>Sign Area</i> shall be 25% of a window, window section or window pane and a maximum of 50% of the <i>Sign Area</i> may be a <i>Read-O-Gram</i> .	-	<i>Internally Illuminated</i> or <i>Non-Illuminated</i>

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				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Awning Sign</i>	One (1) per <i>Awning</i> .	<i>Awning</i> less than 0.90m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 0.90m in length: 0.40m ² per linear horizontal metre of the <i>Awning</i> .	-	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Canopy Sign</i>	-	0.60 m ² per linear horizontal metre of the façade up to a maximum 8.40 m ² combined <i>Sign Area</i> .	-	<i>Non-Illuminated, Externally Illuminated, or Internally Illuminated</i>
		Maximum band width of 0.60 m.		
<i>Charity Sign</i>	One (1) per event.	Pursuant to Section 7.4.		<i>Non-Illuminated only</i>
<i>Entrance Feature Sign</i>	Pursuant to Section 7.5.			<i>Non-Illuminated, or Externally Illuminated</i>
<i>Ground Sign</i>	One (1) per <i>Street Line</i> .	0.30 m ² per linear metre of the <i>Street Line</i> to a maximum of 5.00 m ² .	3.00 m	<i>Non-Illuminated, Externally Illuminated or Internally Illuminated</i>
	One (1) additional <i>Ground Sign</i> shall be permitted where a minimum separation distance of 200.00 m is maintained between each permitted <i>Ground Sign</i> located along any one (1) <i>Street Line</i> .			
<i>Mobile Sign</i>	One (1) per <i>Street Line</i> .	4.46 m ² .	2.40 m	<i>Non-Illuminated only</i>
	One (1) additional <i>Mobile Sign</i> shall be permitted where a minimum separation distance of 50m is maintained between each permitted <i>Mobile Sign</i> located along any one (1) <i>Street Line</i> , provided that in no case shall there be more than two (2) <i>Mobile Signs</i> per <i>Street Line</i> . (By-law 45-13, 28 October, 2013)			
<i>Mural Sign</i>	Pursuant to Section 7.8.			<i>Non-Illuminated or Externally Illuminated</i>
<i>Portable Sign</i>	One (1) per <i>Property</i> .	0.60 m ² .	0.90 m	<i>Non-Illuminated</i>
<i>Projecting Sign</i>	One (1) per <i>Premises</i> .	1.0 m ²	-	<i>Non-Illuminated, Externally Illuminated, or</i>

Table D – Provisions for Signs in Industrial, Institutional or Agricultural Zone				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
				<i>Internally Illuminated</i>
<i>Wall Sign</i>	Unlimited, provided that the combined <i>Sign Areas</i> do not exceed 0.50 m ² per liner horizontal meter of a <i>Premises</i> wall.	25.00 m ²	-	<i>Non-Illuminated, Externally Illuminated or Internally Illuminated</i>
<i>Window Sign</i>	-	Maximum <i>Sign Area</i> shall be 25% of a window, window section or window pane and a maximum 50% of the <i>Sign Area</i> may be a <i>Read-O-Gram</i> .	-	<i>Internally Illuminated or Non-Illuminated</i>

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

9.1.1. General Provisions

- (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) All *Signs* permitted in accordance with Part 6.0 shall only be non-illuminated or externally illuminated. (By-law 45-2014, 28 October, 2013)
- (c) A *Digital Display* 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) *Digital Display* 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.
- (d) 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*.
- (e) 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*.
- (f) 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*.
- (g) 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 E - Provisions for Signs on a Premises in the Village Core District					
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Location	<i>Illumination</i>

Table E - Provisions for Signs on a Premises in the Village Core District						
Sign Type	Maximum Number	Maximum Sign Area		Maximum Height	Location	Illumination
<i>Awning Sign</i> or <i>Wall Sign</i> only located, erected, or displayed on a <i>Premises</i> with a <i>Flat Roof</i> , save and except subsection 9.1.2(b)	One (1) <i>Awning Sign</i> per <i>Awning</i> or one (1) <i>Wall Sign</i> per <i>Premises</i> .	<i>Awning</i> less than 0.90m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 0.90m in length: 0.40m ² per linear horizontal metre of the <i>Awning</i> .		-	Only on the first <i>Storey</i> of a <i>Premises</i> . <i>Wall Sign</i> shall not be located, erected, or displayed less than 0.30m from: a) below the top of parapet of wall in a single <i>Storey Premises</i> ; b) below the top of the first <i>Storey</i> in a <i>Multi-Storey Premises</i> ; c) any side of the <i>Premises</i> wall, and d) any other existing <i>Sign</i> .	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		<i>Wall Sign</i> : 0.50 m ² per linear horizontal metre of the wall or 10.00m ² , whichever is lesser with a maximum vertical dimension of 0.80m.				
	One (1) additional <i>Awning Sign</i> or <i>Wall Sign</i> per <i>Premises</i> wall that abuts an additional <i>Street</i> or private laneway.	<i>Awning</i> less than 0.90m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 0.90m in length: 0.40m ² per linear horizontal metre of the <i>Awning</i> .				
		<i>Wall Sign</i> : 0.25 m ² per linear horizontal metre of the wall to a maximum of 5.00 m ² , whichever is lesser, with a maximum vertical dimension of 0.80 m.				
<i>Charity Sign</i>	One (1) per event.	Pursuant to Section 7.4.				<i>Non-Illuminated</i> only
<i>Entrance Feature Sign</i>		Pursuant to Section 7.5.				<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Ground Sign</i> , save and except as set out in 9.1.2(c).	One (1) per <i>Property</i> .	2.40 m ²	1.50 m		0.75m from <i>Street Line</i>	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Mural Sign</i>	Pursuant to Section 7.8.					<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Portable Sign</i>	One (1) per <i>Private Property</i> .	0.60 m ² .	0.90 m		Only on <i>Private Property</i> . 0 metre setback from <i>Street</i>	<i>Non-Illuminated</i> only

Table E - Provisions for Signs on a Premises in the Village Core District					
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Location	Illumination
				<i>Line.</i>	
<i>Projecting Sign</i>	One (1) per <i>Premises.</i>	On the first <i>Storey</i> : Maximum 1.00 m vertical and horizontal dimensions.		Maximum extension of 1.00 m from the <i>Premises</i> wall.	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		On the second <i>Storey</i> : Maximum 1.83 m vertical dimension and 0.50 m horizontal dimension. Maximum <i>Sign Area</i> of 1.00 m ² per <i>Sign Face</i> .		Minimum clearance of 2.40 m above average grade. On the first <i>Storey</i> , second <i>Storey</i> of a <i>Premises</i> or a combination thereof.	
<i>Window Sign</i>	One (1) per <i>Premises.</i>	On the first <i>Storey</i> : Maximum 15% of a window, window section or window pane or 0.75m ² , whichever is lesser.	-	-	<i>Non-Illuminated</i> only
		On the second <i>Storey</i> : Maximum 25% of the window area or 1.50m ² , whichever is lesser.			

- (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 Juptown District or Civic Centre District					
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Location	Illumination
<i>Awning Sign or Wall Sign</i>	One (1) <i>Awning Sign</i> per <i>Awning</i> or one (1) <i>Wall Sign</i> per <i>Premises</i> .	<i>Awning</i> less than 1.20 m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 1.20 m in length: 0.40 m ² per linear horizontal metre of the <i>Awning</i> .	-	Only on the first Storey of a <i>Premises</i> .	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		<i>Wall Sign</i> : 0.75 m ² per linear horizontal metre of the wall or 15.00 m ² , whichever is lesser, with a maximum vertical dimension of 0.80 m.			
	One (1) additional <i>Awning Sign</i> or <i>Wall Sign</i> per <i>Premises</i> wall which abuts an additional <i>Street</i> .	<i>Awning</i> less than 1.20m in length: 0.75 m ² per linear horizontal metre of the <i>Awning</i> . <i>Awning</i> equal to or more than 1.20 m in length: 0.40 m ² per linear horizontal metre of the <i>Awning</i> . <i>Wall Sign</i> : 0.25 m ² per linear horizontal metre of the wall up to a maximum of 5.00 m ² .			
<i>Canopy Sign</i>	-	0.60 m ² per linear horizontal metre of the façade up to a maximum of 8.40 m ² combined <i>Sign Area</i> . Maximum band width of 0.60 m.			<i>Non-Illuminated</i> only.
<i>Charity Sign</i>	One (1) per event.	Pursuant to section 7.4.			<i>Non-Illuminated</i> only.
<i>Entrance Feature Sign</i>	Pursuant to Section 7.5.				<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Ground Sign</i> , save and except as set out in 9.1.3(c).	One (1) per <i>Property</i> .	1.00 m ² .	2.10 m	1.50 m from <i>Street Line</i>	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Mural Sign</i>	Pursuant to Section 7.8.				<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Portable Sign</i>	One (1) per <i>Private Property</i> .	0.60 m ² .	0.90 m	Only on <i>Private Property</i>	<i>Non-Illuminated</i> only

Table F – Provisions for Signs in Uptown District or Civic Centre District					
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Location	Illumination
<i>Projecting Sign</i>	One (1) <i>Projecting Sign</i> per <i>Premises</i> .	On the first <i>Storey</i> : Maximum 1.00 m vertical and horizontal dimensions.		Maximum extension of 1.00 m from the <i>Premises</i> wall. Minimum clearance of 2.40 m above average grade.	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		On the second <i>Storey</i> : Maximum 1.83 m vertical dimension and 0.50 m horizontal dimension and the maximum <i>Sign Area</i> of 1.00 m ² .		On the first <i>Storey</i> , second <i>Storey</i> of a <i>Premises</i> or a combination thereof.	
<i>Window Sign</i>	One (1) per <i>Premises</i> .	Maximum 25% of the window, window section or window pane or 1.50m ² , whichever is lesser.	-	-	<i>Non-Illuminated</i> only

- (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 *Digital Display*, *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					
Sign Type	Maximum Number	Maximum Sig Area	Maximum Height	Location	Illumination
<i>Awning Sign</i> or <i>Wall Sign</i>	One (1) <i>Awning Sign</i> or one (1) <i>Wall Sign</i> per <i>Premises</i> .	<i>Awning Sign</i> : 0.15m ² per linear horizontal metre of the <i>Awning</i> .	-	Only on the first <i>Storey</i> of a <i>Premises</i> .	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		<i>Wall Sign</i> : 0.10 per linear horizontal metre of the wall or 5.00 m ² , whichever is lesser, with a maximum vertical dimension of 0.80 m.		<i>Wall Sign</i> shall not be located, erected, or displayed less than 0.30 m from: a) below the top of parapet of the wall in a single <i>Storey Premises</i> ; b) below top of first <i>Storey</i> in a multi- <i>Storey Premises</i> ; c) any side of the <i>Premises</i> wall, and d) any other existing <i>Sign</i> .	
<i>Charity Sign</i>	One (1) per event.	Pursuant to Section 7.4.			<i>Non-Illuminated only</i>
<i>Entrance Feature Sign</i>	Pursuant to Section 7.5.				<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Ground Sign</i>	One (1) per <i>Property</i> .	1.00 m ² .	2.10 m	Minimum setback of 1.50 m from <i>Street Line</i> .	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Mural Sign</i>	Pursuant to Section 7.8.				<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
<i>Projecting Sign</i>	One (1) per <i>Premises</i> .	Maximum 1.00 m vertical and horizontal dimensions.	-	Maximum extension of 1.00 m from the <i>Premises</i> wall.	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
		Maximum <i>Sign Area</i> of 1.00 m ² .		Minimum clearance of 2.40 m above average grade.	
				Only on the first <i>Storey</i> of a <i>Premises</i> .	
<i>Window Sign</i>	One (1) per <i>Premises</i> .	On first <i>Storey</i> : Maximum 15%			<i>Non-Illuminated</i>

Table G - Provisions for Signs in Headford Special Signage Area					
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Location	Illumination
		of window, window pane, window section, or 0.75 m ² , whichever is less.	-	-	

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 H – Provisions for Development Sign				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Development Sign</i>	One (1) <i>Development Sign</i> per <i>Street Line</i> of a <i>Property</i> with an approved development.	9.30 m ² with a maximum horizontal dimension of 6.00 m.	6.10 m	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
	One (1) additional <i>Development Sign</i> shall be permitted where a minimum separation distance of 300 m is maintained between each permitted <i>Development Sign</i> located, erected, displayed along any one (1) <i>Street Line</i> of a <i>Property</i> with an approved development.			

	Two (2) additional off-site <i>Development Signs</i> shall be permitted on a <i>Property</i> not related to a <i>Property</i> approved for <i>Development</i> , but no more than three (3) <i>Development Signs</i> may be located, erected or displayed on said <i>Property</i> at any one time.			<i>Non-Illuminated</i> only
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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 I – Provisions for Signs for New Development Sales Pavilion and Sales Trailer				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Flag Sign</i>	Thirty (30) per sales trailer or sales pavilion.	1.40 m ²	6.00 m including supporting structure	<i>Non-Illuminated</i> only
<i>Ground Sign</i>	Two (2) per sales trailer or sales pavilion, or	9.30 m ² for two <i>Ground Signs</i> , or	6.10 m	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>
	One (1) per sales trailer or sales pavilion.	18.6 m ² for one (1) <i>Ground Sign</i> .		
<i>Portable Sign</i>	Two (2) per sales pavilion or sales trailer.	0.60 m ² .	0.90 m	<i>Non-Illuminated</i> only
<i>Wall Sign</i>	Shall only be permitted on a maximum of three (3) sides of a sales trailer or sales pavilion.	0.75 m ² per linear horizontal metre of wall up to maximum of 25.00 m ² per wall, whichever is lesser.	-	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>

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 J – Provisions for Signs for Model Homes				
Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Illumination
<i>Ground Sign</i>	One (1) per model home.	3.70 m ² .	2.00 m	<i>Non-Illuminated</i> or <i>Externally Illuminated</i>

<i>Portable Sign</i>	Two (2) per model home.	0.6 m ²	0.90 m	<i>Non-Illuminated</i>
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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 Where a *Construction Sign* in a form of *Ground Sign* cannot be located, erected or displayed on a *Private Property* in accordance with the provisions in this by-law, a maximum of one (1) *Construction Sign* in the form of a *Wall Sign* per *Street Line* may be permitted only after the construction it advertises has commenced, which shall:

- (a) have a maximum *Sign Area* of 2.0 square metres; and,
- (b) only be *Non-illuminated* or *Externally illuminated*."
(By-law 45-2013, 28 October, 2013)

10.4.3 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 Community Standards Division 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.
- (c) a scaled site plan;
- (d) elevation and specification drawings of the *Sign* including all dimensions of the *Sign*;
- (e) details of the method of construction and attachment to ground or structure;
- (f) 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.
- (g) the written authorization of the *Property Owner*;
- (h) where applicable, proof of approval for the proposed *Sign* from all other governmental authorities having jurisdiction;
- (i) 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 In the case of an *Election Sign Permit*, an applicant shall submit the form as prescribed by the *Commissioner*, providing all information requested thereon, including payment of the fee as outlined in the Tariff of Fee By-law, as amended. By-law 126-23, 13 December, 2023.

13.3 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 Every *Person* who contravenes any provision of this by-law or any order issued under this by-law is guilty of an offence and upon conviction is liable to a fine as provided for in the Provincial Offences Act, R.S.O. 1990, c. P. 33, as amended. (By-law 37-21, 24 March, 2021)

- 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;
 - (d) is any one (1) of a group of the same type of Signs of which the maximum permitted number has been exceeded. (By-law 37-1, 24 March, 2021)
- 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.

15.14 In lieu of laying a charge under the Provincial Offences Act for a breach of any provision of this by-law, a *By-law Enforcement Officer* may issue a penalty notice to the *Person* who has contravened this by-law in accordance with the service requirements of the *Corporation's* Administrative Penalty By-law. For greater certainty, the *By-law Enforcement Officer* has the discretion to either proceed by way of an administrative penalty or a charge laid under the Act, if an administrative penalty is issued to a *Person* for the breach, no charge shall be laid against that same *Person* for the same breach. (By-law 37-21, 24 March, 2021)

15.15 A *Person* served with a penalty notice shall be liable to pay to the *Corporation* an administrative penalty in the amount specified in Schedule "A" of the Administrative Penalty By-law. An administrative penalty for a contravention of this by-law that is not paid within 15 days after the day it becomes due and payable, constitutes a debt of the *Person* to the *Corporation* and may be added to a municipal tax roll and collected in the same manner as municipal taxes. (By-law 37-21, 24 March, 2021)

15.16 A *Person* who is issued a penalty notice shall be subject to the procedures as provided for in the *Corporation's* Administrative Penalty By-law. (By-law 37-21, 24 March, 2021)

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. Where a provision of this By-law conflicts with any Corporation Zoning By-laws, it is the provision of this By-law that shall prevail. (By-law 45-13, 28 October, 2013).

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 EXCEPTIONS (By-law 74-11, 11 July, 2011)

- 21.1** SITE SPECIFIC SIGNAGE PROVISIONS - Lots 37, 38 & Block E, Judge's Plan 10030, 10355 Yonge Street (2130447 Ontario Limited). (By-law 74-11, 11 July, 2011)

Notwithstanding the provisions of By-law No. 52-09, as amended, to the contrary, on those lands shown on Schedule "A" to By-law 74-11 and denoted by a bracketed (1), the following, as shown on Schedules "B" and "C" shall be permitted:

- i. One (1) additional wall sign (Sign 1) with a maximum height of 0.46m, a maximum aggregate width of 7.17m and a maximum aggregate area of 3.29m² , located on the second storey of the north elevation;
- ii. One (1) additional wall sign (Sign 2) with a maximum height of 0.46m, a maximum aggregate width of 14.61m and a maximum aggregate area of 6.72m² , located on the first storey of the north elevation;
- iii. One (1) additional projecting sign (Sign 3) with a maximum height of 0.62m, a maximum width of 0.64m and a maximum area of 0.4m² , located on the second storey of the north elevation;
- iv. One (1) additional projecting sign (Sign 4) with a maximum area of 0.21 m² , located on the first storey of the north elevation;
- v. One (1) additional wall sign (Sign 5) with a maximum height of 0.46m, a maximum aggregate width of 5.89m and a maximum aggregate area of 2.71 m² , located on the second storey of the east elevation;
- vi. One (1) additional wall sign (Sign 6) with a maximum height of 0.46m, a maximum aggregate width of 5.08m and a maximum aggregate area of 2.34m² , located on the first storey of the east elevation;
- vii. One (1) ground sign (Sign 7) with a maximum height of 3.15m, a maximum width of 1.6m and a maximum sign area of 2.63m², located on the east side of the existing building;
- viii. One (1) electronic Read-0-Gram, located on Sign 7;
- ix. One (1) additional wall sign (Sign 8) with a maximum height of 0.27m, a maximum width of 2.06m and a maximum area of 0.56m², located on the second storey of the south elevation;
- x. One (1) additional wall sign (Sign 9) with a maximum height of 2.03m, a maximum width of 3.66m and a maximum area of 7.43m² , located on the second storey of the south elevation;
- xi. One (1) additional wall sign (Sign 10) with a maximum height of 0.46m, a maximum aggregate width of 5.89m and a maximum aggregate area of 2.71m² , located on the second storey of the west elevation;
- xii. One (1) additional wall sign (Sign 11) with a maximum height of 2.24m, a maximum width of 4.47m and a maximum area of 10.01m² , located on the second storey of the west elevation;
- xiii. One (1) additional wall sign (Sign 12) with a maximum height of 0.46m, a maximum aggregate width of 5.08m and a maximum aggregate area of 2.34m² , located on the first storey of the west elevation;
- xiv. One (1) additional projecting sign (Sign 13) with a maximum height of 0.64m, a maximum width of 0.81m and a maximum area of 0.52m² , located on the first storey of the west elevation;
- xv. One (1) additional projecting sign (Sign 14) with a maximum height of 0.64m, a maximum width of 0.81m and a maximum area of 0.52m² , located on the first storey of the west elevation;
- xvi. One (1) additional projecting sign (Sign 15) with a maximum height of 0.64m, a maximum width of 0.81 m and a maximum area of 0.52m², located on the first storey of the west elevation;

- xvii. One (1) additional projecting sign (Sign 16) with a maximum height of 0.64m, a maximum width of 0.81m and a maximum area of 0.52m², located on the first storey of the west elevation;
- xviii. One (1) additional projecting Sign (Sign 17) with a maximum height of 0.48m, a maximum width of 2.48m and a maximum area of 1.19m², located on the second storey of the west elevation; and,
- xix. That Signs "1"~"2", "3", "4", "5", "6", "7", "8", "10", "12", "13", "14", "15", "16" and "17" be internally illuminated. "

(By-law 74-11, 11 July, 2011)

21.2 SITE SPECIFIC SIGNAGE PROVISIONS - Block A, Registered Plan 5151, and Block D, Registered Plan M-816, Municipal Addresses: 10488 and 10520 Yonge Street (Sitzer Group Holdings No. 1 Limited). (By-law 110-12, 12 November, 2012).

Notwithstanding the provisions of By-law No. 52-09, as amended to the contrary, on those lands shown as "Area 1" on Schedule "A" to By-law 110-12 ("Area 1"), a permit for a Roof Sign may be issued and the following provisions shall apply to a Roof Sign located, erected or displayed within Area 1:

- i. no *Roof Signs* shall be permitted on the building elevation of a Premises located on the Property which abuts Levendale Road, Jacey Ann Drive and Trayborn Drive;
- ii. a maximum of one (1) *Roof Sign* shall be permitted per Premises, iii) the maximum vertical dimension of a *Roof Sign* shall be 0.9 metres (2.95 feet) for a logo that forms part of the sign;
- iii. the maximum vertical dimension of the *Roof Sign* shall be 0.6 metres (2 feet) for the lettering that forms part of the sign;
- iv. the maximum horizontal dimension of the *Roof Sign* shall be a maximum of 90% of the width of a *Premises*, and,
- v. the maximum *Sign Area* of a *Roof Sign* shall be 25.0 square metres (269 square feet)."

(By-law 110-12, 12 November, 2012).

21.3 SITE SPECIFIC SIGNAGE PROVISIONS - Part of Lots 2 to 10 inclusive, Plan 1923, Municipal Addresses: 9600, 9608, 9610 and 9618 Yonge Street (Grand Palace Inc.)

Notwithstanding the provisions of By-law No. 52-09, as amended to the contrary, on those lands shown on Schedule "A" to By-law 78-13, a permit for a maximum of one (1) Inflatable Sign may be issued and shall be permitted for a period not exceeding one year from the date on which this by-law is adopted by Council and shall:

- a. be limited to the times between 9 a.m. and 7 p.m. on Saturday and Sunday of each week;
- b. be tethered to the ground;
- c. be non-illuminated;
- d. have a maximum height of 9.14 metres (30 feet);
- e. have a maximum *Sign Area* of 83.61 square metres (900 square feet);
- f. be a minimum of 15 metres (49.21 feet) from a traffic control device;
- g. be a minimum of 1.5 metres (4.92 feet) of any Street Line, private driveway or Premises; and,
- h. be a minimum of 1.5 metres (4.92 feet) or a distance equal to 75% of the height of the Inflatable Sign, whichever is greater, from any Lot Lines."

(By-law 78-13, 8 July, 2013)

21.4 SITE SPECIFIC SIGNAGE PROVISIONS — Block 39, Registered Plan 65M-2079 and Part of Block 3, Registered Plan 65M-2368 (Municipal Addresses: 9750 and 9760 Yonge Street)

1. Notwithstanding the provisions of By-law No. 52-09, as amended to the contrary, the following signage shall be permitted on lands shown on Schedule "A" to By-law No. 55-16:
 - i. three (3) Externally-Illuminated *Wall Signs* with a maximum combined *Sign Area* of 29.54 square metres (317.98 square feet) on the east elevation of the sales trailer constructed on the subject property;
 - ii. one (1) Non-Illuminated *Wall Sign* with a maximum *Sign Area* of 4.34 square metres (46.72 square feet) on the north elevation of the sales trailer constructed on the subject property;
 - iii. two (2) hoarding signs with a maximum *Sign Area* of 5.59 square metres (60.17 square feet) per sign and a maximum Height of 2.44 metres (8.0 feet);
 - iv. one (1) hoarding sign with a maximum *Sign Area* of 2.72 square metres (29.28 square feet) and a maximum Height of 0.67 metres (2.2 feet);
 - v. two (2) hoarding signs with a maximum *Sign Area* of 30.56 square metres (328.95 square feet) per sign and a maximum Height of 6.25 metres (20.51 feet); vi. four (4) hoarding signs with a maximum *Sign Area* of 11.18 square metres (120.34 square feet) per sign and a maximum Height of 2.29 metres (7.51 feet);
 - vi. one (1) hoarding sign with a maximum *Sign Area* of 1.6 square metres (17.22 square feet) and a maximum Height of 0.67 metres (2.2 feet);
 - vii. two (2) hoarding signs with a maximum *Sign Area* of 2.55 square metres (27.45 square feet) per sign and a maximum Height of 0.67 metres (2.2 feet);
 - viii. one (1) hoarding sign with a maximum *Sign Area* of 2.18 square metres (23.47 square feet) and a maximum Height of 0.67 metres (2.2 feet); and,
 - ix. one (1) hoarding sign with a maximum *Sign Area* of 2.04 square metres (21.96 square feet) and a maximum Height of 0.67 metres (2.2 feet).
2. Information displayed on the signage described in accordance with items 1 (i) through (x) above shall relate solely to a proposal for Development on lands shown on Schedule "A" permitted pursuant to Sections 34 (1), 41, 45, and/or 51 of the Planning Act."

(By-law 55-16, 24 May, 2016)

21.5 SITE SPECIFIC SIGNAGE PROVISIONS — Block N, Plan M-1436 (Municipal Address: 9350 Yonge Street)

1. Notwithstanding the provisions of By-law No. 52-09, as amended to the contrary, an Internally-Illuminated *Wall Sign* having a maximum *Sign Area* of 40.6 square metres (437 square feet) shall be permitted on the south and west elevations, respectively, of the commercial addition constructed on the lands shown on Schedule "A" to By-law No. 59-16.
2. Information displayed on the signage described in accordance with Item 1 above shall relate solely to the retailer, Sporting Life, and their proposed products to be sold at their retail location on the lands shown on Schedule "A" hereto.

3. The signage described in accordance with Item 1 above shall be extinguished at the end of business day in accordance with the daily operations of the retail development (Hillcrest Mall) located on the lands shown on Schedule "A".

(By-law 59-16, 11 July, 2016)

22.0 REPEALED BY-LAWS

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