

**THE CORPORATION OF
THE TOWNSHIP OF CENTRE WELLINGTON
BY-LAW NUMBER 2013-004**

BEING a By-law to regulate the erection of signs and other advertising devices within the Township of Centre Wellington and to Repeal By-law 2011-065

WHEREAS Section 11 of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended (the “Act”) provides that a lower-tier municipality may pass by-laws respecting matters within its spheres of jurisdiction;

AND WHEREAS Subsection 11 (3) 7 of the Act provides that municipalities may pass by-laws respecting structures, including fences and signs.

AND WHEREAS Section 391 of the Act provides that despite any Act, a municipality and a local board may pass by-laws imposing fees or charges on any class of persons;

NOW THEREFORE the Council of The Corporation of the Township of Centre Wellington hereby enacts the follows:

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

1.0 DEFINITIONS

The following words shall have the following meanings in this By-law:

“**abandoned sign**” means a sign or sign structure which may have formerly identified, but no longer correctly identifies, the business, commodity, service or use presently conducted, sold or offered on the lot. A sign shall not be deemed abandoned until ninety (90) days after such activity is discontinued.

“**address sign**” means a fascia or ground supported sign which has a maximum area of 0.2 square metres (2.1 square feet), contains no commercial message, and is intended solely to indicate municipal street address.

“**address sign – residential development**” means an address sign that identifies a residential development including a subdivision, vacant land condominium or townhouse development.

“**advertising device**” means any device or object erected or located so as to attract public attention to any goods or services or facilities or events and includes flags, banners, pennants and lights.

“**alter**” means any change to the sign structure or the sign face with the exception of the re-arrangement of numerals, letters or copy applied directly to the face of a sign and specifically designed and intended to be periodically rearranged, the repair and maintenance of a sign, and a change in sign copy.

“**animated sign**” means a sign with a sign face that moves in whole or in part and includes a flashing or a rotating sign, but does not include a clock, a time, date or temperature display or an electronic message display.

“**awning**” means a space frame system, moveable or fixed, covered with fabric, metal or like material attached and projecting from a building or structure, but not forming an integral part thereof and includes a canopy.

“**awning sign**” means a sign with copy painted or affixed flat to the surface of an awning, which does not extend vertically or horizontally beyond the limits of such awning.

“**banner**” means a sign or advertising device made from cloth, plastic or a similar lightweight non-rigid material displaying a message in words or symbols, but shall not include a recognized flag, awning sign, window sign or fascia sign.

“**billboard sign**” means an outdoor sign which advertises goods, products, services or facilities that are not available at the location of the sign, and/or which directs a person to a location different from that where the sign is located and is either single faced or double faced.

“**box fascia sign**” means an internally illuminated sign attached to a wall of a building or the sloping portion of a mansard roof.

“Building Code” means the *Building Code Act, 1992*, S.O. 1992, c.23, as amended, and any regulations there under, as amended.

“building façade” means an exterior building wall facing a street and any other building wall, which does not face a street, but through which the main entrance for the public passes and which faces a parking lot.

“candidate” shall have the same meaning as in the *Canada Elections Act*, S.C. 2000, c.9, as amended (the *“Canada Elections Act”*), the *Election Act*, R.S.O. 1990, c. E.6, as amended (the *“Election Act”*), or the *Municipal Elections Act, 1996*, S.O. 1996, c. 32 Sched., as amended (the *Municipal Elections Act*), and shall be deemed to include a person seeking to influence other persons to vote for or against any question or by-law submitted to the electors pursuant to Section 8 of the *Municipal Elections Act*.

“cemetery” means land that is used or intended to be used as a place for the interment of the dead or in which human bodies have been buried.

“Central Business District” shall be as defined and illustrated in the Township Official Plan. (see Maps 2 & 3)

“changing copy sign” means a sign constructed so that the message or copy can be changed by manual, electronic, or electro-mechanical means.

“Chief Building Official” means the Chief Building Official for The Corporation of the Township of Centre Wellington or his or her designate.

“construction site sign” means a temporary sign that

- a) includes in whole or in part, information promoting a development and may identify component parts of such building or structure and the persons involved in its design and construction;
- b) relates to or advertises the construction or sale of a building structure on the property.

“community sign” means a ground sign erected by the municipality or non-profit charitable organization on public or private property to announce special community events and occasions approved by Council.

“community event directional sign” means a temporary sign erected on the public road allowance to direct the public to special community events and occasions approved by Council.

“copy” means the graphic content of a sign surface in either permanent or removable letter, pictorial, symbolic, or numeric form.

“Council” means the Council of the Township of Centre Wellington

“dark-sky compliant” means for internally illuminated signs, that there will be no more than 2.5 watts of lighting provided per sq ft of sign face. The message must be light in color, with the background being dark in colour. For externally illuminated signs, there shall be minimal spillover of light beyond the sign face, and the maximum illumination of 5.0 watts of lighting provided per square foot of sign face, mounted at the top of the sign.

“designated light standard” means a light standard owned by the Township of Centre Wellington, Centre Wellington Hydro or Hydro One.

“directional sign” means a sign on the property that gives directions or instructions for the control of vehicular or pedestrian traffic and shall include an entry and exit sign.

“double faced sign” means a ground sign having two (2) sign faces of equal area and proportions which are located exactly opposite each other on the sign structure.

“election sign” means a sign advertising, promoting or relating to the election of a political party, candidate for public office in a federal, provincial or municipal election, or an authorized question on the ballot;

“electronic media sign” means a video monitor or other medium for displaying electronic animated images.

“electronic messaging systems” means an outdoor electronic LED sign.

“erect” means the construction, maintenance, display, alteration, placing or relocation of any sign or portion thereof, and the posting of notices.

“façade” means the entire building wall including a parapet.

“fascia sign” means a sign attached to, marked or inscribed on, erected or placed against a wall forming part of a building, or supported by or through a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and includes a painted wall and awning sign. A fascia sign shall not include any other sign defined in the By-law unless otherwise stated.

“finished grade” means the average elevation of the ground directly beneath a sign.

“flashing sign” means a sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source but does not include an automatic changing sign or electronically controlled message centre.

“fluorescence” means having inherent reflective qualities.

“garage sale sign” means a sign advertising the sale of personal merchandise in a private garage sale held on a property zoned Residential.

“gas bar canopy” means an open and permanent roof structure, free standing or attached to a building, erected for the purpose of sheltering gasoline pumps.

“ground sign” means a sign directly supported by the ground without the aid of any other building or structure, which sign includes the names of owner(s) and/or tenants(s) and addresses and/or advertises goods, products, services, or events that are sold, offered, or provided on the premises on which the sign is located and does not include any other sign defined in this By-law.

“Heritage Property” means any lands designated by Council pursuant to Part IV or Part V of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18, as amended (the “*Ontario Heritage Act*”).

“Heritage Conservation District” means the lands designated by Council pursuant to Part V of the *Ontario Heritage Act*.

“illumination” means lighting of a sign or advertising device, in whole or in part, by any artificial means and further:

- (a) External illumination means the sign reflects light from a light source intentionally directed upon it;
- (b) Internal illumination means the sign is illuminated by any internal artificial light source emitted from within the sign;
- (c) Non-illuminated means the sign is not illuminated, neither externally or internally.

“incidental sign” means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as “telephone”, “private parking”, “entrance”, “washroom”, “loading dock”, “staff only”, and other similar directives. No sign with a commercial message legible from a position off the lot shall be considered incidental. Any incidental sign permanently anchored in the ground shall have a maximum height of 0.9metres (2.95 feet).

“inflatable sign” means a sign or advertising device designed to be airborne and tethered to the ground or any other structure and shall include balloons and any other inflatable advertising device.

“lot” means a parcel of land which can be legally conveyed pursuant to section 50 of the *Planning Act*, R.S.O. 1990, c. P.13, as amended (the “*Planning Act*”). Where two or more abutting lots under the same ownership have been consolidated for the purpose of development, all such lots shall be deemed to be a single lot for the requirements of this By-law, and any setback requirements from lot lines shall apply only to the outer perimeter lot lines of the consolidated lot.

“lot frontage” means the distance between the side lot lines of a lot, such distance being measured along a line which is parallel to the required setback distance from the front lot line, except that where the front lot line is narrower than the line at the required setback, the lot

frontage shall be the shortest distance between the side lot lines measured at a point 7.5 m (24'8") from the nearest point of the street line.

"marquee sign" shall mean a sign attached to any roof-like structure or overhang constructed as a permanent part of a building over the entrance to the building, which structure or overhang projects more than 0.3m (1 foot) from the exterior wall of the building.

"menu board" means a sign erected as part of a drive-through facility and used to display and order products and services available in association with drive-through business.

"mobile / portable sign" means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported by means of wheels, and signs attached to or painted on vehicles parked and visible from the public road allowance, unless said vehicle which is licensed, operable and is used in the normal day-to-day operations of the business.

"multi-faced sign" means a ground sign having more than two (2) sign faces up to a maximum of four (4) faces, each being of equal area and proportion to the other.

"Multi-tenant commercial building" means a building designed, constructed, operated or maintained as a unit containing at least five (5) physically separate and independent retail stores which may be connected by a common corridor and which is provided with common parking areas, driveways, landscaped open space and other shared accessory facilities and services and which is held under single ownership, condominium ownership, co-operative or similar arrangement.

"official sign" means a sign required by or erected under any statute or By-law or other directive of any federal, provincial or municipal government or agency, board, or commission thereof and shall include a permanent sign erected on a public road allowance to inform the public of the location of public buildings, hospitals, public libraries, institutions, places of worship, parks, recreational or educational facilities, traffic regulations, parking regulations, street identification or Township identification.

"on-premise sign" means a sign relating in its copy to the premises on which it is located.

"open house directional sign" means a temporary portable sign intended to direct traffic to a residence for sale or lease.

"owner" means the registered owner of the lands or premises.

"painted wall sign" means any sign painted, applied as paint, or film or any other covering to any outside wall or other integral part of a building without the use of independent supports or frames.

"person" means an individual, business, firm, corporation, association or partnership.

"poster" means a printed notice conveying information intended to be displayed for a temporary period of time and includes but is not limited to a bill, handbill, leaflet, notice, placard and election sign.

"pre-menu board" means a sign erected as part of a drive-through facility and only used to display products and services available in association with a drive-through business.

"premises" means a lot under registered ownership and includes all buildings and structures thereon.

"progressive sign" means any two or more signs used in a series to convey a cohesive message.

"projecting sign" means a sign attached to a building and projecting out horizontally from a building at a right angle to the building.

"property" means a parcel of land having specific boundaries, which is capable of legal transfer.

"public information sign" means signs erected in parks or playgrounds and used for park identification only, having a sign face area of less than 1 m² (10.76 sq ft) or signs used as scoreboards or timers, provided such signs do not carry advertising other than the name of the donor and provided that the non-scoreboard or non-timer area of any such sign is not greater than one-half of the total sign area/per face.

“public property” means property, land, structure or building owned by the Township, County of Wellington, local school board or owned by the Federal or Provincial government(s).

“pump island sign” means a sign on top of gasoline service pumps or on the columns of a gas bar canopy, on guard posts or freestanding on a gasoline pump apron.

“read-o-graph” means a sign on which copy is changed manually with letters on pictorial panels.

“real estate sign” means a temporary non-illuminated sign installed, erected or displayed on a property for the notification that a building, premises, lot(s) or portion thereof is offered for sale, rent or lease.

“religious institution” means a building or structure used by a congregation or organization dedicated to worship and related religious, social and charitable activities, with or without an auditorium, convent or monastery, or clergy residence and uses accessory thereto.

“repair and maintain” means anything done to preserve the condition of a sign or to prevent the deterioration of the sign and includes the restoration of a sign by removing or replacing worn out, missing, damaged or broken parts.

“road allowance” means the land used for public rights of way between opposite front property lines / street lines and includes all utility and municipal services, ditches, boulevards, and sidewalks.

“roof sign” means a sign, other than an inflatable sign, supported entirely or in part by the roof of a building or structure and which sign projects above the roof.

“sidewalk sign” means a free standing sign placed on but not permanently anchored in the ground, consisting of signs commonly referred to as A-frame, T-frame and sandwich boards but shall not mean or include any other sign defined in this By-law.

“sight triangle” means the triangular space formed by the street lines of a corner lot, as defined in the Township’s Zoning By-law.

“sign” means any device, object or thing which directs attention to or which is designed to convey a message and that is placed for the purposes of advertising goods and services offered, identifying a business or enterprise or for conveying any other type of message and, without limiting the generality of the foregoing, this definition includes posters and the types of signs specifically defined in this Section.

“sign area” means the smallest square, rectangle, triangle, or combination thereof that will encompass the extreme limits of the largest silhouette of a sign face visible at any one time, and shall include any writing, representation, emblem, or other display, together with any material or colour forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework or bracing.

“sign clearance” means the vertical distance measured from the average finished grade directly beneath the sign to the bottom of the lowest attached component of the sign, exclusive of any supporting structure.

“sign face” means that portion of the sign, excluding the supporting structure, where copy can be placed.

“sign height” means the vertical distance from the base at finished grade to the top of the highest attached component of the sign.

“sign structure” means a structure which is intended to support, or be capable of supporting, any sign and which in turn is supported by the ground, a building or a structure which is not an integral part of the sign.

“storey” means a horizontal division of a building from a floor to the ceiling directly above such floor, and includes an attic wherein at least 50% of the space above the floor is more than 2.1 metres in height and meets the minimum floor area requirements of the Ontario Building Code but does not include a cellar, or a mezzanine, gallery, balcony or other overhang, the floor area of which does not exceed 40% of the floor area of the storey directly below such overhang), provided that the space beneath such overhang is not enclosed and the extent of such overhang does not exceed 40% of the least dimension of the room in which the said overhang is located.

“**street**” means a public highway or public road under the jurisdiction of the Township of Centre Wellington, the County or the Province but does not include a private lane or right-of-way.

“**street line**” means the limit of the open road allowance and is the dividing line between a lot and a street.

“**subdivision sign**” shall mean a sign required to be erected through a subdivision agreement under section 51 of the *Planning Act*.

“**temporary personal sign**” means a sign or advertising device, used for a personal announcement or congratulatory message.

“**tenant directory sign**” means a ground mounted sign for the purpose of identifying the individual unit tenants in a multi-unit tenant commercial, industrial or professional office building.

“**Township**” means the Corporation of the Township of Centre Wellington.

“**unsafe**” when used with respect to a sign or sign structure means a condition that is structurally inadequate or faulty, or could be hazardous to a pedestrian, motorist or adjacent property.

“**use**” means, when used as a noun, the purpose for which a lot, building or structure, or any combination or part thereof, is designed, arranged, occupied or maintained and, when used as a verb, means to put to such purpose.

“**wayfinding signs**” means signs erected by the Township on public property to direct the travelling public to places of interest pursuant to the Townships’ Wayfinding Plan.

“**window sign**” means a sign posted, painted, placed or affixed in or on a window exposed to public view, and shall include an interior sign that faces a window exposed to public view and located within 1 metre (3’-3”) of a window.

“**zone**” means the area of a defined land use zone in the Township’s Zoning By-law passed pursuant to the *Planning Act*.

“**Zoning By-law**” means the Township’s By-law No. 2009-045, as amended, passed pursuant to the *Planning Act*.

2.0 ADMINISTRATION

This By-law shall be administered by the Chief Building Official.

2.1 Interpretation

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

2.2 General Provisions

- a) No person shall erect, display, alter or allow the erection, display, or alteration of any sign within the Township on publicly or privately owned property without obtaining a permit under this By-law.
- b) The requirements for signs contained in Sections 3.0 to 3.8 inclusive shall not apply to any sign erected on any land, building or structure owned or occupied by the Township, but subsection 2.2 (a) shall apply to any such sign.
- c) Except for an official sign or a sign otherwise permitted in this By-law and authorized by the Township’s Managing Director of Infrastructure, no sign is permitted on, over, partly on or over a street or public or private road allowance.
- d) No person shall erect a sign in a location which may interfere with or damage any above or below ground municipal or utility services which have been lawfully placed at the location.
- e) No person shall attach, affix or display any sign or advertisement on a vehicle or trailer which is parked or located for the primary purpose of displaying said sign or advertisement.
- f) Every illuminated sign within 30 m (99’-8”) of a residential zone shall have its illumination extinguished by 2300 hours each day, and shall not be re-lighted before 0700 hours of the

morning of the following day. This section shall not apply to illuminated signs designating essential services. Such signs may remain lighted so long as such establishments are open for service to the public. All illuminated signs must meet "Dark-Sky Compliance" requirements.

- g) No sign shall be located so as to obstruct or impede any fire escape, fire exit, door, window, skylight, flue or air intake or exhaust so as to prevent or impede the free access of emergency personnel to any part of a building including fire department Siamese connections and/or fire hydrants.
- h) No person shall erect or maintain any sign, awning or canopy or portion thereof which projects over a public sidewalk or road allowance unless such sign, awning or canopy has a vertical clearance of 2.8m (8'-2") between the sidewalk grade and the underside of such sign, awning or canopy and without first entering into an agreement with The Corporation of the Township of Centre Wellington indemnifying the Township from and against all manner of claims for damage, loss, expense or otherwise, arising from the erection, maintenance, removing or falling of such sign or part thereof.
- i) Dark-Sky lighting design should be incorporated wherever possible that includes such measures as:
 - i. the use of motion sensor controlled lighting;
 - ii. Nighttime curfews (i.e. turn lights off automatically after a certain hour when businesses close or traffic is minimal);
 - iii. Maximum Lamp Wattage and Required Luminaries or Lamp Shielding:
 - 1. All lighting installations shall be designed and installed to be fully shielded (full cutoff), except as in exceptions below, and shall have a maximum lamp wattage of 250 watts HID (or lumen equivalent) for commercial lighting, 100 watts incandescent, and 26 watts compact fluorescent for residential lighting (or approximately 1,600 lumens).
 - 2. In residential areas, light should be shielded such that the lamp itself or the lamp image is not directly visible outside the property perimeter.
 - 3. Lighting that is exempt from these regulations:
 - Lighting in swimming pools;
 - Lighting for stairs and ramps, as required by the Building Code;
 - Holiday and temporary lighting (less than thirty (30) days use in any one year);
 - Municipal sports field lighting, such as a football, baseball, and softball field lighting;
 - Low voltage landscape lighting, but such lighting should be shielded in such a way as to eliminate glare and light trespass.
 - 4. Lighting attached to single-family home structures should not exceed the height of the eave.

2.2.1 Signs Not Requiring a Sign Permit

Notwithstanding Section 2.2 (a) and (b), a sign permit is not required for the following signs and all such signs shall comply with all other requirements of this By-law:

- a) Signs erected or placed by the township such as wayfinding signs official signs, public and community safety and information signs; advertising on street furniture and fixtures and banners
- b) Flags of corporations, government, educational, or religious organizations;
- c) Emblems or insignia of patriotic, civic, educational, or religious organizations;
- d) Directional signs in accordance with Section 3.6;
- e) Window signs in accordance with Section 3.7;
- f) Federal, Provincial and municipal election signs, erected in accordance with Section 4.1;
- g) Sidewalk signs in the central business district in accordance with Section 4.3;
- h) Real estate signs in accordance with Section 4.4;
- i) Garage sale signs in accordance with Section 4.6;
- j) Open house, Non-profit charitable Event directional signs and Community Event Directional Signs in accordance with Section 4.7;

- k) Seasonal farm produce or Christmas tree signs in accordance with Section 4.10;
- l) Emergency or municipal address numbering and identification signs not exceeding 0.3m² (3.3 sq ft) in sign area unless otherwise provided for in this By-law;
- m) Non-illuminated trespassing, safety or other warning sign not exceeding 0.5m² (5.3 sq ft) in sign area;
- n) Commemorative plaques or corner stone of a non-advertising nature;
- o) Signs for a contractor undertaking landscaping, home repairs or renovations etc, provided such sign is erected no more than two (2) days prior to the commencement of the project and is removed from the property immediately after the project is completed;
- p) Gas bar pump island sign;
- q) Farm gate / farm name signs, or crop identification signs including a family farm name painted or attached flush to a barn;
- r) Temporary personal sign;
- s) Signs having a composite of plants, shrubbery or landscaping material designed as a decorative feature;
- t) Temporary sales office, model home, or trailer signs; however, shall not be located on the roof of such office, home or trailer;
- u) Special Event Signs erected pursuant to a Special Event Permit;
- v) Incidental Signs;
- w) Service club *signs*;
- x) *Signs* marking walking trails, and snowmobile crossings;

The exceptions provided in this section do not prohibit any other Township Department or Government Authority from requiring a permit or approval for any sign pursuant to other legislation, regulations, or By-laws.

For the purposes of the By-law such signs within the controlled access of the Ministry of Transportation of Ontario and requiring approval of that agency, shall be erected in accordance with the Ministry's guidelines with respect to setback, height and removal.

2.2.2 Prohibited Signs

- 1) Any sign and advertising devices not expressly permitted by this By-law is prohibited and without limiting the generality of the foregoing, the following signs are specifically prohibited:
 - a) Sign types:
 - i. abandoned signs;
 - ii. banner signs other than a banner located within a public road allowance erected by the Township;
 - iii. marquee sign;
 - iv. roof sign;
 - v. signs advertising a use that is not permitted under the Zoning By-law;
 - vi. a *sign* larger than 9.0 square metres (96.8 sq ft) within 400 metres (1312 feet) of any limit of a County line;
 - vii. a *sign* supported by a tree;
 - b. That are located that
 - i. obstruct the view of any pedestrian or motor vehicle driver so as to create an unsafe condition;
 - ii. interfere with or obstructing the view of an authorized traffic sign, traffic signal, or official sign or any sign capable of being confused with such a traffic sign, traffic signal or official sign;
 - iii. are located within a sight triangle
 - iv. constructed with a support system that will not break away if struck by a vehicle;
 - v. are larger than 3.0 square metres (4' x 8') on a *County road allowance*, with the exception of municipal entrance signage,
 - vi. are placed on any utility poles pedestals or enclosures and are unauthorized (signs, posters and notices)
 - c) Have the following characteristics
 - i. flashing, revolving or animated sign;
 - ii. electronic media sign incorporating moving message boards, variable message sign, tickers, and video boards;
 - iii. contains indecent word, picture, symbol or the like;
 - iv. incorporates action, motion or colour change as any part of such sign
 - v) inflatable
 - vi) constructed with a support system that will not break away if struck by a vehicle;

- d) Consist of
 - i. strings of lights supported by a steel wire and anchored by posts on automobile sales lots;
 - ii. progressive signs

2.2.3 Permitted Signs on County road allowances

The following signs are allowed with a County Sign Permit

- a) Identifying municipalities;
- b) service club *signs*;
- c) *Public community safety signs* such as County of Wellington Crime Stopper, *signs*;
- d) *Walking trails, and snowmobile crossings*;
- e) Directional or instructions for the control of vehicular or pedestrian traffic and shall include an entry and exit sign;
- f) Advertising community events such as fall fairs;
- g) *Official signs*;
- h) Blue and white approved TODS trail blazer *signs* (Tourism Oriented Directional Signage);
- i) Blue and white *signs* related to *tourist attractions* or *tourist service businesses* located within Wellington County, i.e. tourist directional signage;
- j) Temporary Council Approved Annual Community Events Signs

2.3 Sign Permits

- a) All signs shall comply with all other applicable Township By-laws and all other applicable law. All signs shall be erected and designed in accordance with the requirements of the *Building Code Act*.
- b) Every applicant for a sign permit shall complete a sign permit application provided by the Township, submit all necessary plans and drawings, and pay all applicable fees as set out in Schedule "A" to this By-law.
- c) If the matters mentioned in any application for a permit, or if the drawings, specifications or plan of survey submitted with the application indicate to the Chief Building Official that the work proposed to be done will not comply in all respects with the provisions of this By-law, the Building Code, the Zoning By-law and all other applicable regulations, the Chief Building Official shall refuse to issue a permit therefore and no permit shall be issued until the application, drawings, and specifications and the plan of survey are made to conform to the requirements of this By-law, the Building Code, the Zoning By-law and all other applicable regulations.
- d) Where the sign permit application meets all the requirements of this By-law and any other applicable laws, a sign permit shall be issued by the Chief Building Official.
- e) No person shall erect or maintain any sign, awning or canopy or portion thereof which projects over a public sidewalk or road allowance unless such sign, awning or canopy has a vertical clearance of 2.8m (8'-2") between the sidewalk grade and the underside of such sign, awning or canopy and without first entering into an agreement with The Corporation of the Township of Centre Wellington indemnifying the Township from and against all manner of claims for damage, loss, expense or otherwise, arising from the erection, maintenance, removing or falling of such sign or part thereof.

2.3.1 Sign Permit General Information

All plans and drawings accompanying a sign permit application for a permanent sign shall be provided in duplicate and shall contain the following information:

- a) a site plan drawn to scale showing all measurements in metric;
- b) the municipal address and legal description of the property;
- c) the existing or proposed use of the property;
- d) the zoning category of the property;
- e) the location of all existing buildings and their entrances;
- f) the location of all sidewalks, walkways, driveways and parking areas on the property;
- g) the location and dimensions of the frontage and all boundaries of the property on which the sign is proposed to be erected;
- h) the location of the proposed sign on the property;
- i) details of the sign drawn to scale, including dimensions, materials, colours, text, graphics, sign area and any other information as may be required to determine compliance with this By-law;

- j) other information as determined by the Chief Building Official with respect to the building including architectural and structural drawings as may be necessary to determine if the building is structurally capable, under the *Building Code Act*, of supporting the sign or advertising device; and authorization of the owner of the property on which the sign is to be erected or displayed; and
- k) Application for a sign permit for a mobile / portable sign shall be accompanied by a letter from the property owner or their authorized agent confirming knowledge of, and agreement with, the permit application.

2.3.2 Fascia Sign Permit Information

In addition to the information required under section 2.3.1, all plans and drawings accompanying an application for a fascia sign permit shall contain the following information for a building or unit in a multi-unit complex:

- a) the dimensions of the building, wall or unit on which the fascia sign is to be affixed;
- b) the location of all building or unit entrances;
- c) the names of the occupants of each unit which is the subject of the
- d) application; and
- e) identification of any existing sign on the building or unit.

2.3.3 Ground Sign, Construction and Subdivision Sign Permit Information

In addition to the information required under section 2.3.1, all plans and drawings accompanying an application for a ground sign or a construction sign permit shall contain the following information:

- a) the location of any existing structures, parking areas, walkways, driveways, loading areas, vehicular access and egress points and existing ground signs on the premises;
- b) the identification by location, description, dimension and ownership of any existing or proposed easements or rights of way over the land and premises;
- c) the location of all landscaped areas adjacent to the sign; and
- d) the setback of the proposed sign from the property line.

2.3.4 Billboard Signs

In addition to the information required under section 2.3.1, all plans and drawings accompanying an application for a billboard sign permit shall contain the following information:

- a) the dimensions of the sign drawn to scale and the sign area;
- b) the distance of the sign from properties zoned residential, institutional and open space;
- c) the distance of the sign from the closest adjacent billboard sign; and
- d) the distance from the sign to the nearest street line, sidewalk, driveway, ground sign, landscaping features, planting beds and/or street furniture.

2.3.5 Expiration of a Sign Permit

Every permit issued by the Township shall expire six (6) months from the date of issuance unless the sign is erected or displayed for its intended purpose and the permit shall become null and void upon the removal of the sign.

2.3.6 Renewal of a Sign Permit

- a) Where a permit has been issued and before it has expired, an application may be made to extend the permit for a further six (6) months and the provisions of Section 5 do not apply;
- b) The Chief Building Official may renew the permit after payment of the prescribed application fee where the sign conforms to this By-law.

2.3.7 Revocation of a Sign Permit

The Chief Building Official may revoke a sign permit under the following circumstances:

- a) where the permit has been issued in error by the Township;
- b) where the sign erected or placed does not conform to this By-law, the Building Code, the Zoning By-law or any other applicable regulations; or
- c) where the permit has been issued as the result of false, mistaken, incorrect, or misleading statements, or undertakings on the application.

2.3.8 Establishment of the Class of Signs by Zoning Category

For the purposes of this By-law, the following classes of signs are hereby established by reference to the following zone categories as set out in the Zoning By-law. The terms used herein shall have the same meaning as in the Zoning By-law. Each class of sign shall only be permitted within the areas subject to the zone categories listed for that class below:

- Residential
- Institutional, Recreational and Open Space / Park Signs
- Commercial Signs
- Industrial Signs
- Agricultural

2.3.9 Heritage Property

All signs and sign structures proposed to be erected, displayed, altered or relocated on property designated under the *Ontario Heritage Act* shall comply with the provisions of the Act with respect to alterations to property designated under section 29 or 34.5 of the *Ontario Heritage Act*; or property located within a Heritage Conservation District designated under section 41 of the *Ontario Heritage Act*.

Notwithstanding any other section of this By-law, no sign on a Heritage Property shall obstruct a building's significant architectural features, as listed in the reasons for designation in the applicable designating by-law.

3.0 PERMANENT SIGN TYPES BY SIGN CLASS

The sign types listed in Column 1 of the chart below shall only be permitted in the property class indicated in Column 3 of the chart below. The By-law section applicable to each sign type listed in Column 1 of the chart below is shown in Column 2 of the chart below.

RES Residential COM Commercial Signs IND Industrial Signs	INST Institutional and Park Signs AGR Agricultural
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Table 1						
Column 1	Column 2	Column 3				
Sign Type	Section	RES	COM	IND	AGR	INST
Address Sign	3.1.1	*	*	*	*	*
Awning Sign	3.10	*	*	*		*
Billboard Signs	3.12			*	*(3)	
Construction Site	4.5	*	*	*	*	*
Directional	3.6	*	*	*	*	*
Electronic Message Systems	3.9		*	*		*
Election	4.1	*	*	*	*	*
Fascia	3.5	*	*	*	*	*
Ground	3.4	*	*	*	*	*
Incidental		*	*	*	*	*
Menu	3.2		*	*		
Mobile/Portable	4.2		*	*	*	*
Pre-Menu	3.2		*	*		
Projecting	3.8	*	*	*		*
Public Information		*	*	*	*	*
Real Estate	4.4	*	*	*	*	*
Sidewalk Sign	4.3		CBD Only (2)			
Subdivision	4.8	*			*	
Personal Signs	4.9	*			*	
Tenant Directory	3.11		*	*		*
Window	3.7		*	*		

Notes

1. Menu Boards and Pre-menu Boards for permitted uses in industrial zones shall comply with the requirements of Section 3.2.

2. Sidewalk signs are only permitted within the Central Business Districts.
3. Only Billboard signs existing as of the passage of this By-law located on agriculturally zoned properties shall be permitted as identified on Schedule B Map 6 A&B.

3.1 Residential, Institutional and Park Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed in Column 2 below in conjunction with the uses listed in Column 1 below unless the sign complies with the regulations and standards applicable to that sign type in Column 2 below and with any other provisions of this By-law.

Table 2					
Column 1	Column 2				
	Address Sign	Ground			Number
	Fascia				
	Max. Sign Area	Max. Sign Area	Max. Height	Min. Street Setback	
Single, Detached, Semi, Duplex, Triplex, Townhouse Dwellings, Street Townhouse, Group Home Home Occupation, Boarding House, Bed & Breakfast	0.6 m ² (6.5 sq. ft.)	0.6 m ² (6.5 sq. ft.) per sign face	1.2 m (3.94 ft.)	1 m (3.28 ft.)	1 Address Sign – Fascia or Ground Sign per property
Apartment, Seniors Apartment, School, Hospital, Religious Institution,	1.5 m ² 16.1 sq. ft.)	3 m ² (32 sq. ft.) per sign face	2.5 m (8.2 ft.)	1 m (3.28 ft.)	1 Address Fascia Sign – and 1 Ground Address Sign per entrance
All Other Uses Parks & Recreational Facilities	1.5 m ² (16.1 sq. ft.)	6 m ² (64 sq. ft.) per sign face	5.0 m (16.4 ft.)	1m (3.28 ft.)	1 Address Fascia Sign – or 1 Ground Sign Address per entrance

3.1.1 Address Signs - Residential Development

- a) A maximum of 1 address sign – residential development is permitted per entrance to the development.
- b) In instances where an address sign – residential development constitutes a fascia sign, the sign shall have a maximum face area of 0.6 m² (6.4 sq ft), and may advertise the location of a legally permitted home occupation. Notwithstanding any other section of this By-law, where an address sign -residential development constitutes a fascia sign, it shall be permitted on a fence or gate.
- c) In instances where an address sign – residential development constitutes a ground sign, the sign shall have a maximum face area of 0.6 m² (6.4 sq ft), shall have a maximum height of 1.2m (4.0 ft) and shall have a minimum street line set back of 1m (3.28ft) and may advertise the location of a legally permitted home occupation.

3.1.2 Park Signs

Signage erected in parks pursuant to a Special Event Permit shall be permitted at the discretion of the Director of Parks and Recreation

3.2 Commercial Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed in Column 2 below in conjunction with the uses listed in Column 1 below unless the sign complies with the regulations and standards applicable to that sign type in Column 2 below and with any other provisions of this By-law.

Table 3						
Column 1	Column 2					
	Permitted Sign Type & Specifications					
	Number	Menu Board		Pre. Menu Board		
		Max Sign Area	Max Height	Number	Max Sign Area	Max. Sign Height
Restaurant	1 per drive through lane	4.1 m ² (44.13 sq. ft.)	3 m (9.84 ft.)	1 per drive through	2 m ² (21.52 sq. ft.)	3 m (9.84 ft.)
Restaurant Accessory to Gas Bar or Motor Vehicle Service Station	1 per drive through lane	2 m ² (21.52 sq. ft.)	3 m (9.84 ft.)	Not Permitted	N/A	N/A
Car Wash Accessory to Gas Bar or Motor Vehicle Service Station	1 per Car Wash	2 m ² (21.52 sq. ft.)	3 m 9.84 ft.)	Not Permitted	N/A	N/A
Car Wash	1 per Car Wash	2 m ² (21.52 sq. ft.)	3 m (9.84 ft.)	Not Permitted	N/A	N/A

Table 4					
Column 1	Column 2				
	Permitted Sign Type & Specifications				
	Ground Supported Sign				
Land Use	Min Lot Frontage	Number	Max Sign Area	Max Sign Height	Min Street Setback
All Commercial Uses	Under 20 m (65.0 ft.)	1 per lot frontage	6 m ² (64 sq/ ft.) per sign face	3.5 m (11.5 ft.)	1 m (3.28 ft)
All Commercial Uses	>20 to 30m (66 to 98 ft.)	1 per lot frontage	9 m ² (96 sq/ ft.) per sign face	4.5 m (14.7 ft.)	1 m (3.28 ft)
All Commercial Uses	> 30 to 40 m (99 to130 ft.)	1 per lot frontage	12 m ² (129 sq/ ft.) per sign face	5.5 m (18.0 ft.)	1 m (3.28 ft)
All Commercial Uses	>40 to 50 m (131 to 164 ft.)	1 per lot frontage	15 m ² (161 sq/ ft.) per sign face	6.5 m (21 ft.)	1 m (3.28 ft)
All Commercial Uses	>50 m (165 ft.)	1 per 45 m (150 ft) of lot frontage	20 m ² (215 sq/ ft.) per sign face	7.5 m (24.6 ft.)	1 m (3.28 ft)
Agricultural	Over 25 m (82.02 ft.)	1 per lot frontage	10 m ² (107.64 sq/ ft.) per sign face	7.5 m (24.6 ft.)	1 m (3.28 ft)

Table 5	
Column 1	Column 2
	Permitted Sign Type & Specifications
Land Use	Fascia Sign – Max. Sign Area
All Commercial uses save and except for those listed below	20% of building face of the first storey for each occupancy
Retail store or Restaurant accessory to a Gas Bar or Motor Vehicle Service Station	20% of a wall facing a street line or gas pumps
Car Wash or Service Bay accessory to a Gas Bar or Motor Vehicle Service Station	15% of a wall with an entrance and 10% of a wall with an exit of facing gas pumps
Gas Bar Canopy accessory to a Gas Bar or Motor Vehicle Service Station	20% maximum canopy face

3.2.1. Notwithstanding Tables 3 to 5, the maximum sign area on a property shall include the total area of all signs located on such property and:

- a) Except as permitted in this Section, the maximum sign area of all signs on any property, measured in square feet shall not be more than 1.5 times the lineal feet of frontage of such property on a public street.
- b) If such property has frontage on more than one street, the total permitted area of all signs on the property, measured in square feet, shall not be more than 1.5 times the lineal feet of frontage on the longest frontage plus 1 times the lineal feet of frontage on all other frontages, except in the following cases, where the maximum sign area of all signs, measured in square feet, shall be 1.5 times 15 per cent of the total length of the perimeter of such property, measured in metres:
 - i) Where a property is used for a shopping centre or plaza and does not have any frontage on a public street or has a frontage on a public street which is less than 15 per cent of the total length of the perimeter of that property, then 15 per cent of the total length of the perimeter of such property may be deemed to be the frontage for the calculation of maximum sign area permitted;
 - ii) In the case of a shopping centre, plaza or any other multi-tenant user property, it is the responsibility of the owner and/or the owners agent, if any, to allocate an appropriate sign area for each store, office or other floor area on the basis of the maximum allowable sign area for the entire property; or
 - iii) Where a property is zoned for residential purposes, but on which a commercial and/or office use, school, church or hospital is located in compliance with the Zoning By-Law, the maximum permitted sign area shall be calculated to be 30% of the maximum sign entitlement as otherwise calculated in this section of the by-law. This criterion does not apply to a home occupation.

3.2.2 Where a property was developed prior to the passage of this By-law, and the property contains legal non-conforming signage with sign area greater than the maximum sign area permitted under this By-law, the Owner may replace any such sign(s), provided the sign area of the proposed sign(s) is reduced by at least 25% and that in succeeding years the excess is similarly reduced as signs are replaced, until the total sign area on the property does not exceed the maximum sign area permitted under this By-law.

3.2.3 The total area of all free standing signs on any property shall not exceed 60% of the maximum allowable sign area for the property.

3.2.4 No more than two free standing signs shall be located on any one property and such signs shall not be located closer to each other than 45m (150 feet).

3.3 Industrial Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed in Column 2 below in conjunction with the uses listed in Column 1 below unless the sign complies with the regulations and standards applicable to that sign type in Column 2 below and with any other provisions of this By-law.

Table 6					
Column 1	Column 2				
	Permitted Sign Type & Specifications				
	Fascia Sign	Directory Sign			
	Max Sign Area for each Occupancy	Number	Max. Sign Area	Max. Height	Min. Street Setback
Individual Free Standing Industrial Establishment	15% of the building façade of the first storey for each occupancy	N/A	N/A	N/A	N/A
Multi-Occupant Industrial Establishment	15% of the building façade of the first storey for each occupancy	1	5.0 m ² (53.8 sq ft.) per sign face	4 m (13.1 ft.)	7.5 m (24.6 ft.)

Table 7				
Column 1	Column 2			
	Permitted Sign Type & Specifications			
Land Use	Ground Signs			
	Number	Max. Sign Area	Max. Height	Min Street Setback
Individual Free Standing Industrial Establishment with 30 m or less of Lot Frontage, OR Multi Occupant Industrial Establishment with 31 m or less of Lot Frontage	1 per Lot Frontage	10 m ² (107.64 sq. ft.) per sign face	7.5 m (24.6 ft.)	1 m (3.28 ft.)
Individual Free Standing Industrial Establishment with 30 m of Lot Frontage or more, OR Multi Occupant Industrial Establishment with under 31 m of Lot Frontage or more	1 per Lot Frontage	15 m ² (161.46 sq. ft.) per sign face	7.5 m (24.6 ft.)	1 m (3.28 ft.)

Table 8						
Column 1	Column 2					
	Permitted Sign Type & Specifications					
	Number	Menu Board		Pre-Menu Board		
		Max Sign Area	Max Height	Number	Max. Sign Area	Max. Height
Car Wash accessory to a Gas Bar or Motor Vehicle Service Station	1 per car Wash	2 m ² (21.52 sq. ft.)	3 m (9.84 ft.)	Not Permitted	N/A	N/A
Car Wash	1 per Car Wash	2 m ² (21.62 sq. ft.)	3 m (9.84 ft.)	Not Permitted	N/A	N/A

3.4 Ground Signs

- a) The maximum total sign area for a ground sign that is a double faced or a multi- faced sign shall be double the area permitted for one sign face.
- b) Where a ground sign contains up to three (3) sign faces but is not a double faced sign, the maximum total sign area shall be double the area permitted for one sign face and each sign face shall be attached to the adjacent sign face at an angle no greater than 90 degrees.
- c) A ground sign in a commercial or industrial zone shall display the municipal address in numerals and letters that are a minimum of 150 millimeters (5.9 inches) in height.
- d) A ground sign shall not be located within 3 metres (9'-8") of a driveway entrance or exit.
- e) The maximum area of changeable or automatic changing copy on a commercial / industrial ground sign shall not exceed 50% of the sign face.
- f) The maximum area of changeable or automatic changing copy on an agricultural, institutional or recreational facility ground sign shall not exceed 90% of the sign face.
- g) Ground supported signs are prohibited within 50 metres of another ground supported sign on the same property or within 20 metres of a ground supported sign on an abutting property.

3.5 Fascia Signs

- a) The total sign area of all wall signs on any one architectural elevation shall not exceed 15 per cent of the area of the architectural elevation of the storey on which it is erected regardless of lot size or frontage. Roof structures as shown on architectural elevations are not included in the calculation of elevation area.

- b) In a shopping centre or plaza, the total sign area of all wall signs on any architectural elevation of a single store or business shall not exceed 15 per cent of the total area of that elevation.
- c) A fascia sign may project out from a building wall not more than 60 cm (24 inches) and shall have a minimum clearance of 2.5m (8'-2") above a sidewalk grade.
- d) A fascia sign shall be attached to the building façade used to calculate the maximum sign area of the sign.
- e) A fascia sign shall be erected no higher than the upper limit of the first storey of a building, unless otherwise permitted in this By-law, but this shall not apply to an enclosed shopping centre.
- f) When the area of a sign face of a fascia sign is related to the area of a wall, the area of the wall applicable shall be taken as that wall area projected on a plane parallel to the sign face, or tangent thereto if the sign face is not flat.

3.6 Directional Signs

A directional sign shall have a maximum sign area of 0.75 m² (8 sq ft) and shall have a maximum height of 1.2m (4'-0").

3.7 Window Signs

The maximum sign area of any permitted window sign shall not cover more than 25% of any single window, or 25% of the entire surface area of a group of windows and shall not block the clear view of exits or entrances and shall maintain visibility into the interior of the premises at all times.

3.8 Projecting Signs

- a) A projecting sign shall have a minimum clearance of 2.5m (8'-2") above the sidewalk grade and shall not exceed a total height of 9m (29'-6") above the sidewalk grade, exclusive of poles or guy-wires.
- b) Only one projecting sign shall be permitted for each exterior ground floor entrance door.
- c) A projecting sign attached to a building that does not abut a public street shall not extend more than 2.4m (7'-11") beyond the face of such building and the outer most projection of such sign shall not project over the public road allowance a distance of more than 46 cm (18 inches).
- d) A projecting sign attached to a building that immediately abuts a street shall not project over the public road allowance a distance of more than 1m (39 inches).
- e) Notwithstanding the above, within the Central Business District as shown in Schedule "B" maps 2 and 3, a projecting sign shall:
 - (i) have a maximum sign face size of 1m (3'-3") wide x 1.8m (6'-0") less than 50 Kg (110 lbs);
 - (ii) be constructed of wood or composite material;
 - (iii) consist of support hardware made of wrought iron or steel; and
 - (iv) not be internally lit.
- f) No person shall erect or maintain any sign which shall wholly or partially project onto any public road allowance or any sign that if it were to fall would fall onto any public road allowance, without first entering into an agreement with The Corporation of the Township of Centre Wellington indemnifying the Township from and against all manner of claims for damage, loss, expense or otherwise, arising from the erection, maintenance, removing or falling of such sign or part thereof.

3.9 Electronic Messaging Systems

- a) Signs incorporating electronic LED signs and electronic message centers shall only be permitted to automatically change the text of the message once every 30 seconds.
- b) The minimum height of letters shall be 150mm (6 inches)
- c) Signs shall not display subliminal messages

3.10 Awning Signs

- a) The minimum awning sign clearance shall be:
 - i) 2.5 metres (8'-2") when projecting over an area intended for pedestrian traffic;
 - ii) 4.3 metres (14'-0") when within 0.6 metres of an area intended for vehicular traffic.
- b) The total area of an awning structure shall not exceed 30% of the wall area to which the awning structure is located and the sign face shall not exceed 80% of the awning length.
- c) Awning signs may be externally illuminated or internally illuminated or non-illuminated.
- d) Awning signs shall not be placed or located to cover architectural features of a building or structure which are designated under the *Ontario Heritage Act*. Such features include but are not limited to windows, columns, doors, arches, coining, cornice, casing, keystone, sill, gable, portico, tothing or lintels.

3.11 Tenant Directory Sign

Notwithstanding all other regulations of this by-law, the following regulations shall apply to a Tenant Directory sign:

- a) Tenant Directory signs are not permitted on lands other than those zoned for industrial or commercial purposes and having a multi-user occupancy greater than five (5) tenants;
- b) In addition to the maximum sign area entitlement, the equivalent of 5% of the maximum allowable sign area may be used exclusively for Tenant directory sign purposes;
- c) Tenant Directory signs must identify all tenants;
- d) Each individual tenant sign mounted on the Tenant Directory sign must be separated by a common background that is carried around all sides of the individual signs;
- e) Lettering on a Tenant Directory sign shall not exceed 150 mm in height;
- f) Not more than two Tenant Directory signs shall be located on a property; and
- g) If a Tenant Directory sign is erected on the wall of a building, such sign shall comply with the wall sign regulations as set out in this By-law.

3.12 Billboard Signs

- a) A permanent billboard sign shall only be located on lands zoned industrial, highway commercial or agricultural with a minimum of 100m of frontage on a County or Provincial road and not exceed 9 m² (96 sq ft) per sign face or 7.5 m (25'-0") in height .
- b) A permanent billboard sign shall be located a minimum of:
 - i) 200m (656'-0") from a property zoned residential, institutional or open space
 - ii) 300m (984'-3") from an existing permanent billboard sign on the same or adjacent property within the urban areas
 - iii) 3 km from an existing billboard on properties zoned agricultural
- c) A permanent billboard sign shall not be located any closer to the edge of the road allowance than the set back required for buildings and structures other than signs on the property under the provisions of the Zoning By-law or ½ the sign height a minimum side yard of ¼ the sign height, whichever is greater.
- d) A temporary third party billboard sign advertising a new subdivision shall only be located on private property zoned highway commercial, industrial or agricultural, and:
 - i. Shall not exceed 9 m² (96 sq ft) in per sign face or 7.5 m (25'-0") in height;
 - ii. Only one such offsite temporary billboard sign is permitted per subdivision at any one time;
 - iii. Shall have a maximum display period of not more than 3 years from the date of erection and it shall not be erected prior to the date of execution of the subdivision agreement or condominium agreement; and
 - iv. Shall adhere to a minimum front setback of ½ the sign height and a minimum side yard of ¼ the sign height.

4.0 TEMPORARY SIGNS

No temporary sign shall:

- a) Obstruct the view of any pedestrian or driver of a motor vehicle, or obstruct the visibility of any traffic sign or device, or be placed where it could interfere with vehicular traffic so that it could endanger any person:
- b) Obstruct openings required for light, ventilation, ingress, egress or firefighting;
- c) Constitute a danger or hazard to the general public; or
- d) Be located on a concrete or masonry noise attenuation wall.

4.1 Election Signs

- a) No person shall affix, erect or otherwise display an election sign or permit an election sign to be affixed, erected or otherwise displayed:
 - i. on a tree or on any official sign or official sign structure;
 - ii. within a sight triangle;
 - iii. upon the property whereupon a voting location is situated;
 - iv. on private property or on the road allowance without the applicable owner's consent;
 - v. within 300m of a polling station; or
 - vi. at any location where the election sign may cause a traffic hazard.
- b) No person shall affix, erect or otherwise display a municipal election sign or permit a municipal election sign to be erected, affixed, or otherwise displayed prior to nomination day, being the last day for which a candidate is able to file nomination papers.
- c) An election sign shall not exceed a maximum sign area of 1.5 m² (16.1 sq. ft.).
- d) An election sign shall not display a Township logo, crest, seal or other Township identification.
- e) An election sign which is a fascia sign may be affixed to the face of the building or building unit which is used as a candidate's campaign headquarters provided such fascia sign complies with the applicable provisions of this By-law.
- f) An election sign shall be removed within forty-eight (48) hours immediately following 11:59 p.m. of the day of the election.

4.2 Mobile / Portable Signs

- a) The maximum display period per mobile / portable sign permit shall be thirty (30) days. Notwithstanding the forgoing, the maximum display period to advertise the opening of a new business location may be 90 days.
- b) The minimum elapse period between display periods for mobile / portable signs shall be thirty (30) days.
- c) The maximum number of mobile / portable sign permits issued per property/ lot shall be determined in accordance with the criteria in Section 4.2 (g).
- d) The maximum number of mobile sign display periods per approved mobile sign location in any one calendar year shall be 3.
- e) No mobile / portable sign shall be illuminated or employ any flashing or sequential lighting, Intermittent light source or any mechanical or electronic device to provide or simulate motion.
- f) All permitted mobile / portable signs shall have the name and the phone number of the mobile sign supplier affixed to the mobile/ portable sign.
- g) No mobile / portable sign shall be located or permitted to be located within:
 - i. 1.0 m (3'- 3") of the road allowance / front property line;
 - ii. 3.0 m (9'-10") of a side / rear lot line or driveway entrance;

- iii. 45 meters (150'-0") of another mobile / portable sign;
- iv. 15 meters (50'-0") of the intersection of two streets lines or street frontages;
- v. the former Town of Fergus and Village of Elora Central Business Districts as identified in the Township of Centre Wellington's Official Plan;
- vi. Where it could obstruct the view of any driver of a motor vehicle or obstruct the visibility of any traffic sign or devices or where it could interfere with vehicular traffic so that it could endanger any person; or
- vii. On un-level ground.

h) Mobile signs that incorporate any or all of the following elements are prohibited:

- i. letters in excess of 500 mm (21 inches) in height;
- ii. a sign face that exceeds 1.8 meters (6'0") in height, 2.4 meters (8'-0") in width and or 4.4 m² (48 sq ft) in sign face area;
- iii. the use of more than two different coloured letters;
- v. fluorescent letters; or
- vi. video action, motion or colour change;

4.3 Sidewalk Signs

- a) Sidewalk signs are only permitted in the Central Business District Areas, as shown in Schedule "B" Maps 2 and 3.
- b) The maximum number of sidewalk signs per property is limited to one (1) sidewalk sign per street frontage.
- c) A sidewalk sign shall:
 - i. have a maximum height of 1 metre (3.28 ft.), a maximum of two sign faces and any sign face shall not exceed 0.55 m² (5.9 sq. ft.) in area;
 - ii. be displayed only between sunrise and sunset of every business day and shall be taken indoors at all other times;
 - iii. not be located within 3 metres (9.8 ft.) of a driveway entrance;
 - iv. only be permitted on the 1m (3.28 ft.) of municipal property nearest and parallel to the building face in front of the premise being advertised by the said sign;
 - v. not obstruct the sidewalk, so as to reduce the clear width to less than 1.5 m (5 feet); and
 - vi. be professionally constructed of good quality materials and be resistant to wind.

4.4 Real Estate Signs

- a) One (1) real estate sign shall be permitted for each lot frontage of the property on which the sign is erected.
- b) The sign face of a real estate sign shall not exceed 0.8 m² (8.6 sq. ft.) if erected on a property zoned residential and shall not exceed 4.4 m² (48.0 sq. ft.) if erected in any other zone.

4.5 Construction Site Signs

- a) A construction site sign shall be non-illuminated with a sign area not exceeding 10 m² (108 sq. ft.) per face, and shall be set back 3m (9'-10") from the street line or property line, and shall be removed from the construction site within sixty (60) days of completion of the project.

4.6 Garage Sale Signs

- a) A garage sale sign shall not exceed 0.6m (2 ft.) in any dimension and shall not exceed 0.36 m² (3.9 sq. ft.) in sign area.
- b) A garage sale sign may be located in the untravelled portion of the road allowance, but not in a manner as to create a traffic hazard.
- c) No person shall place or locate a garage sale sign before 5:00 p.m. two (2) days immediately before the garage sale and all such signs shall be removed by no later than 7:00 a.m. of the day immediately following the garage sale.
- d) The maximum number of signs to be permitted shall be one sign located on the boulevard in front of the property conducting the garage sale and two off-site locations.

4.7 Open House, Non-Profit Charitable Event Directional Signs and Community Event Directional Signs

- a) An open house, nonprofit charitable fundraising event directional signs and community event directional sign shall have a maximum height of 1m (3.3 ft.) and a maximum sign area of 0.4 m² (4.7 sq. ft.) per sign face.
- b) A minimum of 3m (9'-10") shall be provided between open house and community event directional signs and any other signs.
- c) An open house directional sign and a nonprofit charitable fundraising event directional sign may be erected on that portion of a street located between the curb or edge of the traveled roadway and the sidewalk, or where no curb exists, such sign may be erected on the un-traveled portion of the road allowance farthest from the outer edge of the traveled roadway, provided that the sign does not interfere with pedestrian or vehicular traffic and does not create a hazard.
- d) The maximum number of signs to be permitted shall be one sign located on the boulevard in front of the property conducting the open house sale, nonprofit charitable fundraising event directional signs or community event and ten off-site locations.
- e) Open house signs are permitted to be erected two (2) days prior to the open house and must be removed by 11:59 p.m. the day the open house is held.
- f) Nonprofit charitable fundraising event directional signs and community event directional signs are permitted to be erected 7 days prior to the event and must be removed by 11:59 p.m. of the day the event ends.
- g) The recognized Annual Community Events eligible for the use of directional signage shall be as identified in Schedule "C" forming part of this bylaw

4.8 Subdivision Signs

- a) A subdivision sign shall not exceed 12 m² (130 sq ft) in area.
- b) Subdivision signs shall have a minimum 13m (9'-10") setback from the any property line and a maximum height of 7.5m (26'-6").
- c) Subdivision signs shall contain the following information:
 - i. the draft plan of subdivision as registered, including street patterns, and the proposed use of each parcel of land therein;
 - ii. the name and address of the owner; and
 - iii. other such information as required by the conditions of draft approval of the subdivision.

4.9 Temporary Personal Signs

- a) Temporary Personal Signs shall
 - i. only be located on a property used for residential use and for not longer than three (3) days;
 - ii. be restricted to one such sign on any one property at the same time;
 - iii. not be permanently constructed at one place in the ground or affixed to any other sign structure;
 - iv. have a sign area not greater than 3.7 m² (40 square feet) per face on a single sign board; and a height not greater than 1.5 m (5 feet); and
 - v. not be illuminated either internally or externally.

4.10 Seasonal Farm Produce Signs

Seasonal farm produce signs may be located on the untraveled portion of a road allowance advertising farm produce for sale provided such signs shall be:

- a) a distance of not less than 1m (3.28ft) from the traveled portion of the road allowance;
- b) not greater than 182m (600 ft) from the property on which such produce is sold;
- c) no larger than 600mm X 1m (24" X 3'-3");
- d) displayed only for as long as such produce is for sale;
- e) The maximum number of signs to be permitted shall be one sign located on the boulevard in front of the property selling seasonal farm produce and two offsite locations;

4.11 Annual Community Events Signs

- a) Council Approved Annual Community Events organizations shall be permitted to install signs on the existing Elora municipal identification signs (see location map) in the area which previously displayed service club signs to advertise their events. These signs would be permitted under the following conditions:
 - i. Signs are professional designed approved by the Director of Infrastructure prior to installation
 - ii. Signs are installed by the individual organizations to the satisfaction of the Director of Infrastructure
 - iii. Maximum of one sign per location at a time
 - iv. 1.2m x 2.4m (4'x 8') maximum size
 - v. Constructed of plywood or equivalent
 - vi. Three week maximum displayed prior to the event and to be removed immediately after the date of the event.

5.0 MAINTENANCE OF SIGNS

- a) The owner of any sign, shall maintain or cause such sign to be maintained in a proper state of repair, so that such sign remains completely operative at all times and does not become unsafe, defective or dangerous.
- b) Maintenance or repairs using materials identical to the materials of the component being maintained or repaired does not constitute an alteration so as to require a permit to be issued.
- c) Any persons erecting or maintaining any sign or sign structure or on whose property a sign or sign structure is located, shall be liable for such sign or sign structure. The municipality is hereby indemnified from and against all manner of claims for damages, loss, expense or otherwise arising from the erection, maintenance, removal or falling of such sign, sign structure, or part thereof.

6.0 PENALTIES AND ENFORCEMENT

- a) Every person who contravenes any provisions of this By-law is guilty of an offence, pursuant to the provisions of the *Provincial Offences Act*, R.S.O. 1990, c.P.33, as amended, and upon conviction such person is liable to a fine.
- b) Where a sign is erected or displayed in contravention of this By-law, the Chief Building Official may immediately pull down or remove any sign that the Chief Building Official determines constitutes a safety hazard. Such removal is to be at the expense of the owner or the occupant and the expense therefore may be collected in like manner as municipal taxes.
- c) Where any sign does not comply with this By-law, the Chief Building Official may forward a notice by first class pre-paid mail to the owner. Such notice shall outline the nature of the contravention and the section of the By-law so contravened and may require the owner of the sign to:
 - i. repair the sign;
 - ii. pull down or remove the sign; or
 - iii. bring the sign into compliance with the provisions of this By-law.

not later than the date and time stipulated in the notice. The notice may advise that if the sign is not so removed or made to comply within the specified period of time, then the Township may pull down and remove the sign without any further notice.

- d) If the notice as set out in Section 6.0 (c) is not complied with within the specified period of time, the Chief Building Official may direct Township forces or an independent contractor to enter upon the land or premises to pull down and remove the sign. Such removal is to be at the expense of the owner or the occupant and the expense therefore may be collected in like manner as municipal taxes.
- e) Notwithstanding subsections a), b), c) and d) of this section, portable/ mobile signs, sidewalk signs, real estate signs, construction site signs, garage sale signs, open house directional and inflatable signs that are erected or displayed contrary to this By-law shall:

- i) where located on private property, be removed by the owner immediately upon notice. Such notice shall be served in the manner provided in subsection c) of this section. Such notice shall outline the nature of the contravention and the section of the By-law so contravened.
 - ii) where located on public property including open and unopened public road allowances, be removed immediately by the Township in accordance with this Section without prior notice to the owner.
- f) If such sign or other advertising device has not been removed by the owner as required herein, the Chief Building Official may cause such sign to be removed at the expense of the owner of the sign and any costs incurred by the Township may be recovered in like manner as municipal taxes on the property where the sign was located or may be recovered by action pursuant to section 446 of the *Municipal Act*. The remedies provided for hereby may be proceeded with prior to and notwithstanding that no prosecution and conviction has been obtained under section 6 of this by-law.
- g) Any sign removed as provided for in this section shall be stored by the Township or an independent contractor for a period of not less than thirty (30) days. During this time the sign owner or his or her agent is entitled to redeem such sign, upon completing a signed acknowledgement and release on the prescribed form and upon making payment of the appropriate fee in accordance with Schedule "A".
- h) Where the Township has removed a sign and stored it for a period of thirty (30) days and the sign has not been redeemed, the Township may then destroy or otherwise dispose of the sign without notice or compensation to the owner of the sign or his or her agent.
- i) Any banner installed without the approval of the Township will be removed by the Township without notice and, further, may be destroyed or otherwise disposed of without further notice or compensation to the owner of the banner or his or her agent.
- j) Notwithstanding subsections a), b), c), d), f), and g) of this section, the removal of election signs shall be as follows:
- i. the Chief Building Official is authorized to take down or remove or cause to be removed immediately without notice and at the risk of its owner, an election sign that is placed in contravention of this By-law;
 - ii. an election sign removed pursuant to this By-law shall be stored by the Township for a period of thirty (30) days during which time the owner or agent may retrieve the election sign;
 - iii. where an election sign has been removed by the Township and stored for a period of thirty (30) days and such sign has not been retrieved, the election sign may be destroyed or otherwise disposed of by the Township without any notice or compensation to the owner of the sign or his or her agent.
- k) None of the foregoing shall limit the Township from enforcing the provisions of this By-law by any other action or remedy permitted by law.

7.0 VARIANCES

- a) The Committee of Adjustment may grant variances from the provisions of this By-law, if in the opinion of the Committee, the general intent and purpose of the By-law are maintained.
- b) In considering an application for a variance, Committee of Adjustment shall have regard for:
- i. Special circumstances or conditions applying to the land, building or use referred to in the application;
 - ii. Whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building, or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
 - iii. Whether the special circumstances or conditions are pre-existing and not created by the owner or the applicant;
 - iv. Whether the sign that is the subject of the variance will have a negative impact on surrounding properties; and,
 - v. whether the variance is desirable for the appropriate development of the subject land on which the sign is to be erected.

- c) An application for variance shall be made on the appropriate form and shall be accompanied by the appropriate fee, as set out in Schedule "A".
- d) The applicant shall be notified once a hearing date has been set and if the applicant does not attend at the appointed time and place, the hearing may proceed in the absence of the applicant and the applicant will not be entitled to further notice in the proceeding.
- e) The applicant may appeal a decision of the Committee of Adjustment on a sign variance by filing such notice in writing with the secretary treasurer of the Committee of Adjustment within twenty (20) days of the date of committee making its decision.
- f) Council has the same authority as the Committee of Adjustment and may uphold or vary the decision of the Committee of Adjustment or do any act or make any decision that it might have done, had it conducted the hearing itself and the applicant shall not be entitled to a further hearing on the matter before Council and the decision of Council shall be final.
- g) A sign shall be posted on the property as a means of providing public notice. The applicant/agent is responsible for permitting the "Public Hearing" sign(s) on the subject property. The sign(s) will be erected on the subject property by staff and must be maintained on the property a minimum of 10 days prior to the hearing and remain until the date of the hearing.
- h) Technical revisions may be made to this By-law without the need for a By-law amendment in the following cases:
 - a) correction of grammar, punctuation or typographical errors or revisions to format in a manner that does not change the intent of a provision;
 - b) adding or revising technical information on maps or schedules that does not affect the zoning of lands including, but not limited to, matters such as updating and correcting infrastructure information, keys, legends or title blocks; and
 - c) changes to appendices, footnotes, headings, indices, marginal notes, tables of contents, illustrations, historical or reference information, page numbering, footers and headers, which do not form a part of this By-law and are editorially inserted for convenience of reference only.

8.0 EXISTING SIGNS

- a) This By-law does not apply to any permanent sign or permanent advertising device that is lawfully erected or displayed on the day this By-law comes into force, if the sign or advertising device is not substantially altered.
- b) Where an existing sign has been lawfully erected prior to this By-law coming into effect, such sign shall be permitted provided that it is not removed, enlarged, substantially structurally altered or abandoned.
- c) The maintenance and repair of the sign or advertising device or a change in the message displayed shall not be deemed in itself to constitute an alteration.
- d) Existing third party billboard signs located on private property identified on Schedule "B" Map 6A/6B shall be deemed to be legal non-conforming signs and shall be permitted to remain provided they remain well maintained and are not removed, enlarged or substantially structurally altered.
- e) Existing third party billboard signs located on the public road allowances identified on Schedule "B" Map 6A/6B may be granted to be legal non-conforming and be permitted to remain provided they are relocated onto adjacent private property within twelve (12) months of passage of this By-law. Such signs shall obtain a sign permit and shall not be enlarged.
- f) All other existing third party billboard signage located on any public road allowance not identified on Schedule "B" Map 6A/6B shall not be permitted and shall be removed within twelve (12) months of passage of this By-law.
- g) Existing billboard (third party) signs and other abandoned signs which are damaged to an extent that its supporting structural members are broken shall be deemed to be destroyed and shall be removed and not be reconstructed except in accordance with this By-law.
- h) All abandoned signs may be removed by the Township without notice, in accordance with Section 6.0.

9.0 INSPECTIONS

The person to whom any sign permit has been issued, or his agent, shall notify the Chief Building Official upon commencement of the erection of a sign, in order to arrange an inspection.

The Chief Building Official may enter upon any land at any reasonable time without a warrant for the purpose of:

- a) inspecting the site with respect of which a permit is issued or an application for a permit is made; or
- b) determining if a permit is required to be issued.

10.0 VALIDITY

If a Court of competent jurisdiction declares any section or part of a section of this By-law invalid, it is the intention of Council that the remainder of the By-law shall continue to be in force.

11.0 SCHEDULES

Schedule "A" to "B", attached hereto form part of this By-law.


12.0 EFFECT

12.1 This By-law comes into effect upon final passage.

13.0 REPEAL

By-law 2011-065 of the Township of Centre Wellington is hereby repealed.

READ A FIRST AND SECOND TIME this 28th day of January, 2013


 Head of Council – Joanne Ross-Zuj


 Clerk – Marion Morris

READ A THIRD TIME and finally passed this 28th day of January, 2013


 Head of Council – Joanne Ross-Zuj


 Clerk – Marion Morris

SCHEDULE A TO BY-LAW 2013-004
Schedule of Fees

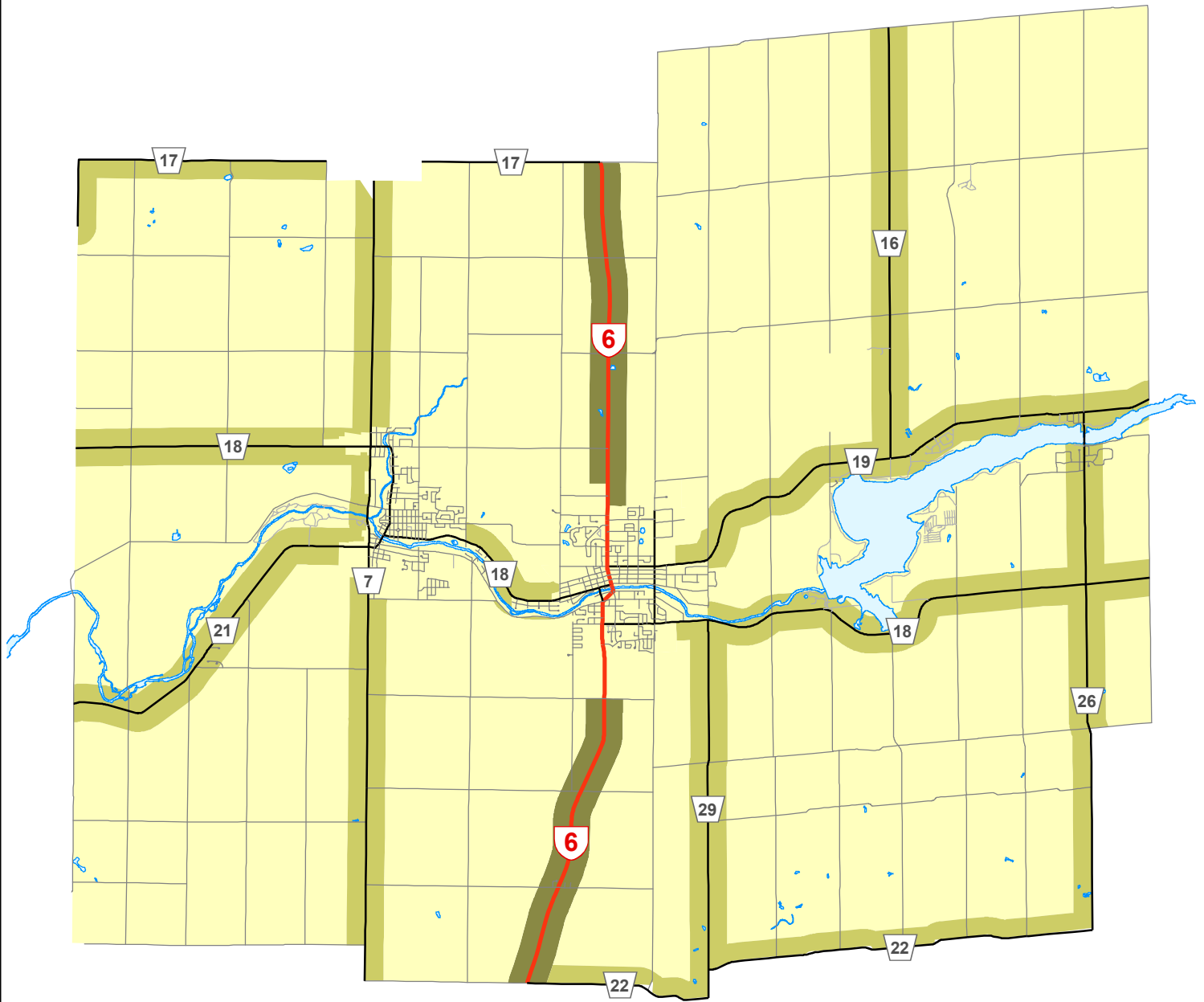
Fees in accordance with the Fees and Charges By-law

General Provisions Respecting Fees:

- 1) All fees payable under this By-law are to be paid prior to the issuance of the Sign Permit.
- 2) All fees may be paid either in cash, debit card, or cheque made payable to “ The Township of Centre Wellington”
- 3) Permits for Mobile / Portable signs for annual community sponsored events and special one or two day charitable or fundraising events held by a Charitable or Non Profit organizations are exempt from fees.
- 4) There shall be no sign permit fees refundable after the permit is issued.
- 5) The value shall consist of the total cost of the construction including the following:
 - a. Materials and the supplying or furnishing and placing thereof;
 - b. Equipment and the furnishing or supplying thereof;
 - c. The doing of any work and services for the purpose of the construction; and
 - d. Professional and other services related to the proposed construction.

SCHEDULE B TO BY-LAW 2013-004
Maps

- Map 1 Sign By-law Jurisdictions
- Map 2: Fergus Central Business District
- Map 3: Elora Central Business District
- Map 4A: Illustration of Typical Mobile/Portable Sign Placement on the Tower Street South Corridor
- Map 4B: Illustration of Typical Mobile/Portable Sign Placement on the Tower Street South Corridor
- Map 5: Illustration of Typical Mobile/Portable Sign Layout and Landscaping
- Map 6A: Billboard Signs Permitted (Existing as of passage of the By-law)
- Map 6B: Billboard Signs Permitted (Existing as of passage of the By-law)

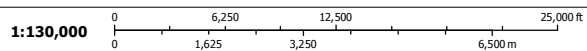


Sign ByLaw Jurisdiction Areas

- MINISTRY OF TRANSPORTATION (400m of Highway 6)
- COUNTY OF WELLINGTON - Bylaw #4555-03 (400m of County Roads except in Urban Areas)
- TOWNSHIP OF CENTRE WELLINGTON - ByLaw #2013-04

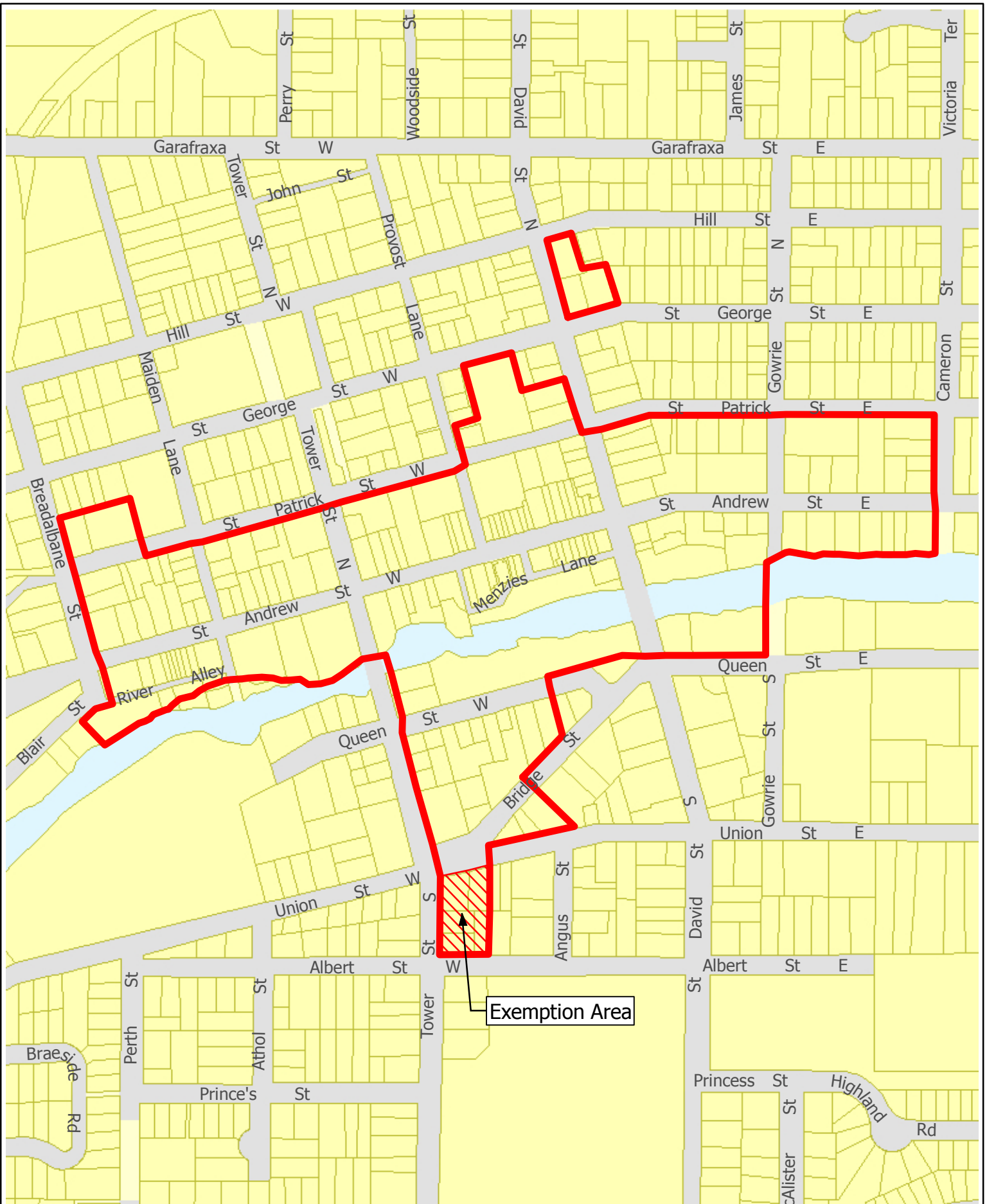
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Sign ByLaw Jurisdiction Areas

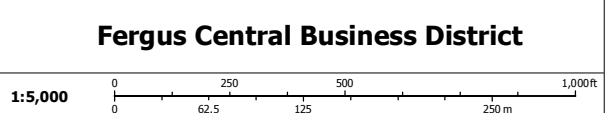


MAP 1
Forming Part of
By-Law 2013-04



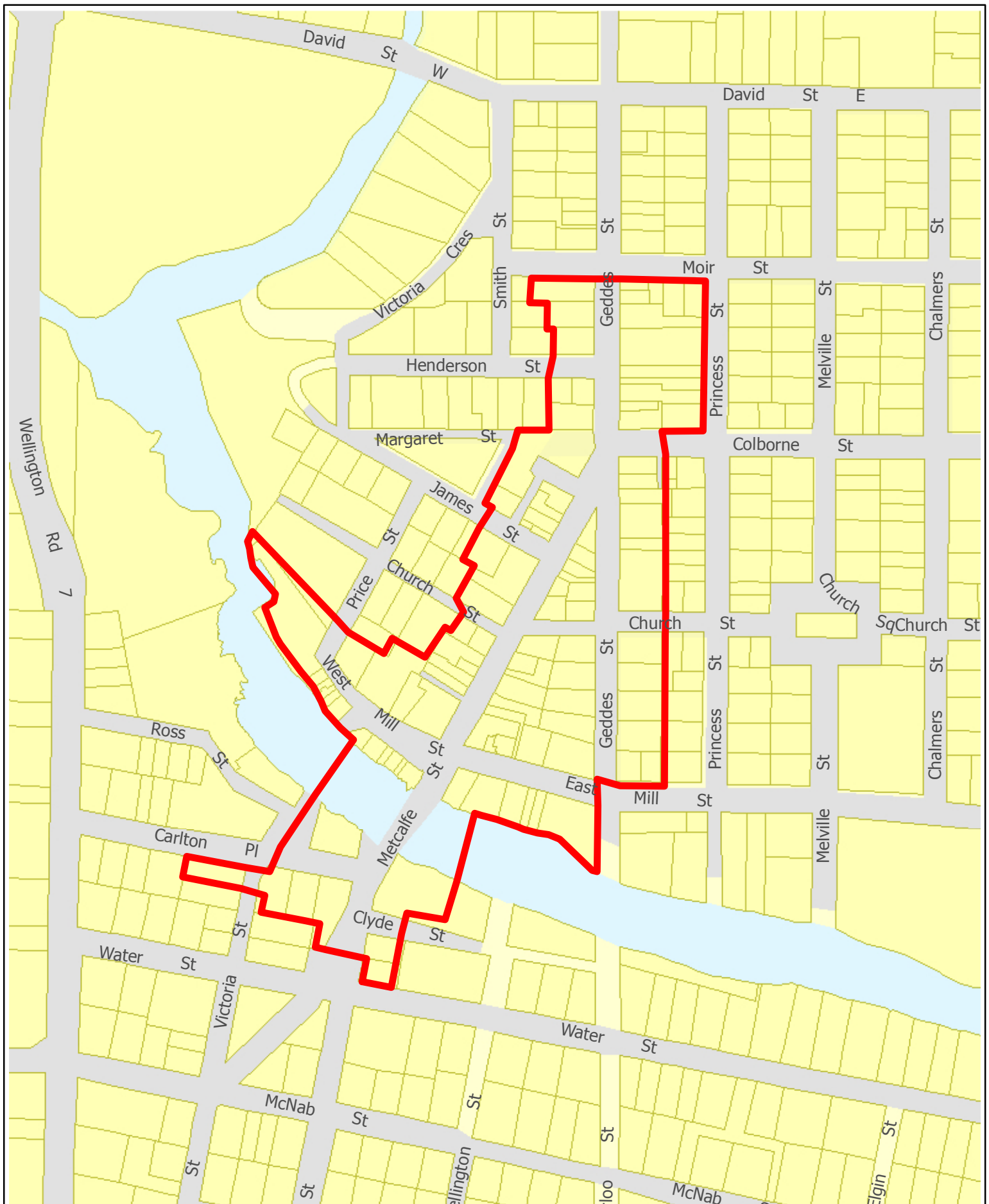


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MAP 2
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By-Law 2013-04

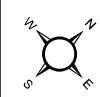
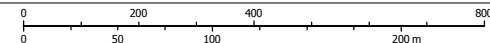




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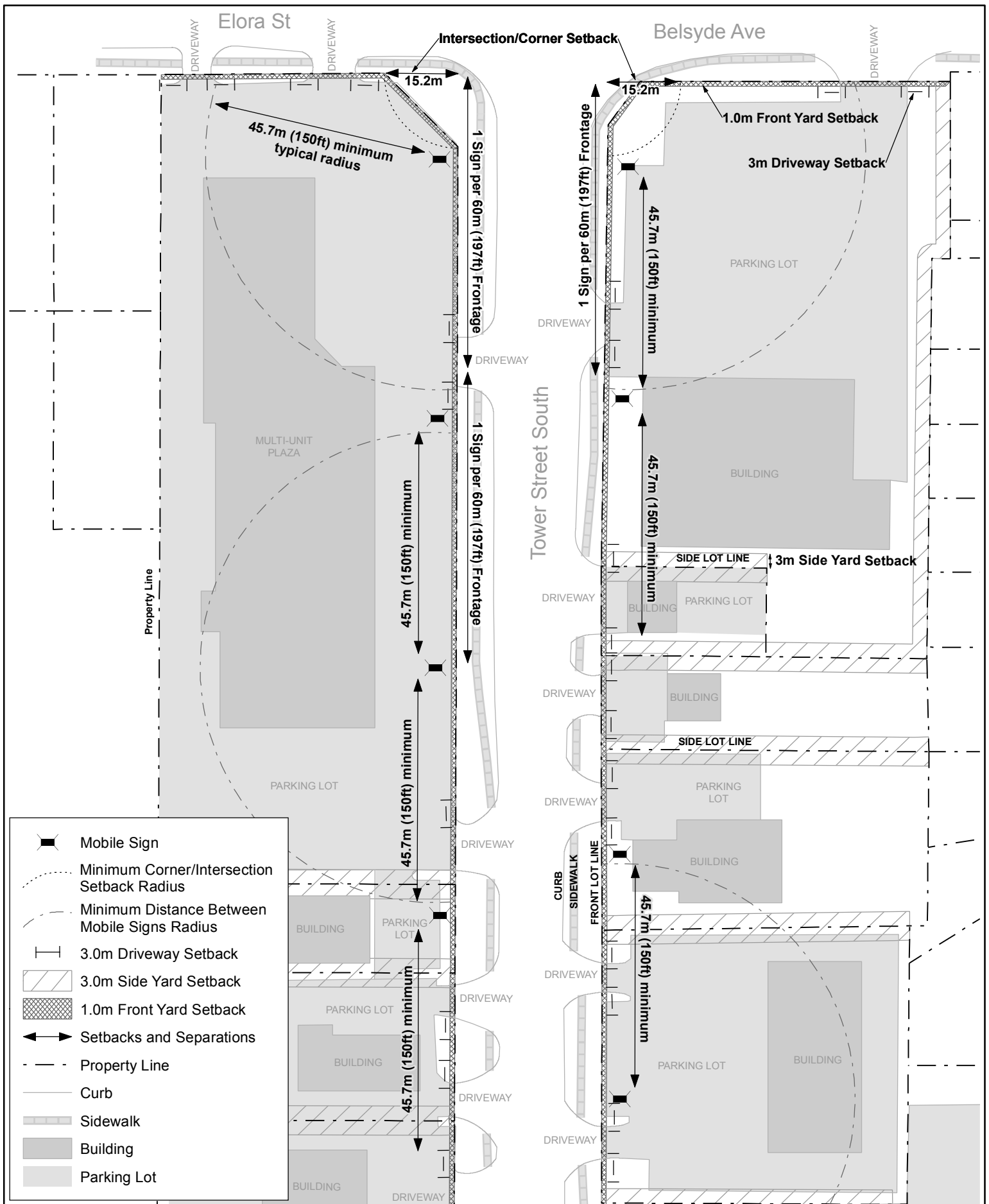
Elora Central Business District













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MAP 3
Forming Part of
By-Law 2013-04



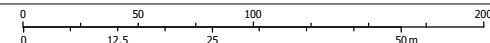
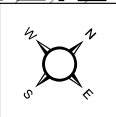


-  Mobile Sign
-  Minimum Corner/Intersection Setback Radius
-  Minimum Distance Between Mobile Signs Radius
-  3.0m Driveway Setback
-  3.0m Side Yard Setback
-  1.0m Front Yard Setback
-  Setbacks and Separations
-  Property Line
-  Curb
-  Sidewalk
-  Building
-  Parking Lot

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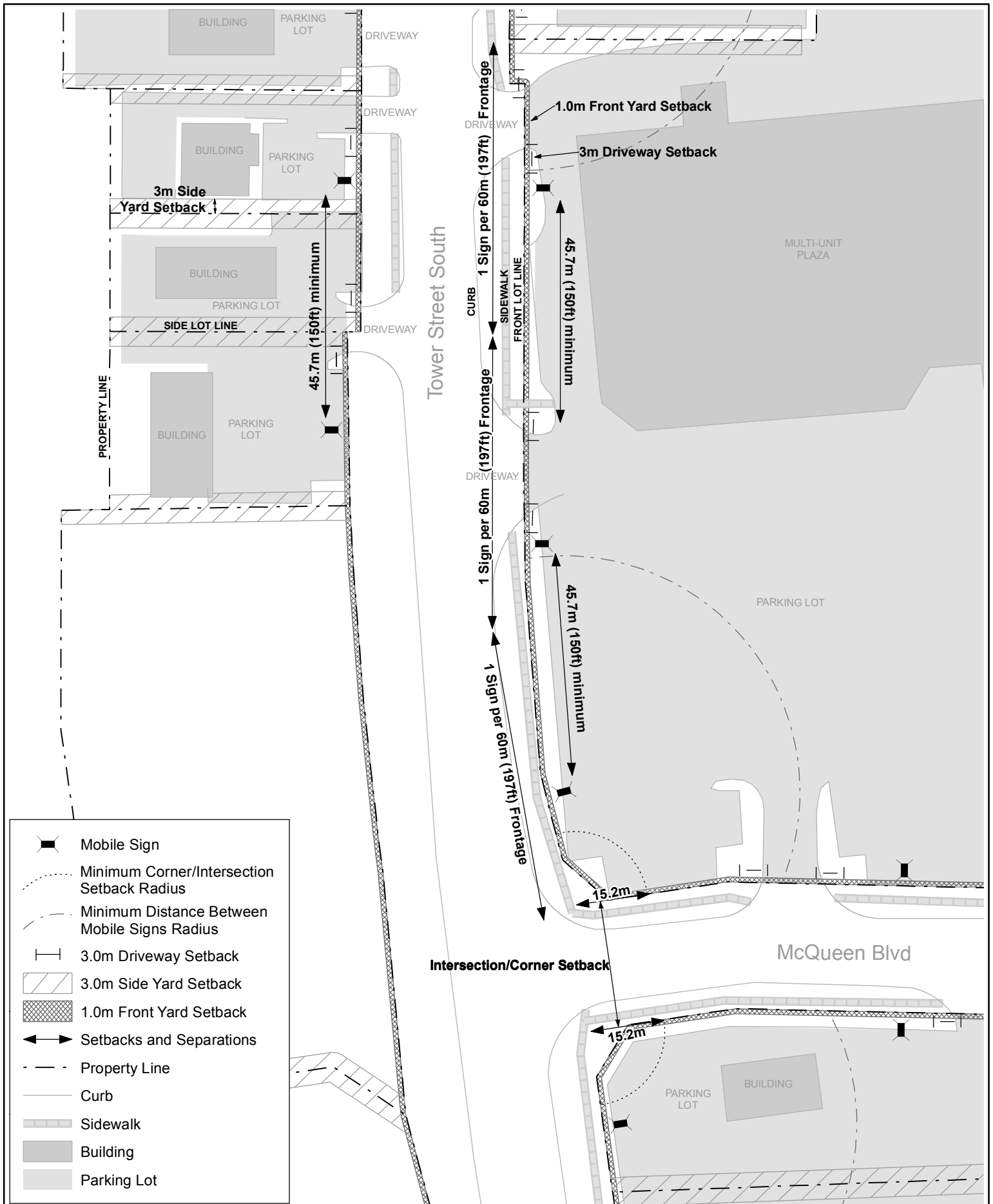
Illustration of Typical Mobile / Portable Sign Placement

1:1,000

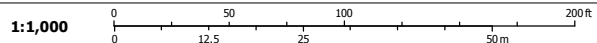
MAP 4A
Forming Part of
By-Law 2013-04





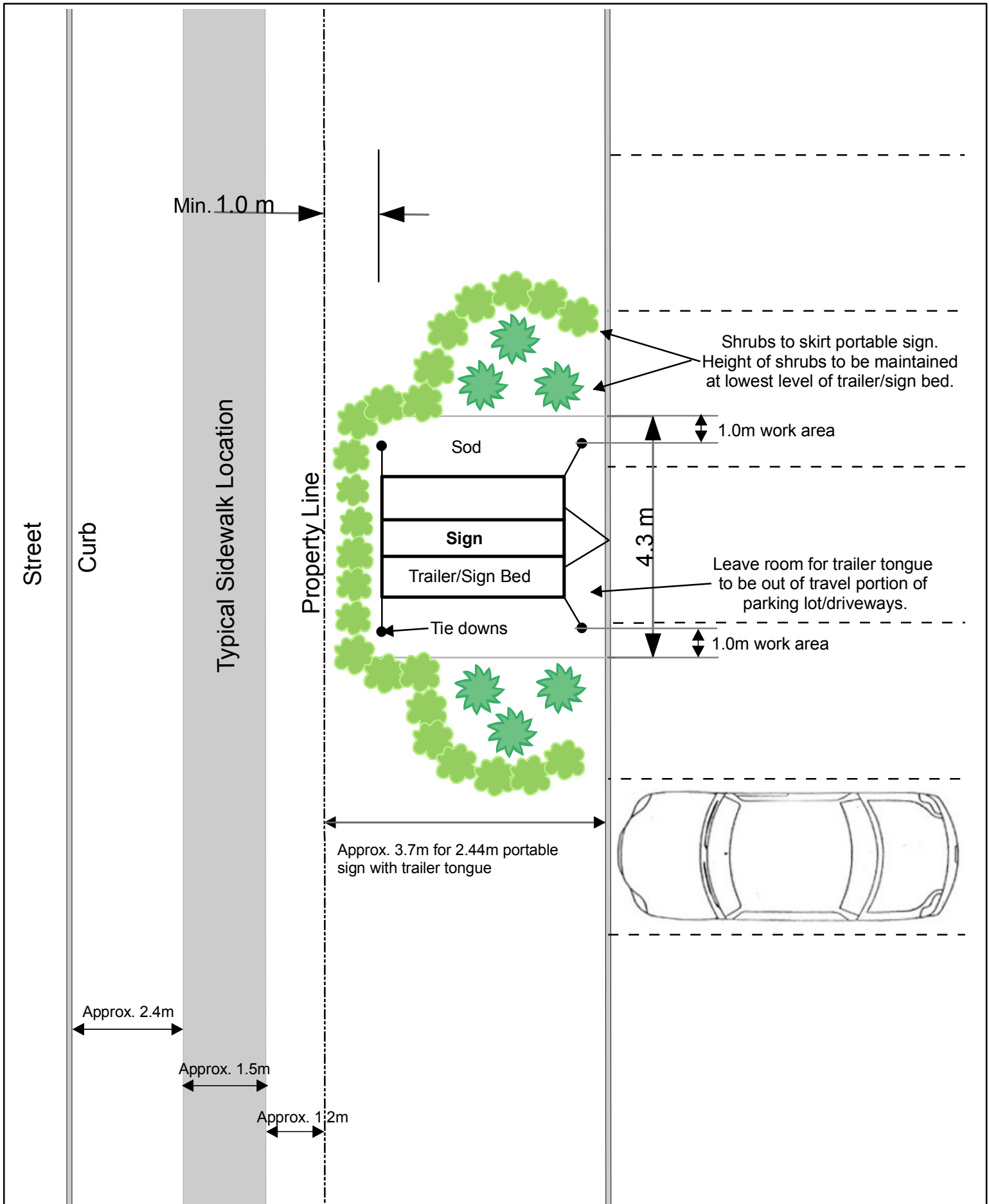
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Illustration of Typical Mobile / Portable Sign Placement



MAP 4B
Forming Part of
By-Law 2013-04

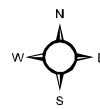
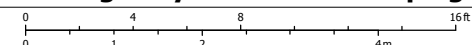




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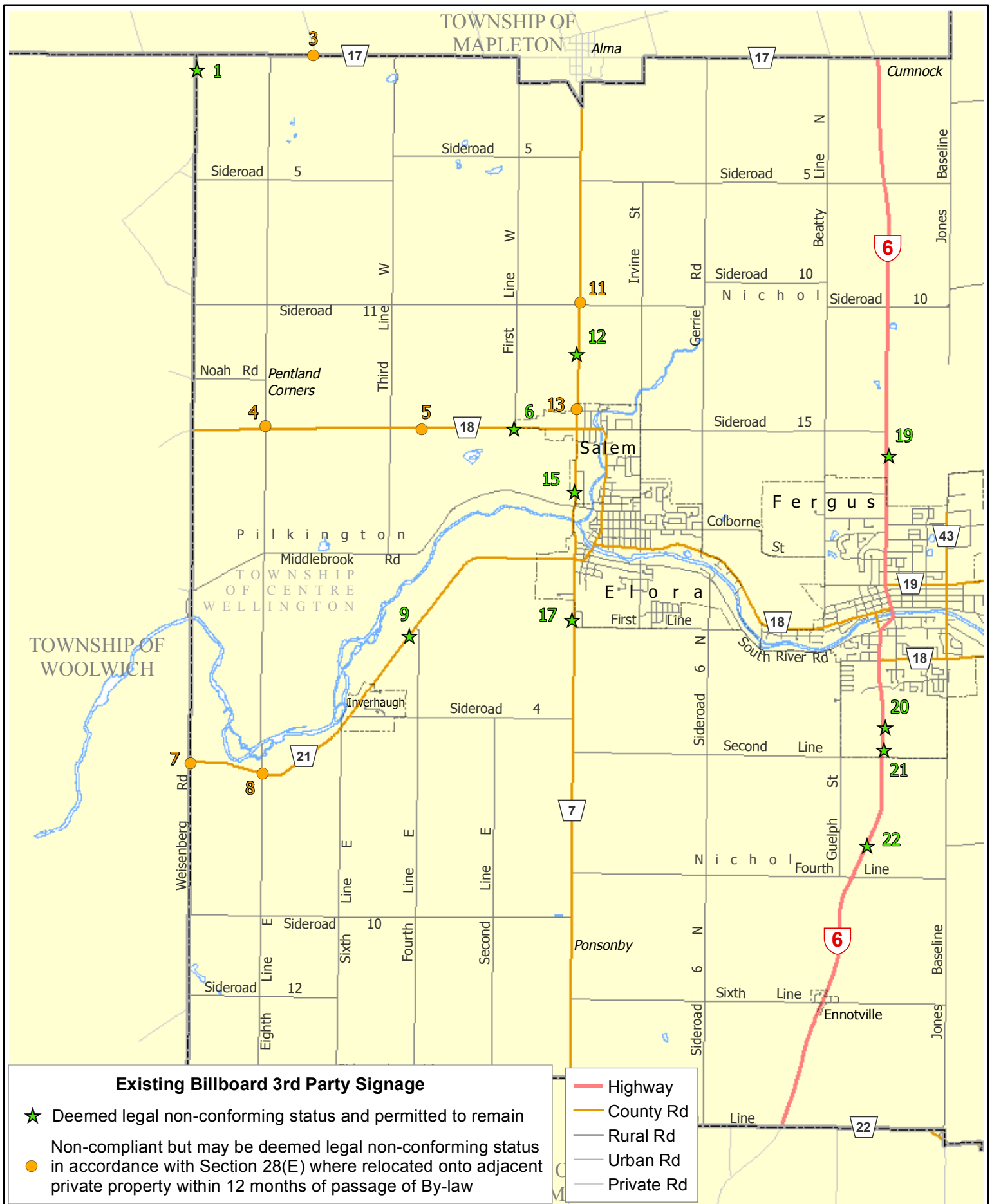
Illustration of Typical Mobile / Portable Sign Layout and Landscaping

1:86



MAP 5
 Forming Part of
 By-Law 201' -\$(





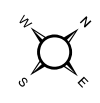
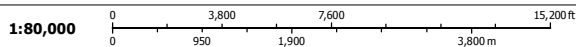
Existing Billboard 3rd Party Signage

- ★ Deemed legal non-conforming status and permitted to remain
- Non-compliant but may be deemed legal non-conforming status in accordance with Section 28(E) where relocated onto adjacent private property within 12 months of passage of By-law

- Highway
- County Rd
- Rural Rd
- Urban Rd
- Private Rd

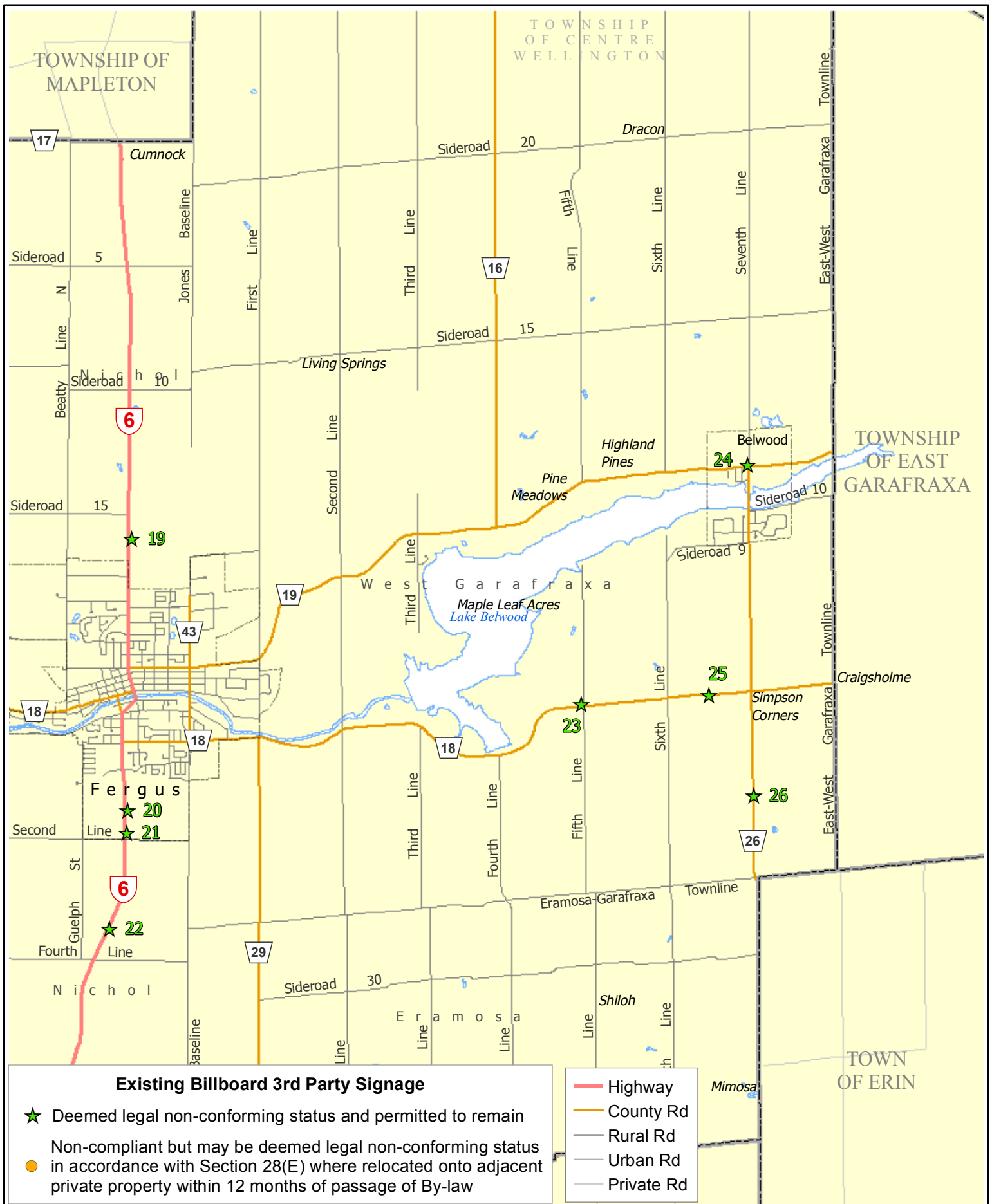
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Billboard Sign Permitted



MAP 6A
Forming Part of
By-Law 2013-04





Existing Billboard 3rd Party Signage

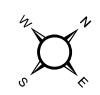
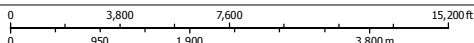
- ★ Deemed legal non-conforming status and permitted to remain
- ★ Non-compliant but may be deemed legal non-conforming status in accordance with Section 28(E) where relocated onto adjacent private property within 12 months of passage of By-law

- Highway
- County Rd
- Rural Rd
- Urban Rd
- Private Rd

Billboard Sign Permitted

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MAP 6B

Forming Part of
By-Law 2013-04



SCHEDULE C TO BY-LAW 2013-004
Annual Community Events

	Event	Community	Display Period
1	Elora Antique Show	Elora	April
2	The Elora Festival Book Sale	Elora	May
3	Artcetera	Elora	May
4	Lion's Home Show	Fergus	May
5	Crime Stoppers Mulch Sale	Fergus	May
6	Centre Wellington Chamber of Commerce Fireworks Fundraiser	Fergus/Elora	May
7	Historical Automobile Show & Sale	Fergus	June
8	Relay for Life	Fergus	June
9	Riverfolk Music and Art Festival	Fergus	June
10	The Elora Festival & Singers	Elora	July-Aug
11	Art in the Yard	Elora	July
12	Fergus Truck Show	Fergus	July
13	Industry Day	Elora	August
14	Fergus Scottish Festival	Fergus	August
15	VPSC Peach Social	Fergus	August
16	Grand River Truck and Tractor Pull	Elora	August
17	Fergus Classic Car Show	Fergus	September
18	Fergus Fall Fair	Fergus	September
19	Elora Fergus Studio Tour (2 Weekends)	Elora/Fergus	September /October
20	Sensational Elora	Elora	October
21	Twilight Zoo	Elora	October
22	VPSC Active Living & Retirement Show	Fergus	October
23	VPSC Fall Bazaar	Fergus	November
24	Guild of Handweavers & Spinners	Wellington Museum	November
25	VPSC Craft Show	Fergus	December