

The Corporation of the City of Guelph

By-law Number (2021) - XXXXX

A by-law to regulate the Installation, Display, alteration, repair and removal of signs within the City of Guelph (to be known as the Sign By-law) and to repeal and replace By-law Number (1996)-15245, as amended.

Table of Contents

1.	Short title of By-law	2
2.	Scope and Application	2
3.	Severability.....	2
4.	Transition and repeal	3
5.	Definitions	3
6.	Interpretation.....	9
7.	Authority, Variances, and Appeals.....	11
8.	Prohibitions.....	12
9.	Prohibited signs.....	13
10.	Sightline Restrictions.....	14
11.	Signs exempt from this By-law	15
12.	Permits required	16
13.	Permits not required	16
14.	Permit application and issuance	16
15.	Permit refusal, cancellation, revocation and expiry.....	18
16.	Required inspections and reports.....	19
17.	Maintenance, Repair and Replacement	19
18.	Regulations for Signs by Zoning Designation	20
19.	Regulations For Legal Non-conforming Commercial and Industrial Uses	44
20.	Signs for Motor Vehicle Related Uses.....	48
21.	Development Signs and Real Estate Signs.....	57
22.	Signs for Community Events	60
23.	Billboards	64
24.	Regulations for Electronic Message Centres.....	65
25.	Enforcement	66
26.	Seizure, disposal, remediation, and return of signs	66
27.	Penalty.....	66
28.	Effective Date	67
	Schedules:	67

WHEREAS subsection 5(3) of the Municipal Act, 2001 S.O. 2001, c.25 ("Municipal Act, 2001"), provides that a municipal power shall be exercised by by-law;

AND WHEREAS subsection 8(1) of the Municipal Act, 2001 provides that the powers of a municipality under this Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

AND WHEREAS subsection 10(2)10 of the Municipal Act authorizes the City to pass by-laws respecting signs;

AND WHEREAS subsection 10(2)7 of the Municipal Act, 2001 provides that a single-tier municipality may provide any service or thing that the municipality considers

necessary or desirable for the public;

AND WHEREAS section 63 of the Municipal Act, 2001 provides that a by-law may prohibit or regulate the placing or standing of an object on or near a Highway, and may provide for the removal and impounding or restraining and immobilizing of any object placed or standing on or near a Highway;

AND WHEREAS sections 425 and 429 of the Municipal Act authorize the City to pass by-laws providing that any person who contravenes a by-law of the City is guilty of an offence, and to prescribe fines in connection with such offences;

AND WHEREAS section 445 provides further authority for a municipality to make an order requiring a person who has contravened a by-law or who caused or permitted the contravention, or the Owner or occupier of land on which the contravention occurred to do work to correct the contravention;

AND WHEREAS sections 9, 11, and 23.2(1)(c) of the Municipal Act, 2001, S.O. 2001, c.25, provide that a municipality may delegate powers and discretion, within defined parameters, to an individual who is an officer, employee or agent of the municipality;

The Council of the Corporation of the City of Guelph enacts as follows:

1. Short title of By-law

1.1 This By-law may be referred to as the "Sign By-law".

2. Scope and Application

2.1 Unless otherwise stated, this By-law shall apply to all Signs within the geographic boundaries of the City of Guelph.

2.2 This By-law regulates the location, size, number, construction, alteration, repair, and maintenance of all outdoor Signs and Signs visible from the exterior of a building or structure, including Signs located in windows.

2.3 Responsibility for compliance with this By-Law rests both individually and collectively on:

- a) persons who procure and/or Install Signs within the geographic scope of this By-Law;
- b) owners of property (other than property belonging to the City) on which Signs are Installed, Altered, maintained, and/or placed;
- c) lessee with care and control over property on which Signs are Installed, Altered, maintained and/or placed;
- d) a mortgagee in possession of property on which a Sign or Signs are Installed, Altered, maintained and/or placed;
- e) persons whose business, organization, products and/or activities are promoted by Signs, whether or not the person is the owner or tenant of the property where the sign is Installed, altered, maintained and/or placed;
- f) the Applicant for a Sign Permit; and
- g) a Permit Holder.

3. Severability

3.1 If a court of competent jurisdiction declares any provision or part of a provision of this By-law to be invalid, illegal, unenforceable or of no force and effect, it is the intention of Council in enacting this By-law that the remainder of this By-law will continue in force and be applied and enforced in accordance with its terms to the fullest extent possible according to law.

4. Transition and repeal

- 4.1 All Sign Permits issued by the City prior to the coming into force of this Sign By-Law, for which Sign Permits are current and valid on the day this By-law comes into force shall:
- a) remain current and valid under this By-law as if the Sign Permit had been issued under this By-Law, whether or not such Sign Permit would be authorized to issue following the coming into force of this Sign By-Law;
 - b) subject to section (a) above, are otherwise subject to all of the provisions of this Sign By-law; and
 - c) on expiry of the Sign Permit, the subject Signs shall be subject to this By-law as if no prior Sign Permit had been issued.
- 4.2 All prosecutions and other enforcement processes commenced under the Former Sign By-Law, which have not been completed on the day this By-law comes into force, shall be completed under the Former Sign-By Law, as and the Former Sign By-Law shall remain in force to the extent required to authorize the continuation and completion of all outstanding prosecutions and enforcement processes which were commenced up to and including the day this Sign By-Law comes into force.
- 4.3 Where a variance has been approved by Council under the Former Sign By-Law, a Sign Permit shall be issued in accordance with the terms and conditions set out in the variance, and thereafter the Sign shall be subject to the provisions of section 4.1 above as if the Sign Permit had been issued prior to the coming into force of this Sign By-Law.
- 4.4 The Former Sign By-Law is otherwise repealed as of the day on which this By-law comes into force.
- 4.5 Any Sign lawfully Installed or Displayed before the day this By-law comes into force, may remain and be maintained if it is not Altered.
- 4.6 Where a Sign referred to in Section 4.5 is Altered, it is subject to all general and zone-specific regulations and restrictions as are provided in this By-law.

5. Definitions

In this By-law:

"A-Frame Sign" means a temporary, double-faced Sign, triangular in shape, designed with two sides of similar length forming its apex allowing it to stand on the ground. Such signs include, but are not limited to, sandwich board-style Signs;

"Alter" or "Alteration" means any change to the Sign structure or Sign Face including the relocation of the Sign and/or the addition, deletion or re-arrangement of components other than Changeable Copy.

"Applicant" means the Owner of a property or building who applies for a Sign Permit or any person authorized by the Owner to apply for a Permit on the Owner's behalf.

"Awning" means a space-frame system covered with non-rigid materials designed in a moveable, retractable or fixed position, which is attached to, and projecting from a building or structure, but not forming an integral part thereof. This definition does not include a Canopy;

"Awning Sign" means a single-sided Sign painted on, or otherwise affixed to, the surface of an awning and such Sign shall not project off of or out from

the awning in any direction;

“Bag Sign” means a temporary Sign that is constructed of an opaque plastic bag, cardboard or a similar material that is placed over a metal or wire frame and pushed into the ground;

“Billboard” means a Ground Sign that is a Third- Party Sign that is owned and maintained by a person engaged in the rental or leasing of the Sign Face area for advertising goods, services, or facilities;

“Building Sign” means a Sign located on or attached to a building and includes, but is not limited to a Facia Sign, Awning Sign, Canopy Sign, and a Projecting Sign;

“Building Code Act” means the *Building Code Act, 1992*, S.O. 1992, c. 17, as amended, or any predecessor or successor thereto, and includes the Regulations thereunder, including the Ontario Building Code;

“Building Face” includes all window and wall areas of a building or structure of a Premises that exist on the same side and on the same Storey of such building or structure;

“Canopy, Entrance” means any non-retractable roof-like structure, that may be supported from the ground by poles or similar supports, that is attached to the exterior wall of a building at entrance(s) thereto;

“Canopy Sign” means a single-faced Sign located, Installed, or Displayed on a canopy and mounted parallel to the structural elements of the canopy; and shall not include an Awning Sign or a Projecting Sign;

“Changeable Copy” means an area on which messages can be changed either manually or automatically and includes, but is not limited to, an Electronic Message Centre;

“Chief Building Official” means a Chief Building Official appointed under By-law Number (2015) -19985, as amended, or any successor thereto;

“City” means The Corporation of the City of Guelph;

“City Property” means property, lands, or building owned by the City;

“Community Bulletin Board” means a bulletin board provided by the City and located on City property within the downtown which is designed to provide an area for Posters to be Displayed;

“cm” when following a numeral means centimetre(s);

“Development Sign” means a temporary double or single-faced Sign that is affixed to the ground that:

- i Includes, in whole or in part, information promoting a development, and;
- ii Related to or advertises the location, construction of a building or structure in the process of being constructed, or;
- iii Promotes a plan of subdivision, a plan of condominium, or the construction of a building or building complex on a Premises or;
- iv Promotes a bona fide model home, in a plan of subdivision, or a plan of condominium;

“Display” includes authorizing, allowing or permitting the Display of a sign;

“Directional Sign” means a double or single-faced Sign that gives directions or instructions for the control of vehicular or pedestrian traffic within the property on which the Sign is located and at entrances to the property from the Street;

“Drive-through Facility” means a Place Used to provide or dispense products or services through an attendant, a window, or an automated machine to

persons remaining in Vehicles in a designated stacking lane(s), which may or may not include an order box and Drive-through Menu Board, but does not include a Parking Facility;

“Drive-through Menu Board” means a Sign Installed as part of a Drive-through Facility and only used to Display products and services available at the drive-through premises;

“Drive-through Pre-sell Menu Board” means a Sign Installed as part of a Drive-through Facility and only used to Display products and services available at the drive-through premises;

“Dwell Time” means the minimum duration that fixed Sign copy on an Electronic Message Centre is Displayed;

“Election Sign” means any Sign promoting, supporting, opposing or taking a position with respect to:

- i A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, the Municipal Elections Act, 1996, or any other legislation;
- ii An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- iii A Candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996;

“Electronic Message Centre” means a Sign that is capable of Displaying words, symbols, figures, images or other messages digitally that can be electronically changed by remote and/or automatic means;

“Façade” means the entire exterior building wall including any Parapet, but does not include the building wall of any structure erected above the top Storey of the building;

“Fascia Sign” means a single-faced Sign, constructed of a permanent and rigid material, that is attached and positioned parallel to the exterior wall of a building or structure and shall not include a Window Sign or a Canopy Sign;

“Faux window” means any window feature or design that is architecturally integrated into a building façade for the purpose of aesthetic design;

“Feather Banner Sign” means a Sign that is made from cloth or a similar non-rigid material which is affixed to the ground and supported by a pole, but does not include a flag sign;

“Flag Sign” means a double-faced Sign made of cloth or lightweight non-rigid material that is attached by one edge to a pole or rope on a permanent supporting structure;

“Former Sign By-Law” means By-law (1996)-15245, together with all amendments adopted up until the day immediately preceding the date on which this Sign By-Law comes into force;

“Garage Sale” means an Occasional Use sale, conducted on a residential property by an occupant of such residential property, of household goods belonging to the occupier thereof;

“Garage Sale Sign” means a sign associated with a Garage Sale;

“Ground Sign” means a Sign in a fixed location supported by uprights, braces, or a support structure, which is in turn embedded into the ground. This definition does not include a Billboard, Development Sign, Directional Sign, Drive-through Menu Board, Drive-through Pre-Sell Menu Sign, Hoarding Sign, or Real Estate Sign;

“Heritage Attributes” means in relation to real property, and to the buildings

and structures on the real property, the attributes of the property, buildings and structures that contribute to their cultural heritage value or interest;

"Heritage Permit" means a permit issued under sections 33 and 42 of the Ontario Heritage Act or any successor(s) thereof;

"Hoarding" means any temporary construction barrier continuously enclosing a construction site that is Installed for the purpose of site protection;

"Hoarding Sign" means a temporary single-faced Sign Installed on Hoarding, associated with the development of property, that advertises or identifies the development of the property on which the Sign is located;

"Home Occupation Sign" means a temporary single-faced Sign that advertises a Home Occupation as defined and permitted by the Zoning By-law;

"House Identification Sign" means a sign which identifies the address of a house or the occupiers name, excluding occupation;

"Illuminate" or Illuminated means the lighting of a Sign in whole or in part by any type of artificial light, whether by emission or reflection;

"Illumination" means the act of lighting a Sign by way of an artificial light source that is located within, on or external to the Sign, the brightness and intensity of which are measured in Nits;

"Inflatable Sign" means a Sign filled with air or gas;

"Inspector" means an inspector, by-law enforcement officer, or any City employee authorized by Council to enforce a provision(s) of any City by-law, provincial statute or federal statute;

"Install" includes any act of authorizing, allowing, Displaying, or permitting the physical placement of a Sign.

"Lifestyle Sign" means a Sign and/or paintings, photographs, or imagery affixed to or located within a faux window of any building or structure depicting an activity, interest, or theme, which may not contain verbal messages, specified products, company names, logos, or service;

"m" when followed by a numeral means metre(s);

"Manual Changeable Copy" means letters, numerals, symbols, illustrations, and/or images that can be changed on a Sign by non-electronic means;

"Message Transition" means the way in which Sign copy on an Electronic Message Centre changes from one message to another message;

"Mobile Sign" means a Sign which is designed to be moved from place to place and which only utilizes Manual Changeable Copy, but excludes A-Frame Signs, T-Frame Signs, Feather Banner Signs, and Inflatable Signs. For further clarity, a Mobile Sign is considered a Sign whether or not Manual Changeable Copy is on it;

"Motor Vehicle" means an automobile, truck or any other vehicle, including motorized construction equipment or farm equipment, motor home, motorcycle, snowmobile, boat, recreational vehicle, a trailer or farm implement or any other device which is capable of being driven, propelled or drawn by any kind of power, but does not include a bicycle or any other device powered solely by means of human effort;

"Mural" means any type of Display or artistic endeavour applied to any external wall or other part of a building or structure which does not include any words, images, logos, or trademarks that advertise or convey any promotional message;

"Nit" means a unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter. Nits are used to describe the brightness of electronic Displays, such as LCD and CRT

monitors;

"Non-Profit Event" means an event held or sponsored by a Non-Profit Organization for which all net proceeds are directed to the support of the non-profit organization and/or its objects;

"Non-Profit Organization" means a club, group, society, or association, that is organized and operated solely for social welfare, civic improvement, pleasure or recreation or any other purpose except profit and has a registration number issued by the Canada Revenue Agency, or successor agency thereto;

"Notice of Refusal" means actual or constructive notice that indicates that the Sign Permit cannot be issued;

"Owner" includes, in respect of the property on which the construction, Alteration, repair and maintenance of a Sign will or has taken place, the registered owner, a lessee and a mortgagee in possession;

"Parapet" means an extension of the exterior wall of a building above the roof deck that forms a barrier at the edge of the roof;

"Permanent Sign" means a Sign which is intended to remain in place for an indefinite duration;

"Permit Holder" means a person to whom a Sign Permit is issued by the City as well as the registered owner, lessee and a mortgagee in possession, of the property to which the Sign Permit pertains;

"Person" in this By-Law means a natural person or a corporation;

"Place" includes any land, Lot, Building, Structure, place or any part thereof;

"POA" in this By-Law refers to the Provincial Offences Act, R.S.O. 1990, c. P.33, as amended or any successor thereto;

"Pole Poster Sign" means a double or single-faced sign that is inserted into a fixed frame attached to a freestanding light pole located within a surface parking area;

"Poster" means a printed notice conveying information and includes, but is not limited to, a bill, handbill, leaflet, notice and placard;

"Power of Entry By-Law" means City of Guelph By-Law Number (2009) - 18776, as amended or any successor thereto;

"Premises" means the space(s) owned or operated by a business establishment which can include the whole of a building or individual unit as the case may be;

"Projecting Sign" means a sign attached to and which projects out horizontally from an exterior wall of a building in a perpendicular manner. This definition does not include an Awning Sign, Canopy Sign or Facia Sign;

"Private Property" means property, lands, or buildings owned by a person, other than City Property

"Property" means a lot which has specific boundaries and which is capable of legal transfer;

"Protected Heritage Property" means real property designated under Parts IV, V, or VI of the Ontario Heritage Act or successor legislation; heritage conservation easement property under Parts II or IV of the Ontario Heritage Act or successor legislation; and property that is the subject of a covenant or agreement between the owner of the property and a conservation body or level of government, registered on title and executed with primary purpose of preserving, conserving and maintaining a cultural heritage feature or resource, or preventing its destruction, demolition or loss;

"Public Road Allowance" means a highway under the City's jurisdiction established under authority of any statute, and includes where applicable the

curb, shoulder, boulevard, sidewalk and landscaping. A street is a public road allowance for the purposes of this by-law;

"Public Health" means Wellington-Dufferin-Guelph Public Health or any successor thereto;

"Real Estate Sign" means a temporary double or single-faced Sign that is affixed to the ground for the purpose of advertising the sale, lease or rental of the lands and existing buildings located on the property. This definition does not include a Development Sign.

"Required Parking Space" means a parking space that is required pursuant to the City of Guelph Zoning By-law (1995)-14864, as amended or any successor thereto;

"Roadway" means a Street;

"Roof Sign" means any of the following:

- i Any Sign that is attached to or is located more than one (1) metre above the roof line of a building or structure;
- ii Any Sign Installed on or located wholly above the roof of a building;
- iii Any Sign Installed, constructed, attached to or located wholly or partially above the Parapet of a building;

"Separation Distance" means the physical distance between two signs;

"Sign" means any device, object or thing which directs attention to and which is designed to convey a message and that is placed for the purposes of advertising goods and services offered, for identifying a business, organization, or enterprise, and/or for conveying any other type of message and, without limiting the generality of the foregoing, this definition includes, but is not limited to, the types of Signs specifically defined in this section and includes the supports, braces, or other appurtenances associated with such Signs;

"Sign Administrator" means the Chief Building Official or designate;

"Sign Face" means the surface of a Sign, including the border and frame, upon which information and advertising is Displayed;

"Sign Face Area" means the area on the surface of a Sign including the boarder and frame and where there is no border, shall include all of the surface area lying within a rectangular box drawn around the full extent of words, numbers, images, and/or symbols comprising the complete message;

"Sign Permit" is a permit issued by the City authorizing a Sign subject to any conditions stated therein or in this By-Law which is issued to a person based on a review of this By-law, and when applicable, includes having the Chief Building Official or designate confirm compliance with the Building Code Act

"Sign Structure" means any object used to support or brace a Sign Face that is attached to the ground or a building wall or structure;

"Storey" means that portion of a Building, other than a cellar, which is situated between the surface of any floor and the surface of the floor next above and, if there is no floor above, that portion between the surface of such floor and the ceiling above;

"Street" includes a common and public highway, street, avenue, parkway, driveway, square, place, bridge, viaduct or trestle or any part of which is intended for or used by the general public for the passage of vehicles and includes the area between the lateral property lines thereof;

"Street Line" means a lot line dividing a lot from a Street and is the limit of the Street allowance or in the instance of a private road, the distance from the sidewalk edge furthest from the road or from the curb where the

approvals for the site do not contemplate a sidewalk;

"Sunrise" means the hour and minute designated as sunrise by the National Research Council Canada for the applicable calendar date in Guelph, Ontario;

"Sunset" means the hour and minute designated as sunset by the National Research Council of Canada for the applicable calendar date in Guelph, Ontario;

"Temporary Sign" means a fixed or moveable Sign which is permitted for a defined duration per the regulations set out in this By-Law;

"T-Frame Sign" means a temporary double or single-faced Sign which supported by a base that rests on the ground and is not embedded into the ground. A T-Frame Sign resembles an inverted "T";

"Third Party Sign" means a Sign which identifies or directs attention to a business, profession, commodity, service, event, or other activity not being conducted, sold, or offered on the property to which the Sign is located;

"Traffic Control Device" means a signal or sign located at an intersection that is intended to control the flow of traffic at that intersection. For the purposes of this By-law, any measurement from a Traffic Control Device shall be taken from the pole or post supporting such device.

"Use" includes "Used" and "Using" having corresponding meanings and means the arrangement of, design of or the intended Use or actual Use of any Place;

"User Fees By-law" means the City of Guelph By-law (2019)-20460, as amended or any successor thereto which regulates user fees or charges for services or activities;

"Variance" means a permission granted by the Sign Administrator pursuant to section 7 of this By-Law (or by Council on appeal from the Sign Administrator or for a Variance request not within the scope of the authority of the Sign Administrator) to Install and Display a Sign in a particular location which Sign but for such permission would not comply with this By-Law;

"Wall Banner Sign" means a Temporary Sign that is made from cloth or a similar lightweight non-rigid material which is secured or mounted to a building. This definition does not include a flag, Awning Sign, Canopy Sign, Window Sign or Inflatable Sign;

"Window Sign" means any Sign located in, on, or within 2m behind a window which is visible from the exterior of the building; and

"Zoning By-law" means the City of Guelph Zoning By-law (1995)-14864, as amended or any successor thereto.

6. Interpretation

- 6.1 No person shall Install, Display, place or Alter a Sign within the geographic limits of the City except in accordance with this Bylaw.
- 6.2 Signs that are not specifically permitted by this By-law are prohibited. Without limiting the generality of the foregoing, a Variance pertains only to the Installation and Display of a Sign for which the Application for a Variance was granted at the location specified in the Variance. Any Alteration or removal of the Sign will render the Variance void. The granting of Variance for one Sign is not an indication by the Sign Administrator or Council, as the case may be, that a Variance for a similar (or even identical) Sign and/or location will be approved in the future.
- 6.3 A Variance cannot address changes to the Zoning By-Law or Signs within the jurisdiction of or on property belonging to another government

authority, nor can it seek changes in conflict with provisions of the Ontario Building Code which restrict Signs or their Installation.

- 6.4 Sign regulations vary by the zoning designation for the subject property where the Sign is located. Zoning designations used in this Sign By-Law use the same lettering, numbering and mapping as the Zoning By-law. Signs are permitted only where they are identified for the applicable zone, subject to any additional regulations of general application. Any Sign not specifically permitted within a particular zone is prohibited, subject to section 4.5 (legal non-conforming use).
- 6.5 Legal non-conforming status of a commercial or industrial use subject to the interpretation of the Zoning By-law, in conjunction with section 19 of this Sign By-law, shall be as determined by the City.
- 6.6 Vehicle-related uses as outlined in Section 20 are governed both by the zone-specific requirements and by the provisions specific to such uses as set out in section 20 of this Sign By-Law.
- 6.7 Additional regulations applicable to items within each table are below each table. Letters in parentheses following any item in any table of this By-law indicates that one or more additional regulations apply to the use, designation, or standard indicated.
- 6.8 All imperial measurements converted to metric and all figures submitted in metric but with 3 or more decimal places shall be rounded to 1 decimal place to determine By-law compliance (e.g. 29.489 metres = 29.5 metres).
- 6.9 All measurements of length or area used in the By-law are subject to the following rounding principles:
 - a) Measurements where the second number of the decimal is four or less than the first decimal number shall remain the same (e.g. 2.449 = 2.4); and
 - b) Measurements where the second number of the decimal is five or greater than the first number of the decimal shall be increased by one or rounded upward (e.g. 2.45 = 2.5).
- 6.10 For the purposes of calculating maximum Sign Face area, any Sign with two or more faces shall be considered as having one Sign Face if the interior angle of the abutting faces exceeds 90 degrees.
- 6.11 References in this by-law to any statute or regulation or by-law are deemed to be references to that statute or regulation or by-law as it may from time to time be amended.
- 6.12 This by-law shall be read with all changes in gender or number as the context requires.
- 6.13 References in this by-law to items in the plural include the singular, and references to the singular include the plural, as applicable.
- 6.14 The words "include", "includes" or "including" provide examples and shall not be read or interpreted as limiting the words, phrases or descriptions that precede or follow them.
- 6.15 If one or more sections of this By-law conflict the more restrictive regulation shall apply.

- 6.16 In the event of a conflict between this By-law and the provision of any other City by-law, the more restrictive provision shall take precedence.
- 6.17 The City in regulating Signs pursuant to this Sign By-Law assumes no liability for Signs not Installed or maintained by the City, and makes no representations and gives no warranties in respect to the safety of any Sign or the truth of its content, whether or not such Sign is permitted under this By-Law.

7. Authority, Variances, and Appeals

- 7.1 Pursuant to section 23.2 of the Municipal Act, Council hereby delegates to the Sign Administrator the power to create forms and processes for the administration of this By-law and the power to issue and impose conditions on a Sign Permit consistent with the objects, purposes, and terms of this Sign By-Law and/or with any other applicable legislation, by-law, or regulation.
- 7.2 Pursuant to section 23.2 of the Municipal Act, Council hereby delegates to the Sign Administrator the power to grant Sign Variances from any of the provisions of this By-law. The Sign Administrator's Authority is limited in scope and shall not apply to Sign Variances related to:
- a) A Sign prohibited under Section 9 of this By-law;
 - b) Sightline Restrictions under Section 10 of this By-law;
 - c) A reduction in distance required from a residential zone for an illuminated Sign; and
 - d) A reduction in distance required for any Sign from a Traffic Control Device.
- 7.3 Any other Sign Variance applications shall be heard by Council.
- 7.4 A Variance is an alteration of the Sign By-law with respect to a single sign.
- 7.5 All applications for a Variance under this By-law shall be submitted to the Sign Administrator in accordance with such forms as the Sign Administrator may prescribe and shall only be considered if and when all required information has been provided.
- 7.6 The application for a Variance shall be made in writing within 21 days of notice of refusal of the Sign Permit Application by the Sign Administrator and shall contain the following, where applicable:
- a) the name and address of the Applicant together with such additional information as may be prescribed by the Sign Administrator;
 - b) the written authorization of the Sign owner if not the same as the Applicant;
 - c) written authorization from the property owner(s) and occupant(s) of the Premises that have authorized the Application;
 - d) where applicable, proof of approval for the proposed Sign from all other governmental authorities having jurisdiction;
 - e) the Notice of Refusal of the Sign Permit Application; and
 - f) the fee as set out in the User Fees By-law.
- 7.7 In determining whether to grant a Variance under this section the Sign Administrator shall consider the following, where applicable:
- a) whether the Sign is compatible with Urban Design guidelines for

building, property and the surrounding area;

- b) whether there is an impact on the Heritage Characteristics of the building, property, and/or the surrounding area;
- c) whether there is a negative impact on any surrounding residential uses;
- d) whether the Applicant has complied with all terms and conditions of approval of any previous Sign Permit issued to the Applicant under this section, if any,
- e) impacts, if any, on accessibility; and
- f) any written response(s), if any, received in response to a public notice if required by the Sign Administrator.

7.8 The Sign Administrator may grant a Variance in whole or in part. The decision of the Sign Administrator, and, where a Variance is refused, the reasons for refusal, shall be provided in writing to the Applicant within 15 days of the decision.

7.9 An appeal lies to Council from the refusal of the Sign Administrator to approve a Variance. Such appeal shall be initiated by the Applicant filing a written request for an appeal to Council with the Sign Administrator within 7 business days of the service on the Applicant of the decision of the Sign Administrator. All application material before the Sign Administrator shall be placed before Council, which on consideration of the appeal retains authority to grant or refuse the Variance in whole or in part. The decision of Council is final.

Service of a notice of decision

7.10 For the purposes of Section 7 and every subsection thereof, an Applicant shall be deemed to have received notice of the decision from the Sign Administrator as the case may be, on the earliest of:

- a) the date on which a copy is delivered personally to the Applicant;
- b) the fifth (5th) day after a copy is sent by regular mail to the Applicant's mailing address as indicated on the Application for an Exception; or
- c) upon receipt of a copy by email to the Applicant's email address as set out in the Application.

8. Prohibitions

8.1 No person shall:

- a) Install, Display, or alter a Sign of a type which is not specifically permitted under this By-law or by a Variance issued under this By-Law;
- b) Install, Display, or Alter a Sign for a use that is not specifically permitted within a specific zone;
- c) Install or Display a Sign in a Prohibited Location;
- d) Install, Display, Alter, or repair a Sign without a Sign Permit if a Sign Permit is required under this By-Law;
- e) Install, Display, Alter, or repair a Sign for which a Sign Permit has been issued except in accordance with the approved plans and drawings submitted to the City as part of the Sign Permit application;
- f) Install, Display, Alter, or repair a Sign in a manner inconsistent with the regulations of this By-law or the conditions of any Sign Permit,

or Variance granted under this By-law;

- g) Install, Display, Alter, or repair a Sign which is on or overhangs City property, unless specifically authorized by this By-law;
- h) Install or Display a Sign on any sign pole, bench or waste receptacle managed or controlled by the City except pursuant to a contract for placement with the City or its authorized supplier;
- i) Install or Display a Sign in any location where such Sign may impede or in any way interfere with utility easements, public rights-of-way, City snow removal, street cleaning, and/or maintenance operations;
- j) Locate a Sign Face within 600 mm of the vehicular travelled portion of a private lane or Roadway, excluding a Drive-through Facility or of a Motor Vehicle parking area, unless the minimum vertical distance between grade and the bottom of the overhanging Sign Face is at least 5m. Where the height of all vehicles using any private road or parking area is permanently restricted, the vertical distance may be reduced to the amount of the actual height restriction;
- k) Install, locate or Display any Sign upon any pole, traffic sign, or control box which is located within the road allowance and which is managed or controlled by the City or by a public utility;
- l) Install or Display any Sign upon any tree, fence, gate or railing unless otherwise specifically permitted by this By-Law;
- m) Install or Display a Sign that obstructs any traffic sign or device from the view of any pedestrian, or driver of a Motor Vehicle, or which interferes with vehicular traffic in a manner that could endanger any person;
- n) Install or Display an Electronic Message Centre, or use a television, monitor, or similar device as a Sign, within 2 metres of and visible through a window;
- o) Install or Display a Sign on private property for a purpose not ancillary to a principal use permitted under the Zoning By-law and carried on within a building located on the property except as specifically permitted under this By-law;
- p) permit an Electronic Message Centre to have a Dwell Time of less than 20 seconds or a transition time of more than 1 second;
- q) fail to dim or turn off an Illuminated Sign within 90.0 m of a residential area between Sunset and Sunrise, if directed by conditions of a Sign Permit or Variance;
- r) fail to turn off an Illuminated Sign when malfunctioning;
- s) fail to maintain a Sign in a proper state of repair;
- t) fail to remove, Alter, or repair a Sign which is not in compliance with this By-law when so directed by the Sign Administrator; and/or
- u) fail to notify the Sign Administrator of the completion of the Installation of any Permanent Sign Installed pursuant to a Sign Permit within 10 business days after the Sign is Installed.

9. Prohibited signs

9.1 Unless otherwise specifically permitted by this By-law, or by a Variance thereto granted under section 7, the following Signs are prohibited:

- a) any Sign which, in whole or part, uses animation, scrolling content, motion, rotation, fading, flashing, blinking light, or any effects that create the illusion of movement;

- b) any Sign that emits light exceeding a maximum luminance of 5000 Nits between Sunrise and Sunset;
- c) any Sign that emits light exceeding a maximum luminance of 300 Nits between Sunset and Sunrise
- d) any Sign within 60m of a residentially zoned property that emits light exceeding 200 Nits between Sunset and Sunrise;
- e) any Sign that imitates, resembles or could be confused with traffic control signs and devices;
- f) any Sign(s) on overpasses;
- g) a Sign that moves, swings, or revolves;
- h) any Sign which:
 - i is obscene as that term is understood under the Criminal Code, R.S.C. 1985, c. C-46, as amended;
 - ii publishes defamatory statements, and/or
 - iii by its words, symbols, or images is degrading or dehumanizing of an individual or group, particularly but not limited to on the basis of grounds protected under the Human Rights Code (Ontario);
- i) a Roof Sign;
- j) an Inflatable Sign;
- k) a Mobile Sign that has neon lettering;
- l) a vehicle Displaying words or images that has been parked on a property in a manner that is unrelated to its normal use as a vehicle and which is more consistent with the use or intended use of the vehicle as a Sign;
- m) any Sign that obstructs a Required Parking Space;
- n) any Sign which advertises a business no longer conducted, or product no longer sold;
- o) any Sign that Displays sequential messages, either on the same sign or on subsequent signs;
- p) any Ground Sign adjacent to the Hanlon Expressway (Hwy.6)
- q) a Third Party Sign, subject to permitted zone-specific exemptions for:
 - i a Garage Sale Sign,
 - ii a portable Directional Sign associated with an open house or model home,
 - iii a Mobile Sign being used by a Non-Profit Organization in connection with the promotion of that organization or its objects, or
 - iv a Poster or a Billboard;
- r) any Building Sign on the external wall façade of a building unless posted in an area occupied by business associated with the Sign and/or over a common entrance that leads to the business advertised.

10. Sightline Restrictions

10.1 In addition to other requirements of this By-Law, the following regulations apply to all Signs:

- a) On a corner lot, a Sign which extends beyond 0.8 metres in height

above any adjacent roadway of a public road allowance shall not be located within a triangle area formed by measuring, from the corner of the lot where the two property lines adjacent the Street Lines intersect, 9.0 metres along each property line of the lot and then connecting those lines with a straight line across the corner of the lot; and

- b) At a driveway, a Sign which extends beyond 0.8 metres in height above any adjacent Roadway of a public road allowance shall not be located within the triangle area formed on either side of a driveway by measuring from the point of each edge of the driveway on the private property side of the sidewalk or the edge of the travelled portion of roadway of the adjacent public road allowance (whichever is closer to the private property), a distance of 7.0 metres away from such edge laterally along the sidewalk or roadway edge and from the same point a distance of 5.0 metres toward the private property along the edge of the driveway (at a 90 degree angle to the adjacent public road allowance).

11. Signs exempt from this By-law

11.1 This By-law shall not apply to:

- a) Any non-Illuminated Sign not exceeding 0.4m in area per Sign Face, Installed for the sole purpose of indicating guidance on permitted and prohibited uses of the property (for example no trespassing, safety directions, caution, parking or traffic requirements, no smoking, etcetera)
- b) Any Sign Installed by, on behalf of, or by specific direction from the City, Public Health, the Province of Ontario, Government of Canada or their agencies;
- c) Any Sign providing public notices in fulfillment of statutory notice requirements under the Planning Act or any other Provincial or Federal statute Installed in accordance with the applicable policy of the City for such notices;
- d) Any Sign authorized by the City and located in or on a bus shelter or on a public bench at a bus stop;
- e) Any Election Sign regulated by a City of Guelph By-law;
- f) Temporary Signs as authorized by the Sign Administrator as part of a City-led program;
- g) City-approved Murals that do not promote or advertise a person, place or thing for profit;
- h) A memorial or commemorative Sign, tablet, plaque or cornerstone that does not advertise a person, place or thing for profit that does not exceed a height of 1.8m, a weight of 25kg, and an area 0.4m²;
- i) Any flag bearing only patriotic, civic, or religious emblems and/or support for diversity and inclusion;
- j) A Sign contained within a building or structure that is not within 2m of a window or structure;
- k) A Sign painted directly or otherwise attached to a Motor Vehicle, provided that such Motor Vehicle is parked in accordance with the Zoning By-law and is not being used primarily for Sign purposes; or
- l) Any Permanent Sign Installed by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes;

- iii located greater than 50 metres from the closest edge of an arterial road as designated in the City's Official Plan; and
 - iv located within 50 metres from the closest edge of an arterial road as designated in the City's Official Plan but not visible from the arterial road.
- m) Any Temporary Sign Installed by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

12. Permits required

- 12.1 Unless otherwise permitted by this By-law or by a Variance, no person shall Install, Display or alter a Sign within the City without a Sign Permit issued by the City.

13. Permits not required

- 13.1 A Sign Permit is not required for the following Signs, however these Signs shall comply with all other requirements of this By-law unless otherwise provided:
- a) A Garage Sale Sign;
 - b) A Real Estate Sign less than 1.8m in height;
 - c) A Poster;
 - d) A Sign for an Occasional Use as that term is defined in the Zoning By-Law;
 - e) An A-Frame Sign for a home maintenance contractor;
 - f) An A-Frame Sign or Directional Sign for an open house or model home;
 - g) A House Identification Sign not exceeding 0.2 square metres;
 - h) A Window Sign or Lifestyle Sign;
 - i) A fuel pump sign;
 - j) An A-Frame Signs or T-Frame Sign located on private property;
 - k) Any Sign on land owned by the City which has been authorized by the City as part of a special events permit;

14. Permit application and issuance

- 14.1 The Applicant for a Sign Permit shall submit to the City such information prescribed by the Sign Administrator in the prescribed format which may include any or all of the following:
- a) a completed Application and Sign details form;
 - b) the written authorization of the property owner or property manager having authority from the owner to provide approval, which authorization shall clearly indicate the consent of the owner to the Display of the Sign on the property;
 - c) a current plan of survey certified by a registered Ontario Land Surveyor on which is shown the location of the proposed Sign in relation to the boundaries of the lot, adjacent Streets and any buildings on the lot;
 - d) drawings showing plan, building elevation and cross-section views of

- the proposed Sign and Sign structure, including the dimensions, copy design and materials, or engineered drawings if required by the Chief Building Official;
- e) where applicable, drawings and specifications showing the parts of the building to which the proposed Sign is to be attached;
 - f) where applicable, proof of approval of a Heritage Permit for a Sign located on a Protected Heritage Property;
 - g) where applicable, written approval of the Ministry of Transportation of Ontario for a sign placed within 400.0 m of the Hanlon Expressway (Hwy. 6);
 - h) evidence satisfactory to the Sign Administrator of the consent or approval of any other provincial or federal ministry or agency having jurisdiction over the Sign or the property on which the Sign is proposed to be Installed;
 - i) where required, proof of general liability insurance with the City of Guelph named as additional insured for no less than two million dollars; and
 - j) the applicable fee as set out in the City of Guelph User Fee Bylaw.
- 14.2 The Applicant for a Sign Permit and the Permit Holder for which the sign is erected shall be jointly and severally responsible to indemnify the City, its officers, employees, servants and agents from all losses, damages costs, expenses, claims, demands, actions, suites, or other proceedings of every nature and kind arising from and in consequence of the construction, Installation, Display, alteration and maintenance or removal of such Sign.
- 14.3 Every Applicant for a Sign Permit in respect of a Sign which is, by this By-Law, permitted to be located on or over a public road allowance, and every person who Installs an open house or model home Directional Sign on a public road allowance shall have general liability insurance in the amount of at least \$2,000,000 with the City named as an additional insured, and every such person shall ensure that such insurance remains in effect as long as the Sign exists in such a location.
- 14.4 In addition to any other provision set out in this Sign By-Law, the City may impose other requirements in respect of a Sign permitted to be located on or over a public road allowance including, but not limited to, making such Sign Permit conditional on an encroachment agreement with the City.
- 14.5 Additional Sign-specific conditions may be consistent with the general intent and purpose of this By-law included in a Sign Permit at the discretion of the Sign Administrator including conditions relating to public safety and to the size and location of Signs.
- 14.6 The Sign Administrator shall issue a Sign Permit if provisions of this By-law, and any other applicable law known to the Sign Administrator, including provisions of the Building Code Act as determined by the Chief Building Official and any guidelines of the Ministry of Transportation for the Province of Ontario for which approvals have been received.
- 14.7 The Sign Administrator may request the Applicant to provide additional information respecting the details of a Sign for which a Sign Permit Application has been submitted, or concerning the structure of a building or other structure to which such Sign is to be secured, in order to determine whether the proposed Sign and the Installation thereof complies with City by-laws and any other relevant enactment, including but not limited to having the Chief Building Official or designate confirm compliance with the Building Code Act.

- 14.8 Except in the case of a Sign Permit for a Temporary Sign, the Permit Holder shall provide written confirmation to the Sign Administrator within 10 business days of Installation confirming that the Sign has been Installed in accordance with the specifications set out in the Sign Permit.
- 14.9 Sign Permit Applications for Mobile Signs (excluding those identified in Section 21.4), Wall Banner Signs, and Feather Banner Signs shall be submitted to the Sign Administrator no less than five business days in advance but not more than 60 days prior to the location or Display of the Wall Banner, Feather Banner or Mobile Sign.
- 14.10 All Sign Permits are the property of the City. The issuance of a Sign Permit does not create a vested right in the Permit Holder, and the granting of a time-limited Sign Permit does not imply any renewal thereof.
- 14.11 The Permit Holder may not assign a Sign Permit except on the written direction of the City, and subject to such conditions respecting assignment as the City may impose. The City has absolute discretion over the assignment of a Sign Permit.
- 14.12 No person other than the City shall sell, purchase, lease, mortgage, charge, assign, pledge, transfer, seize, distraint or otherwise deal with a Sign Permit issued under this By-Law.

15. Permit refusal, cancellation, revocation and expiry

- 15.1 The Sign Administrator may refuse to issue a Sign Permit for any of the following reasons:
- a) The Application is incomplete or the required information and/or applicable application fee has not been submitted by the Applicant;
 - b) The proposed Sign does not comply with this By-law, and/or with any other City by-laws and/or with any applicable provincial or federal statute or regulation;
 - c) The Applicant and/or the owner of the property on which the Sign is proposed to be Installed is in non-compliance with this By-Law in respect of other Signs; and/or
 - d) A Heritage Permit is required and has not been obtained.
- 15.2 The Sign Administrator may cancel an Application if:
- a) The Applicant requests in writing that it be cancelled;
 - b) The Application has been refused for failure to provide information required pursuant to Section 12.1 of this By-Law and the Applicant has not provided the required additional written information to the Sign Administrator within six (6) months of written notice from the City that the Application is considered incomplete.
- 15.3 The Sign Administrator may revoke a Sign Permit under any of the following circumstances:
- a) Where the Sign does not conform to this By-law or to the conditions set out in the applicable Sign Permit;
 - b) Without limiting the generality of section 15.3 (a), where the Permit Holder does not comply with the requirements of the Sign Permit in respect of requesting and cooperating with inspections and/or submitting required reports during the construction and Installation of the Sign;
 - c) Where the Sign has been Installed, Altered, or maintained in a manner which is in breach of a statute, regulation, or other

enactment and/or contrary to the lawful directions of any governmental authority having jurisdiction over the area where the Sign is situated;

- d) Where the Sign Permit has been issued in error;
- e) Where the Sign Permit was issued in reliance on false, mistaken, incorrect or misleading information or undertakings provided to the City;
- f) Where, in the opinion of the Sign Administrator, construction and Installation of the Sign has not been seriously commenced within six (6) months of the date of Sign Permit issuance;
- g) Where, in the opinion of the Sign Administrator, the construction or Installation of the Sign has been substantially suspended or discontinued for a period of more than one year; and/or

15.4 A Sign Permit shall expire:

- a) Upon the expiry of any Display period specified by this By-law or in the Sign Permit; or
- b) Immediately upon removal of the Sign.

15.5 Any refunds relating to this by-law shall be governed by the User Fees By-law.

16. Required inspections and reports

16.1 Where a Sign Permit specifies that an inspection is required, the Permit Holder shall request an inspection at least 72 hours prior to the commencement of each specified stage of construction or Installation of the Sign requiring an inspection.

16.2 Reports required as a condition of a Sign Permit shall be forwarded to the Sign Administrator and the Chief Building Official or designate, as the case may be, within the time specified by the Inspector or Sign Administrator.

17. Maintenance, Repair and Replacement

17.1 Every person who owns or Displays a Sign, and/or who is the owner or tenant of the property on which a Sign is Installed and/or Displayed, and any Permit Holder shall ensure that:

- a) The Sign is maintained in a proper state of repair and operated in a manner so that it does not become unsafe, structurally unsound, unsightly or dangerous;
- b) An Electronic Message Centre that malfunctions is turned off until it is repaired and is able to operate as intended;
- c) A Sign that has been defaced, damaged, or destroyed or that fails to operate properly is repaired forthwith to its original condition or removed; and
- d) Where a Permanent Sign sustains damage to the extent that it requires repair or replacement, the Sign may not be repaired or replaced except by express permission of the City pursuant to this By-Law, and a new Application shall be required for Signs for which a Sign Permit is required.

17.2 Where a person has not complied with Section 17.1 above, the City, in addition to any other action, may send notice to any of the persons in Section 2.3 of this By-law, requiring corrective action. In the event that a notice is sent and the corrective action is not completed within the time

period set out in the notice, the City may carry out the corrective action or remove the Sign and may charge any costs incurred for such work to the persons to whom a notice was sent.

18. Regulations for Signs by Zoning Designation

18.1 C.1, NC, CC, RC, SC.1, SC.2 Zones

In addition to other regulations of this By-law, the following regulations apply to commercially zoned private property (including specialized zones) designated in the Zoning By-law as:

Convenience Commercial - C.1 Zone

Neighbourhood Shopping Centre - NC Zone

Community Shopping Centre - CC Zone

Regional Shopping Centre - RC Zone

Service Commercial – SC.1 Zone

Highway Service Commercial – SC.2 Zone

Table 18.1.2 – Permanent Signs for C.1, NC, CC, RC, SC.1, SC.2 Zones

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per Premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (D)	n/a	1st Storey (D)	1st Storey (D)(M)	n/a	1st Storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	external	internal	internal	internal or external	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1m	1m	n/a	(G)	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	(G)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

18.1.3 Additional Regulations for Table 18.1.2:

- A) For Sign regulations specific to Motor Vehicle related uses, refer to Section 20.
- B) Sign types only permitted on private property for C.1, NC, CC, RC, SC.1, SC.2 Zones and specialized zones thereof.
- C) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the Street.
- D) Restricted to the external façade area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent property.
- E) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to

Section 8.1.

- F) Fascia Signs and Awnings may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the sign to a maximum of 20m².
- G) A Ground Sign set back a minimum 1m from a Street Line is permitted a maximum height of 6m above the adjacent Roadway and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 8m². A Ground Sign set back 6m from the Street Line is permitted a maximum height of 7m above an adjacent Roadway (6m when adjacent to a residential zone) and a maximum Sign Face of area of 0.3m² for every 1m of frontage to a maximum of 17m². All Ground Signs must be located a minimum distance of 3m from an adjacent property.
- H) Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- I) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- J) Maximum Sign face area for Changeable Copy is 60% of the Sign area to a maximum of 3m².
- K) Electronic Message Centres shall comply with Section 24.
- L) Ground Signs shall have a minimum Separation Distance of 120m from another ground sign on the same property and a minimum Separation Distance of 30m from a Ground Sign on an adjacent property.
- M) SC ZONES ONLY - For buildings in an SC Zone of 3 or more Storeys one (1) non-illuminated Fascia Sign per premises may be located on the top Storey of the building if no Signs are located on any other Storey of the building. If this Section is utilized, then no other Signs are permitted to be located on any other Storey of the side of the building to which there is a sign on the top Storey.
- N) Despite (M), an address number may be Displayed on the top Storey of a building.
- O) One illuminated open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such Sign is required to Display a static message with no motion, animation, or flashing.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.1.4 – Temporary Signs for C.1, NC, CC, RC, SC.1, SC.2 Zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window and Lifestyle signs
Number permitted	2 (C)	(C)	1(C)	1(M)	n/a
Maximum Sign Face area	2.3m ² (E)	4.4m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1st Storey (F)	1st Storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (N)	prohibited	prohibited	prohibited
Permit period	14 days (L)(M)	14 days (L)(M)	n/a	30 days (L)	n/a

18.1.4 Additional Regulations for Table 18.1.4:

- A) For Sign regulations specific to Motor Vehicle related uses, refer to Section 20. Sign types listed are only permitted on private property for C.1, NC, CC, RC, SC.1, SC.2 Zones and specialized zones thereof. All Signs shall also be in compliance with all other provisions of this By-law.
- B) Per Premises if in compliance with all other provisions of this By-law.
- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- D) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- E) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs or Lifestyle Signs are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the sign(s).
- F) Restricted to the external façade area of the part of the building occupied by the business advertised.
- G) Feather Banner Signs advertising the same premises shall be located within 3m of one another. Feather Banner Signs shall be a minimum of 50m from a mobile sign located on the same property

and are not permitted to be within 15m of a Traffic Control Device at an intersection.

- H) A minimum separation distance of 50m is required between Mobile Signs and Feather Banner Signs located on the same property. A minimum Separation Distance of 50m is required between Mobile Signs. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection
- I) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the premises to which the Sign is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and Premises; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- J) Name and telephone number of person or owner responsible for the Sign.
- K) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- L) Mobile Signs are not permitted to be Illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone.
- M) No place shall have a Wall Banner Sign and Mobile Sign Displayed at the same time.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.2 Downtown 1 (D.1), Downtown 2 (D.2), Downtown 3 (D.3), Downtown 3a (D.3a) Zones

In addition to other regulations of this By-law, the following regulations apply to commercially zoned private property (including specialized zones) designated in the Zoning By-law as:

- Downtown 1 - D.1 Zone
- Downtown 2 – D.2 Zone
- Downtown 3 - D.3 Zone
- Downtown 3a – D.3a Zone

Table 18.2.1 – Permanent Signs for D.1, D.2, D.3, and D.3a Zones

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	1 per Premises	n/a	1	1
Permitted location on a building or structure	1st Storey (D)	1st Storey (D)	1st Storey (D)	n/a	1st Storey (D)
Minimum clearance above ground surface	2.4m	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(F)	(F)	(F)	3m ²	0.6m ²
Illumination	external	internal only	internal or external	External or internal only (H)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	(I)(J)	prohibited
Minimum setback from street line	n/a	n/a	n/a	1m	n/a
Minimum setback from an adjacent property	n/a	n/a	n/a	3m	n/a
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m (G)	n/a

18.2.2 Additional Regulations for Table 18.2.1:

- A) For Sign regulations specific to Motor Vehicle uses, refer to Section 19.
- B) Signs are only permitted on private property for D.1, D.3, and D.3a Zones and specialized zones thereof.
- C) Despite Section 18.2.2 (B), Awning Signs, Fascia Signs, and Projecting Signs, may encroach over city property where the building setback causes the encroachment. Signs encroaching on or over City property are required to maintain the insurance requirements as set out in Section 14.3 and an encroachment agreement with the City may also be required.
- D) Restricted to the external façade area of the part of the building occupied by the business advertised.
- E) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building.
- F) Fascia Signs, Entrance Canopy Signs, and Awning Signs may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the sign to a maximum of 20m².
- G) Every Ground Sign that is greater than 1.8m in height shall only be

internally illuminated.

- H) Every illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- I) Maximum changeable Sign Face area is 60% of the Sign area to a maximum of 3m².
- J) Electronic Message Centres shall comply with Section 24.
- K) One illuminated open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such Sign is required to Display a static message with no motion, animation, or flashing.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24

Table 18.2.3 – Temporary Signs for D.1, D.2, D.3, D.3a Zones

Temporary Signs	A-Frame or T- Frame Signs	Wall Banner Sign	Window Signs and Lifestyle Signs
Number permitted	1	1	n/a
Maximum Sign Face area	1.5m ²	4.9m ²	(D)
Number of Sign Faces	2	1	n/a
Permitted location on building	n/a	1st Storey (E)	1 st Storey
Minimum setback from Street Line	0m	n/a	n/a
Minimum setback from adjacent property	3m	7m	n/a
Separation Distance	(E)	n/a	n/a
Minimum height above ground surface	n/a	2.4m	n/a
Maximum height above ground surface	1.2m	n/a	n/a
Illumination	prohibited	prohibited	prohibited
Permit period	annually (G)	30 days	n/a

18.2.4 Additional Regulations for Table 18.2.3:

- A) For Sign regulations specific to Motor Vehicle related uses refer to Section 19.
- B) Signs are only permitted on private property for D.1, D.3, D.3a Zones and specialized zones thereof.
- C) Despite Section 18.2.3 (B), A-Frame, T-Frame Sign and Wall Banner Signs may only encroach over City property where the building setback causes such encroachment. A Sign encroaching on or over City property is required to maintain the insurance requirements set out in Section 14.3 and an encroachment agreement with the City may also be required.

- D) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs and Lifestyle Signs are limited to uses located on the ground floor of the building and only those parts of the building occupied by a business in connection with the Sign(s).
- E) Every A-Frame or T-Frame Sign that is located in the Downtown D.1 and D.2 Zone shall be:
 - i located in front of the place to which the Sign Permit for said Sign applies;
 - ii located within 1.0 metre of the face of the building abutting the sidewalk upon which such Sign is located;
 - iii located at least 1.0 metres away from any adjacent building or property; and located in such a manner so that at least 2.0 metres width of an accessible sidewalk route remains unencumbered. Where an accessible sidewalk route is not identified in this By-law, a minimum of 2m of width of a sidewalk is required to remain unencumbered.
- F) Restricted to the external façade area of the part of the building occupied by the business advertised.
- G) A Sign Permit is only required if the sign is located on City property.

Location of identified accessible sidewalk routes:

Street	East (E) or West (W) of Wyndham	North (N) or South (S) side of street	Distance where accessible sidewalk begins from curb. 2m from that point toward the building face is the accessible route.
MacDonnell	W	S	0.92m
		N	1.32m
	E	N and S	1.22m
Carden	E	N	1.07m
Cork	W	S	0.82m
		N	1.25m
Quebec	W	N	1.30m
	W	S	0.68m
Douglas	W		0.69m
Douglas north of (beyond) St Georges Square	E		1.20m

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.3 Office Residential (OR), Commercial Residential (CR) Zones

In addition to other regulations of this By-law, the following regulations apply to commercially zoned private property (including specialized zones) designated in the Zoning By-law as:

Table 18.3.1 – Permanent Signs for OR, CR Zones

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	1 per premise	n/a	1	1
Permitted location on a building or structure	1st Storey (B)	1st Storey (B)	1st Storey (B)(C)	n/a	1st Storey (B)
Minimum clearance above ground surface	2.4m	2.4m	2.4m (C)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign face area	(D)	(D)	(D)	3m ² (F)	0.6m ²
Illumination	external	internal only	internal or external	external only (E)	Internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	(F)(G)	prohibited
Minimum setback from Street Line	n/a	n/a	n/a	1m	n/a
Minimum setback from an adjacent property	n/a	n/a	n/a	3m	n/a
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m	n/a

18.3.2 Additional Regulations for Table 18.3.1:

- A) Signs are only permitted on private property for Office Residential and Commercial Residential Zones and specialized zones thereof.
- B) Restricted to the external façade area of the part of the building occupied by the business advertised.
- C) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.
- D) Fascia Signs, Entrance Canopy Signs, and Awnings may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the sign to a maximum of 4.5m².
- E) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law. Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- F) Maximum Changeable Copy is 60% of the Sign Face Area.
- G) Electronic Message Boards shall comply with Section 24.

- H) One illuminated open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such Sign is required to Display a static message with no motion, animation, or flashing.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.3.3 – Temporary Signs for OR, CR Zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner Sign	Window Signs and Lifestyle Signs
Number permitted	2 (B)	(B)(C)	1(B)	1	n/a
Maximum Sign Face area	2.3m ² (D)	4.2m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1st Storey (F)	1st Storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a
Required information on Sign	n/a	(J)	n/a	n/a	n/a
Illumination	prohibited	internal (L)	prohibited	prohibited	prohibited
Permit period	14 days (K)	14 days (K)(L)	n/a	30 days (K)	n/a

18.3.4 Additional Regulations for Table 18.3.3:

- A) Sign types listed are only permitted on private property.
- B) Per Premises if in compliance with all other provisions of this By-law.
- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 Signs per property.
- D) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- E) Window Signs or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Sign or Lifestyle Sign is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the Sign(s).

- F) Restricted to the external façade area of the part of the building occupied by the business advertised.
- G) Feather Banner Signs advertising the same Premises shall be located within 3m of one another. Feather Banner Signs shall be a minimum of 50m from a Mobile Sign located on the same property and are not permitted to be within 15m of a Traffic Control Device at an intersection.
- H) A minimum Separation Distance of 50m is required between Mobile Signs and Feather Banner Signs located on the same property. A minimum separation distance of 50m is required between Mobile Signs. A Mobile Sign or Feather Banner Sign is not permitted to be within 15m of a Traffic Control Device at an intersection.
- I) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the Premises to which the Sign is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and Premises; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- J) Name and telephone number of person or owner responsible for the Sign.
- K) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- L) Mobile Signs are not permitted to be illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone

NOTE: All signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Locations as defined in Section 9.

18.4 Industrial B.1, B.2, B.3, B.4, and Corporate Business Park B.5 Zones

In addition to other regulations of this By-law, the following regulations apply to industrial zoned private property (including specialized zones) designated in the Zoning By-law as:

- Industrial - B.1 Zone
- Industrial - B.2 Zone
- Industrial - B.3 Zone
- Industrial - B.4 Zone
- Corporate Business Park - B.5 Zone

Table 18.4.1 – Permanent Signs for B.1, B.2, B.3, B.4, B.5 Zones

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per Premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (D)	n/a	1 st Storey (D)	1 st or 2 nd Storey (D)(M)	n/a	1st Storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1.0m	1m	n/a	(G)	n/a
Maximum height above adjacent roadway	n/a	1.6m	n/a	n/a	(G)(H)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

18.4.2 Additional Regulations for Table 18.4.1

- A) For Sign regulations specific to Motor Vehicle related uses please refer to Section 20.
- B) Sign types only permitted on private property for B.1, B.2, B.3, B.4, B.5 Zones and specialized zones thereof.
- C) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the street. Two (2) additional Directional Signs are permitted within the property.
- D) Restricted to the external façade area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent property.
- E) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and

projects no more than 0.10m from the building. Please also refer to Section 8.

- F) Fascia Signs, entrance Canopy Signs, and Awnings may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the sign to a maximum of 22m².
- G) A Ground Sign set back a minimum 1m from a street line is permitted a maximum height of 4.5m above the adjacent roadway and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 12m². All ground signs must be located a minimum distance of 3m from an adjacent property.
- H) Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- I) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- J) Maximum Sign Face area is 60% of the Sign area to a maximum of 3m².
- K) Electronic Message Boards shall comply with Section 24.
- L) Ground Signs shall have a minimum Separation Distance of 120m from another Ground Sign on the same property and a minimum Separation Distance of 30m from a Ground Sign on an adjacent property.
- M) For buildings with 3 or more Storeys, one (1) non-illuminated Fascia Sign per Premises may be located on the top Storey of the building if no Signs are located on any other Storey of the building. If this Section is utilized, then no other signs are permitted to be located on any other Storey of the side of the building to which there is a sign on the top Storey.
- N) Despite (M), an address number may be Displayed on the top Storey of a building.
- O) One illuminated open/closed sign with a maximum area of 0.4m² is permitted to be located in a first storey window. Such Sign is required to Display a static message with no motion, animation, or flashing.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.4.3 – Temporary Signs for B.1, B.2, B.3, B.4, B.5 Zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall banner sign	Window Signs and Lifestyle Signs
Number permitted	2 (C)	(D)	1(C)	1	n/a
Maximum Sign Face area	2.3m ² (E)	4.4m ²	1.5m ²	4.9m ²	(F)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1st Storey (G)	1st Storey (G)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(H)	(I)	(J)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6m	1.2m	n/a	n/a
Required information on sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited
Permit period	14 days (L)	14 days (L)	n/a	30 days (L)	n/a

18.4.4 Additional Regulations for Table 18.4.3

- A) For Sign regulations specific to Motor Vehicle related uses please also refer to Section 20.
- B) Sign types listed are only permitted on private property for B.1, B.2, B.3, B.4 and B.5 Zones and specialized zones thereof. All signs shall also be in compliance with all other provisions of this By-law.
- C) Per premises if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- E) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- F) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the Sign(s).
- G) Restricted to the external façade area of the part of the building occupied by the business advertised.
- H) Feather Banner Signs advertising the same Premises shall be located within 3m of one another. Feather Banner Signs shall be a minimum of 50m from a Mobile Sign located on the same property and are not

permitted to be within 15m of a Traffic Control Device at an intersection.

- I) A minimum Separation Distance of 50m is required between Mobile Sign and Feather Banner Signs located on the same property. A minimum Separation Distance of 50m is required between Mobile Signs. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection.
- J) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the Premises to which the sign is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and Premises; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- K) Name and telephone number of person or owner responsible for the sign.
- L) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- M) Mobile Signs are not permitted to be illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.5 Institutional I.1, I.2, I.3 Zones

In addition to other regulations of this By-law, the following regulations apply to institutionally zoned private property (including specialized zones) designated in the Zoning By-law as:

Institutional – I.1 Zone

Institutional – I.2 Zone

Institutional – I.3 Zone

Table 18.5.1 – Permanent Signs for I.1, I.2, I.3 Zones

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(B)	1 per Premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (C)	n/a	1st Storey (C)	1 st or 2nd Storey (C)(K)	n/a	1st Storey (C)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (D)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(E)	0.8m ²	(E)	(E)	3m ²	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (G)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(H)(I)	prohibited
Minimum setback from Street Line	n/a	1.0m	1m	n/a	1m	n/a
Maximum height above adjacent roadway	n/a	1.6m	n/a	n/a	1.8m	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(J)	n/a

18.5.2 Additional Regulations for Table 18.5.1:

- A) Sign types only permitted on private property for I.1, I.2, I.3 Zones and specialized zones thereof.
- B) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the street.
- C) Shall be a minimum distance of 7m from an adjacent property.
- D) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please refer to Section 8.
- E) Fascia Signs, Entrance Canopy Signs, and Awning Sign may occupy a combined 20% of the external wall area per façade to a maximum of 20m².
- F) All Ground Signs must be located a minimum distance of 3m from an adjacent property. A Ground Sign over 1.8m is only permitted to

have internal illumination.

- G) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- H) Maximum Sign Face area is 60% of the sign area to a maximum of 3m².
- I) Electronic Message Boards shall comply with Section 24.
- J) Ground Sign shall have a minimum Separation Distance of 120m from another ground sign on the same property and a minimum Separation Distance of 30m from a Ground Sign on an adjacent property.
- K) For buildings with 3 or more Storeys, one (1) non-illuminated fascia sign per premises may be located on the top Storey of the building if no signs are located on any other storey of the building. If this Section is utilized, then no other signs are permitted to be located on any other Storey of the side of the building to which there is a sign on the top Storey.
- L) Regulations in table 18.5.1 and those listed in 18.5.2 do not apply to any sign Installed by or on behalf of the University of Guelph that is:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.5.3 – Temporary Signs for I.1, I.2, I.3 Zones

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall banner sign	Window and lifestyle signs
Number permitted	2 (B)	(C)	1(B)	1	n/a
Maximum Sign Face area	2.3m ² (D)	4.4m ²	1.5m ²	4.9m ²	(E)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1st Storey (F)	1st Storey (F)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(G)	(H)	(I)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(J)	n/a	n/a	n/a
Illumination	prohibited	internal (L)	prohibited	prohibited	prohibited
Permit period	14 days (K)	14 days (K)	n/a	30 days (K)	n/a

18.5.4 Additional Regulations for Table 18.5.3:

- A) Sign types listed are only permitted on private property for I.1, I.2, I.3 Zones and specialized zones thereof. All Signs shall also be in compliance with all other general provisions of this By-law.
- B) Per Premises if in compliance with all other provisions of this By-law.
- C) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- D) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- E) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs and Lifestyle Signs is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the sign(s).
- F) Restricted to the external façade area of the part of the building occupied by the business advertised.
- G) Feather Banner Signs advertising the same Premises shall be located within 3m of one another. Feather Banner Signs shall be a minimum of 50m from a Mobile Sign located on the same property and are not permitted to be within 15m of a Traffic Control Device at an intersection.

- H) A minimum Separation Distance of 50m is required between Mobile Sign and Feather Banner Signs located on the same property. A minimum separation distance of 50m is required between Mobile Signs. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection.
- I) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the Premises to which the sign is advertising;
 - ii located within 3.0 metres of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and premises; and
 - iv if located on a walkway, located in such a manner so that at least 2.0 metres width of the walkway remains unencumbered.
- J) Name and telephone number of person or owner responsible for the Sign.
- K) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- L) Mobile Signs are not permitted to be Illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone
- M) Regulations in Table 18.5.2 do not apply to Signs Installed by or on behalf of the University of Guelph that are:
 - i located within an I.2 or specialized zone thereof;
 - ii located on land owned and used by the University of Guelph for academic purposes.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.5.5 I.2 Zones - University of Guelph

In addition to other regulations of this By-law, the following regulations apply to any Sign Installed by or on behalf of the University of Guelph that is:

- i located within an I.2 or specialized zone thereof;
- ii located on land owned and used by the University of Guelph for academic purposes; and
- iii is visible from and is located within 50 metres from the closest edge of an arterial road as identified by the City of Guelph's Official Plan.

18.5.5.1 All Sign types shall be permitted with the following restrictions:

- i Ground Signs shall be setback a minimum of 1 metre from a public road allowance;
- ii Ground Signs shall have a maximum height of 1.8m;
- iii Ground Signs shall have a maximum area of 60% of the Sign to a maximum of 3m² for Changeable Copy; and
- iv Electronic Message Centres shall be subject to the regulations of Section 24.

18.6 Residential Single Detached (R.1), Residential Semi-Detached/Duplex (R.2), and Residential Townhouse (R.3) Zones

In addition to other regulations of this By-law, the following regulations apply to residentially zoned private property (including specialized zones) designated in the Zoning By-law as:

- Residential Single Detached – R.1 Zone
- Residential Semi-Detached/Duplex – R.2 Zone
- Residential Townhouse – R.3 Zone

Table 18.6.1 – Permanent Signs for Residential R.1, R.2, R.3 Zones

Permanent Signs	Fascia Sign (Address Only)
Maximum number of signs	1(B)
Permitted location on/in a building	1st storey
Minimum clearance above ground surface	2.4m
Maximum projection from building or structure	0.15m
Maximum Sign Face area	0.2m ²
Illumination	internal or external

18.6.2 Additional Regulations for Table 18.6.1:

- A) Signs are only permitted on private property.
- B) Facia Signs in R.1, R.2, and R.3 zones shall only Display the address of the property or occupier (for a Temporary Sign for a Home Occupation please see Section 18.6.3, for Real Estate Signs please see Section 21).

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24. All Signs are subject to other general regulations contained within this By-law.

Table 18.6.3 – Temporary Signs for Residential R.1, R.2, R.3 Zones

Temporary Signs	Garage /Yard Sale Sign	Home Occupation Sign	A-frame Sign for home contractor
Maximum number of Signs	1 (B)	1(C)	1(E)
Permitted location on/in a building	n/a	1st Storey window (C)(D)	n/a
Minimum setback from Street Line (property line)	1m	n/a	1m
Maximum height above adjacent Roadway	1.8m	n/a	1.2
Maximum Sign Face area	3m ²	0.4m ²	1.5m ²
Illumination	prohibited	prohibited	prohibited

18.6.4 Additional Regulations for Table 18.6.3:

- A) Signs only permitted on private property.
- B) May only be Displayed during a garage/yard sale as permitted in the Zoning By-law.
- C) Sign must be located in a window of the dwelling that the home occupation is located and may only be Displayed during operating hours of the home occupation.
- D) Only one (1) Sign permitted per dwelling unit.
- E) An A-Frame Sign for a home contractor may be Displayed for a maximum period of eight (8) consecutive weeks at a property provided such Sign is:
 - i Only Displayed on the property which the home maintenance or construction is being carried out; and
 - ii is only Displayed during the time that the person or company to which the sign Pertains is actually onsite working to conduct the home renovations, repairs, or maintenance activities.

Please refer to Section 21 for Real Estate Signs.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

18.7 Residential Apartment (R.4) Zones

In addition to other regulations of this By-law, the following regulations apply to residentially zoned private property (including specialized zones) designated in the Zoning By-law as:

Residential Apartment (R.4) Zones

Table 18.7.1 – Permanent Signs for R.4 Zones

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Ground Sign
Maximum number of Signs	1(B)	1(B)	1(B)	1 per frontage (B)(C)(D)
Permitted location on a building or structure	1st Storey	1st Storey	1st Storey	n/a
Minimum clearance above ground surface	2.4m	2.4m	2.4m	n/a
Maximum projection from building or structure	n/a	n/a	0.5m	n/a
Maximum Sign Face area	(E)	(E)	(E)	3m ²
Illumination	prohibited	prohibited	prohibited	prohibited
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited
Minimum setback from Street Line	n/a	1m	n/a	1m
Maximum height above adjacent Roadway	n/a	n/a	n/a	1.8m
Minimum required Separation Distance	n/a	n/a	n/a	(D)

18.7.2 Additional Regulations for Table 18.7.1:

- A) Sign types only permitted on private property.
- B) Restricted to the name of the development, building and/or rental information.
- C) All Ground Signs must be located a minimum distance of 3m from an adjacent property.
- D) Ground Signs shall have a minimum separation distance of 120m from another Ground Sign on the same property and a minimum Separation Distance of 30m from a Ground Sign on an adjacent property.
- E) Fascia Signs, Canopy entrance, and Awning Signs, may occupy a combined maximum wall area of 3m² per façade of a maximum 20% of the building face.

In addition to other regulations of this By-law, the following regulations apply to residentially zoned private property (including specialized zones) with permitted commercial uses designated in the Zoning By-law as:

Residential Apartment (R.4) Zones (with permitted commercial uses)

Table 18.7.3 – Permanent Signs for Residential Apartment (R.4) Signs with Commercial Uses

Permanent Signs	Awning Sign	Entrance Canopy Sign	Fascia	Projecting Sign
Maximum number of Signs	n/a	1 per premises	n/a	1 per Premises
Permitted location on a building or structure	1st Storey (B)	1st Storey (B)	1st Storey (B)	1st Storey (B)
Minimum clearance above ground surface	2.4m	2.4m	2.4m	2.4m
Maximum projection from building or structure	n/a	n/a	0.5m	0.76m
Maximum Sign Face area	(C)	(C)	(C)	0.6m ²
Illumination	internal	internal	internal or external	internal
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited
Minimum setback from Street Line	n/a	1m	n/a	n/a

18.7.4 Additional Regulations for Table 18.7.3:

- A) Sign types only permitted on private property.
- B) Restricted to the external façade area of the part of the building occupied by the commercial business advertised and shall be a minimum distance of 7m from an adjacent property.
- C) Fascia Signs, Entrance Canopy Signs and Awnings for commercial uses may occupy a combined area of 2.3m².
- D) Despite 18.7.2 (C), the names of permitted commercial businesses existing on the property may be Displayed on the Ground Sign.
- E) Electronic Message Centres are prohibited.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 18.7.5 – Temporary Signs for R.4 Zones with Permitted Commercial Uses

Temporary Signs	A-Frame or T- Frame Signs	Window Signs and Lifestyle Signs
Number permitted	1(B)	n/a
Maximum Sign Face area	1.5m ²	(C)
Number of Sign Faces	2	n/a
Permitted location on building	n/a	1st Storey (D)
Minimum setback from Street Line	n/a	n/a
Minimum setback from adjacent property	3m	n/a
Separation Distance	(E)	n/a
Minimum height above ground surface	n/a	n/a
Maximum height above ground surface	1.2m	n/a
Illumination	prohibited	prohibited
Permit period	n/a	n/a

18.7.6 Additional Regulations for Table 18.7.5:

- A) Signs are only permitted on private property and are only permitted for Premises with a permitted commercial use.
- B) Per Premises if in compliance with all other provisions of this By-law.
- C) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs and Lifestyle Signs are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the Sign(s).
- D) Restricted to the façade area of the part of the building occupied by the business advertised.
- E) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the premises to which the sign is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and premises; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restriction as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

19. Regulations For Legal Non-conforming Commercial and Industrial Uses

In addition to other regulations of this By-law, the following regulations apply to legal non-conforming commercial and industrial uses on private property (including specialized zones) as those terms are understood under the Zoning By-Law.

Table 19.1.1 – Permanent Signs for legal non-conforming commercial and industrial uses

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(C)	1 per Premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (D)	n/a	1st Storey (D)	1st Storey (D)	n/a	1st Storey (D)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (E)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(F)	0.8m ²	(F)	(F)	(G)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (H)(I)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(J)(K)	prohibited
Minimum setback from Street Line	n/a	1.0 m	1m	n/a	1m	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	4.5m	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(L)	n/a

19.1.2 Additional Regulations for Table 19.1.1:

- A) For Sign regulations specific to Motor Vehicle related uses refer to Section 20.
- B) Signs only permitted on private property.
- C) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the Street.
- D) Restricted to the external façade area of the part of the building occupied by the business advertised and shall be a minimum

distance of 7m from an adjacent property.

- E) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.
- F) Fascia Signs, Entrance Canopy Signs and Awning Signs may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the Sign to a maximum of 20m².
- G) 0.3m² for every 1m of frontage to a maximum of 12m². All Ground Signs must be located a minimum distance of 3m from an adjacent property.
- H) Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- I) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- J) Maximum Sign Face area is 60% of the sign area to a maximum of 3m².
- K) Electronic Message Boards shall comply with Section 24.
- L) Ground Signs shall have a minimum Separation Distance of 120m from another Ground Sign on the same property and a minimum Separation Distance of 30m from a Ground Sign on an adjacent property.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 19.1.3 – Temporary Signs for Legal Non-conforming Commercial & Industrial Uses

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall banner sign	Window and lifestyle signs
Number permitted	2 (C)	(D)	1(C)	1	n/a
Maximum Sign Face area	2.5m ² (E)	4.4m ²	1.5m ²	4.9m ²	(F)
Number of Sign Faces	2	2	2	1	n/a
Permitted location on building	n/a	n/a	n/a	1st Storey (G)	1st Storey (G)
Minimum setback from Street Line	1m	0m	0m	n/a	n/a
Minimum setback from adjacent property	3m	3m	3m	7m	n/a
Separation Distance	(H)	(I)	(J)	n/a	n/a
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a
Maximum height above ground surface	3m	2.6	1.2m	n/a	n/a
Required information on Sign	n/a	(K)	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited
Permit period	14 days (L)	14 days (L)	n/a	30 days (L)	n/a

19.1.4 Additional Regulations for Table 19.1.3:

- A) For Sign regulations specific to Motor Vehicle uses refer to Section 20.
- B) Sign types listed are only permitted on private property for C.1, NC, CC, RC, SC.1, SC.2 Zones and specialized zones thereof. All Signs shall also be in compliance with all other provisions of this By-law.
- C) Per Premises if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- E) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- F) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs and Lifestyle Signs are limited to uses located on the ground floor of the building and to those parts of the building occupied by a business in connection with the Sign(s).
- G) Restricted to the external façade area of the part of the building occupied by the business advertised.
- H) Feather Banner Signs advertising the same Premises shall be located

within 3m of one another. Feather Banner Signs shall be a minimum of 50m from a Mobile Sign located on the same property and are not permitted to be located within 15m of a Traffic Control Device at an intersection.

- I) A minimum Separation Distance of 50m is required between Mobile Sign and Feather Banner Signs located on the same property. A minimum Separation Distance of 50m is required between each mobile sign. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection.
- J) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the Premises to which the Sign is advertising;
 - ii located within 1.0 metre of the building; and
 - iii located at least 1.0 metre away from any adjacent building, property and premises; and
 - iv located in such a manner so that at least 2.0 metres width of sidewalk/walkway remains unencumbered.
- K) Name and telephone number of person or owner responsible for the Sign.
- L) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- M) Mobile Signs are not permitted to be Illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20. Signs for Motor Vehicle Related Uses

20.1 Signs for a permitted Motor Vehicle gas bar uses

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming Motor Vehicle gas bar uses on private property.

Table 20.1.1 Permanent Signs for Vehicle Gas Bar Uses

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign	Fuel Pump Canopy Sign	Fuel Pump Sign	Ground Sign
Maximum number of Signs	n/a	(B)	n/a	n/a	n/a	n/a	1 per frontage
Minimum clearance above ground surface	2.4m	n/a	2.59m	2.4m (E)	4.45m	n/a	n/a
Maximum projection from building or structure	n/a	n/a	0.5m	0.5m	n/a	n/a	n/a
Maximum Sign height	1 st Storey	1.6m	4.5m	n/a	(D)	3.0m	6m
Maximum Sign Face area	(F)	0.8m²	(F)	(F)	(G)	n/a	(H)
Illumination	external	internal	internal	internal	internal	internal	internal (J)(K)
Minimum setback	1.5m	1.0m	1.5m (O)	n/a	n/a	n/a	(H)(I)
Changeable Copy	n/a	n/a	n/a	n/a	n/a	30%	30% (L) (M)
Minimum Separation Distance	n/a	n/a	n/a	n/a	n/a	n/a	(N)

20.1.2 Additional Regulations for Table 20.1.1:

- A) Signs only permitted on private property.
- B) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the Street.
- C) Restricted to the external façade area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent property.
- D) No Sign shall project below the underside of the canopy structure and no Sign shall project more than 0.45m above the Canopy structure.
- E) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and projects no more than 0.10m from the building. Please also refer to Section 8.
- F) Fascia Signs, Entrance Canopy Signs, and Awning Signs may occupy a combined 20% of the external wall area per façade of that part of

the building occupied by a business in connection with the sign to a maximum of 20m².

- G) 30% of each side of the Canopy structure.
- H) A Ground Sign set back a minimum 1m from a Street Line is permitted a maximum height of 6m above the adjacent roadway and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 8m². A ground sign set back 6m from the Street Line is permitted a maximum height of 7 m above an adjacent roadway (6m when adjacent to a residential zone) and a maximum Sign Face of area of 0.3m² for every 1m of frontage to a maximum of 17m². All Ground Signs must be located a minimum distance of 3m from an adjacent property.
- I) Electronic Message Centres limited to a static message setting out the current price of fuel are permitted to be located in a Ground Sign subject to the setback as required by 20.1.2 (H).
- J) Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- K) Every Illuminated Ground Sign Shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- L) Maximum Sign Face area is 60% of the Sign area to a maximum of 3m².
- M) Electronic Message Centres shall comply with Section 24.
- N) Ground Signs shall have a minimum Separation Distance of 120m from another Ground Sign on the same property and a minimum Separation Distance of 30m from a ground sign on an adjacent property.
- O) Location of Canopy shall be in compliance with the Zoning By-law.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 20.1.3 – Temporary Signs for permitted vehicle gas bar uses

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T-Frame Signs	Wall Banner sign	Window and Lifestyle Signs	Pole Posters
Number permitted	2 (C)	(D)	4(C)	1	n/a	2
Maximum Sign Face area	2.5m ² (E)	4.2m ²	1.5m ²	4.9m ²	(F)	1m ²
Number of Sign Faces	2	2	2	1	n/a	2
Permitted location on building	n/a	n/a	n/a	1st Storey (G)	1st Storey (G)	n/a
Minimum setback from Street Line	1m	0m	0m	n/a	n/a	1m
Minimum setback from adjacent property	3m	3m	3m	7m	n/a	3m
Separation Distance	(H)(I)	(I)	(J)	n/a	n/a	30m
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a	2.4
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a	4.5m
Required information on Sign	n/a	(K)	n/a	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited	prohibited
Permit period	14 days (L)	14 days (L)	n/a	30 days (L)	n/a	n/a

20.1.4 Additional Regulations for Table 20.1.3:

- A) Number permitted is the maximum number permitted for Signs in compliance with this by-law.
- B) Sign types listed are only permitted on private property. All Signs shall also be in compliance with all other provisions of this By-law.
- C) Per Premises if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- E) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- F) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs is limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the Sign(s).
- G) Restricted to the façade area of the part of the building occupied by the business advertised.

- H) Feather Banner Signs advertising the same Premises shall be located within 3m of one another. Feather banner signs shall be a minimum of 50m from a mobile Sign located on the same property and are not permitted to be located within 15m of a Traffic Control Device at an intersection.
- I) A minimum Separation Distance of 50m is required between mobile sign and feather banners located on the same property. A minimum Separation Distance of 50m is required between each Mobile sign. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection.
- J) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the premises to which the sign is advertising;
 - ii located at least 1.0 metre away from any adjacent building, property and premises; and
 - iii located in such a manner so that at least 2.0 metres width of walkway remains unencumbered.
- K) Name and telephone number of person or owner responsible for the sign.
- L) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- M) Mobile Signs are not permitted to be Illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20.2 Signs for Vehicle Sales Establishments

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming vehicle sales establishment uses on private property.

Table 20.2.1 – Permanent Signs for Vehicle Sales Establishments

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia	Ground Sign	Projecting Sign
Maximum number of Signs	n/a	(B)	1 per premises	n/a	n/a	1 per frontage
Permitted location on a building or structure	1st Storey (C)	n/a	1st Storey (C)	1st Storey (C)	n/a	1st Storey (C)
Minimum clearance above ground surface	2.4m	n/a	2.4m	2.4m (D)	n/a	2.4m
Maximum projection from building or structure	n/a	n/a	n/a	0.5m	n/a	0.76m
Maximum Sign Face area	(E)	0.8m	(E)	(E)	(F)	0.6m ²
Illumination	internal or external	internal	internal	internal or external	internal or external (G)(H)	internal or external
Maximum Changeable Copy	prohibited	prohibited	prohibited	prohibited	(I)(J)	prohibited
Minimum setback from Street Line	n/a	1.0 m	1m	n/a	(F)	n/a
Maximum height above adjacent Roadway	n/a	1.6m	n/a	n/a	(F)(G)	n/a
Minimum required Separation Distance	n/a	n/a	n/a	n/a	(K)	n/a

20.2.2 Additional Regulations for Table 20.2.1:

- A) Sign types only permitted on private property.
- B) One (1) Directional Sign is permitted to be located at each entrance and/or exit to a property from the street.
- C) Restricted to the external façade area of the part of the building occupied by the business advertised and shall be a minimum distance of 7m from an adjacent property.
- D) One (1) Fascia Sign is permitted to be below the minimum clearance of 2.4m providing that it has an area of no more than 1m² and

projects no more than 0.10m from the building. Refer to Section 8.

- E) Fascia Signs, Entrance Canopy Signs and Awning Signs may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the Sign to a maximum of 20m².
- F) A Ground Sign set back a minimum 1m from a street line is permitted a maximum height of 6m above the adjacent Roadway and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 8m². A Ground Sign set back 6m from the Street Line is permitted a maximum height of 6m above an adjacent Roadway (6m when adjacent to a residential zone) and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 17m². All Ground Signs must be located a minimum distance of 3m from an adjacent property.
- G) Every Ground Sign that is greater than 1.8m in height shall only be internally Illuminated.
- H) Every Illuminated Ground Sign shall be a minimum of 15m from any residential zone, as identified by the Zoning By-law.
- I) Maximum Sign Face area is 60% of the Sign area to a maximum of 3m².
- J) Electronic Message Boards shall comply with Section 24.
- K) Ground Signs shall have a minimum Separation Distance of 120m from another Ground Sign on the same property and a Minimum Separation Distance of 30m from a Ground Sign on an adjacent property.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 20.2.3 – Temporary Signs for Vehicle Sales Establishments

Temporary Signs	Feather Banner Sign	Mobile Sign	A-Frame or T- Frame Signs	Wall Banner Sign	Window and Lifestyle signs	Pole Posters/ Flag Signs
Number permitted	2 (C)	(D)	4(C)	1	n/a	(N)
Maximum Sign Face area	2.5m ² (E)	4.2m ²	1.5m ²	4.9m ²	(F)	(O)
Number of Sign Faces	2	2	2	1	n/a	2
Permitted location on building	n/a	n/a	n/a	1st Storey (G)	1st Storey (G)	n/a
Minimum setback from Street Line	1m	0m	0m	n/a	n/a	1m
Minimum setback from adjacent property	3m	3m	3m	7m	n/a	3m
Separation Distance	(H)(I)	(I)	(J)	n/a	n/a	30m
Minimum height above ground surface	n/a	n/a	n/a	2.4m	n/a	2.4
Maximum height above ground surface	3m	3.5	1.2m	n/a	n/a	4.5m
Required information on Sign	n/a	(K)	n/a	n/a	n/a	n/a
Illumination	prohibited	internal (M)	prohibited	prohibited	prohibited	prohibited
Permit period	14 days (L)	14 days (L)(M)	n/a	30 days	n/a	n/a

20.2.4 Additional Regulations for Table 20.2.3:

- A) Number permitted is the maximum number permitted for Signs in compliance with this By-Law.
- B) Sign types listed are only permitted on private property. All Signs shall also be in compliance with all other general provisions of this By-Law.
- C) Per Premises if in compliance with all other provisions of this By-law.
- D) 1 for every 60m (or portion thereof) of frontage to a maximum of 4 signs per property.
- E) A Feather Banner Sign shall not exceed a maximum width of 0.76m.
- F) Window Sign(s) or Lifestyle Signs may cover a combined maximum of 25% of the window or faux window area located on building face of the ground floor of a building (regardless of product perforation). The use of Window Signs and Lifestyle Signs are limited to uses located on the ground floor of the building and those parts of the building occupied by a business in connection with the Sign(s).
- G) Restricted to the external façade area of the part of the building occupied by the business advertised.
- H) Feather Banner Signs advertising the same Premises shall be located within 3m of one another. Feather banner signs shall be a minimum of 50m from a Mobile Sign located on the same property.

- I) A minimum Separation Distance of 50m is required between mobile sign and feather banners located on the same property. A minimum Separation Distance of 50m is required between Mobile Signs. A Mobile Sign is not permitted to be within 15m of a Traffic Control Device at an intersection (includes signalized control device, stop and yield signs at an intersection)
- J) Every A-Frame or T-Frame Sign shall be:
 - i located in front of the premises to which the sign is advertising;
 - ii located at least 1.0 metre away from any adjacent building, property and premises; and
 - iii located in such a manner so that at least 2.0 metres width of walkway remains unencumbered.
- K) Name and telephone number of person or owner responsible for the Sign.
- L) The maximum number of Display periods per Premises in a calendar year is four (4) and is shared between Feather Banner Signs, Mobile Signs and Wall Banner Signs. No place shall have Feather Banner Signs, a Mobile Sign or Wall Banner Signs or any combination thereof Displayed at the same time.
- M) Mobile Signs are not permitted to be Illuminated between 9:00 p.m. and 7:00 a.m. when within 100m of a residential zone.
- N) Shall only be permitted on light poles within the vehicle sales lot. Total permitted number between both types of Signs is equal to 50% of light poles within the vehicle sales lot.
- O) Maximum Sign area for a Pole Poster is 1m².

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

20.3 Drive-through Facilities

In addition to other regulations of this By-law, the following regulations apply to permitted and legal non-conforming vehicle Drive-through Facility uses on private property.

Table 20.3.1 Drive-Through Facilities

Permanent Signs	Directional Sign	Drive-Through Pre-Sell Menu Board Sign	Drive-through Menu Board Sign
Maximum number of Signs per drive-through lane	2 (A)	1	1
Maximum height	2.4 m	2.4 m	2.4 m
Maximum Sign Face area	1 m ²	2.3 m ²	2.3 m ²
Illumination	internal (B)	internal (B)	internal (B)
Changeable Copy	prohibited	permitted (C)	permitted (C)
Minimum setback nearest public road allowance	9m	9m (D)	9m (D)
Minimum setback from an adjacent property	3m	3m (E)	3m (E)

20.3.2 Additional Regulations for Table 20.3.1:

- A) One (1) Sign positioned at the entrance to the stacking lane and one (1) Sign positioned at the exit of the stacking lane.
- B) Luminance levels are restricted to the following:
 - i A maximum of 5000 Nits between Sunrise and Sunset
 - ii A maximum of 300 Nits between Sunset and Sunrise (restricted to a maximum of 200 Nits if the Sign area or Display is visible and within 60m of a residentially zoned property)
- C) Electronic Message Centres shall be in compliance with Section 24 with the exception that the required dwell time is 5 seconds and animation during transitions is permitted.
- D) If Sign area is visible from at Street, the minimum required setback is 15m.
- E) If the Sign or Display area is visible from a residentially zoned property, then a minimum setback of 30m is required.

21. Development Signs and Real Estate Signs

In addition to other regulations of this By-law, the following regulations apply to a Development Signs and Real Estate Signs on all zones.

Table 21.1 Development Signs on Private Property

Temporary Signs	Develop- ment Signs - lots less than 0.2 HA	Develop- ment Signs - lots over 0.2 HA to 1.0 HA	Develop- ment Signs - lots over 1.0 HA	Hoarding Signs - detached dwelling lot	Hoarding Signs - all other lots
Maximum number of Signs per frontage	1	1(A)	1(A)	1(B)	n/a
Maximum Sign height	4m	6m	6m	2.0m (C)	3.6m (C)
Maximum Sign Face area	6m ² (D)	11m ² (D)	18m ² (D)	4.65 m ² (E)	100% (E)
Illumination	prohibited	prohibited	prohibited	prohibited	prohibited
Minimum setback from road allowance	3m (F)(G)(H)	6m (G)(H)	10m (G)(H)	0.3m (G)(H)	0.3m (G)(H)
Minimum separation distance	60m (I)	60m (I)	120m (I)	n/a	n/a

21.2 Additional regulations for table 21.1

- A) One (1) additional Development Sign is permitted for every 150m of frontage.
- B) For detached dwelling lots, either a Development Sign or Hoarding Sign is permitted, not both.
- C) Height indicated in table or maximum height of fencing for the zone as identified in the Zoning By-law, whichever is less.
- D) Separate Signs identifying designers, builders, and/or contractors performing work/services are not permitted. However, these signs may be incorporated into the permitted Sign Face area of the Development Ground Sign in an orderly arrangement.
- E) Sign Face area copy to only identify:
 - i the project name and graphic depictions; and
 - ii names and contact information for the developer(s) and/or builders(s) or murals.
- F) Required setback from the road allowance is the measurement indicated or equal to the height of the Sign, whichever is greater.
- G) Any Development or Hoarding Sign containing any element or content in red, amber and/or green shall be Installed more than 30m from a traffic control signal.
- H) No Sign will be permitted on any lands to be conveyed to the City or which may form part of the municipal road allowance.
- I) Minimum Separation Distance from another Development Sign on the same property.
- J) All Signs (including Hoarding Signs) must be removed from the development site within 60 days of the first unit occupancy on the lot.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 21.3 Temporary Real Estate Signs on Private Property

Temporary Signs	Real Estate Sign (residential)	Real Estate Sign (non-residential)
Maximum number of Signs per frontage	1 (A)	1 (A)
Maximum Sign height	1.5m	3m
Maximum Sign Face area	0.75m ²	6m ²
Illumination	prohibited	prohibited
Minimum setback road allowance	1m	1m (B)
Minimum setback from an adjacent property	1m	3m

21.4 Additional regulations for table 21.3

- A) Real Estate Signs shall be removed no later than 30 days of after the acceptance of a firm offer to purchase, lease, or rent the property.
- B) Required setback from the road allowance is the measurement indicated or equal to the height of the Sign, whichever is greater.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

Table 21.5 - Temporary Real Estate Open House and Model Home Directional A-Frame Signs on the City Road Allowance

Temporary Signs	Real Estate Open House	Model Home Directional Signs
Maximum number of Signs per location	8 (B)(C)(D)(E)	8 (B)(C)(D)(F)
Maximum height	1.2 m	1.2 m
Maximum Sign Face area	1.5m ²	1.5m ²
Illumination	prohibited	prohibited
Changeable Copy	prohibited	prohibited
Minimum setback from a sidewalk	2.5m (D)	2.5m(D)
Minimum setback from a driveway	7m (D)	7m (D)
Minimum setback from any roadway	1m (D)	1m m (D)
Minimum setback from an intersection, crosswalk, bus stop	15m (D)	15m (D)
Minimum setback from a fire hydrant	3m (D)	3m (D)

21.6 Additional regulations for Table 21.5:

- A) Only A-frame Signs are permitted to be Displayed on City road allowance.
- B) Any person who Installs, Displays, or owns an A-frame Sign that is located on City property shall have general liability insurance in the amount of at least two million (\$2,000,000) with the City named as an additional insured and shall ensue that such insurance remains in effect as long as the Sign is placed on City property.
- C) A total of 8 A-frame Signs per real estate open house. A total of 8 model home directional A-frame Signs per model home sales location.
- D) Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance, or along the frontage of a school or park.
- E) May only be Installed six (6) hours prior to an open house and shall be removed within six (6) hours of the end of the open house. Signs are not permitted to be Displayed at any other time.
- F) Signs may only be Installed and Displayed after 4pm on a Friday proceeding the opening of a weekend model home sales centre and shall be removed by no later than 10am the following Monday. Signs are not permitted to be Displayed at any other time.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

22. Signs for Community Events

In addition to other regulations of this By-law, the following regulations apply to signs related to Signs for community events.

- 22.1 Garage Sales, and other events on private property
 - 22.1.1 Signs related to Garage Sales, Yard Sales and other events on private property shall only be located on the private property to which the event is located.
 - 22.1.2 Signs are not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island or required parking space.
 - 22.1.3 Signs are restricted to Posters, Banners, or Signs resting on the ground.
 - 22.1.4 A separation distance of 10m is required between each Sign located on the ground.
 - 22.1.5 Signs on the ground are restricted to a height of 1.2m and shall be setback a minimum of 1m from the nearest road allowance and 3m from any adjacent property.
 - 22.1.6 Signs are only to be used to support the event operation and not to pre-advertise. Signs shall only be placed out for Display a maximum of six (6) hours prior to the event and shall be removed within a maximum of six (6) hours after the event.
 - 22.1.7 Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance, or along the frontage of a school.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

- 22.2 City of Guelph Special Event Permits
- 22.2.1 Signs approved as part of a City of Guelph Special Event Permit shall be in accordance with that permit.
- 22.2.2 If A-Frame Signs are approved as part of a City of Guelph Special Event Permit for placement outside of the geographic location of the special event, in addition to the other regulations of this By-law, placement shall be in accordance with Table 22.2.3.

Table 22.2.3 City of Guelph Special Events Permits

Temporary Signs	Signs on the ground
Maximum number of Signs	As specified in the City of Guelph Special Events Permit (A)(B)(C)(D)
Maximum height	1.2m
Maximum Sign Face area	1.5m ²
Illumination	prohibited
Changeable Copy	prohibited
Minimum setback from a sidewalk	2.5m
Minimum setback from a driveway	7m
Minimum setback from any Roadway	1m
Minimum setback from an intersection, crosswalk, bus stop	15m
Minimum setback from a fire hydrant	3m

- 22.2.4 Additional regulations for Table 22.2.3:
- A) Only Signs on the ground are permitted to be Displayed on the City road allowance.

B) Signs are only to be used to support the event operation and not to pre-advertise.

C) Signs can only be placed out for Display twenty-four (24) hours prior to the event and shall be removed withing forty-eight (48) hours after the event or in accordance with the City of Guelph Special Events Permit, whichever is more restrictive.

D) Not permitted to be located on any sidewalk, vehicular entrance/exit, traffic island, road allowance, or along the frontage of a school.

22.3 Posters Temporary Poster Signs on the Community Bulletin Board (See "Schedule 1" for approved location)

Table 22.3.1 Posters

Temporary	Signs on a Community Bulletin Board or Approved Pole Location
Maximum number of Signs per location	1 (A)(B)
Maximum Size	0.08m ²
Required information on the Sign	(C)
Method of attachment	Tape only (D)(E)
Display time	(F)
Permit	Not required, but approval is required (B)

22.3.2 Additional Regulations for Table 22.3.1:

- A) 1 per business, place, or event
- B) Each Sign must be approved and stamped by the Guelph Downtown Business Association or the City. There is no fee for this approval.
- C) Name, address and telephone number of the person or owner responsible for Installing the Sign.
- D) No Sign shall be attached with staples, nails, glue or similar permanent fastening.
- E) No Sign shall cover, overlap, or in any way obstruct another authorized Sign.
- F) Shall be Installed no earlier than 14 calendar days prior to the event and removed no later than 48 hours after the event.

22.4

Temporary Mobile Signs for Non-profit Organizations at Park and Recreation Centre Frontage

Table 22.4.1 Mobile Signs for Non-profit Organizations at Parks and Recreations Centre Frontage

Temporary Signs	Mobile Sign
Number permitted	1 (A)(B)(C)
Maximum Sign Face area	4.2m ²
Number of Sign Faces	2
Permitted location	(D)
Minimum setback from any Street	6m
Minimum setback from adjacent property	3m
Maximum height above ground surface	3.5
Required information on Sign	(E)
Illumination	prohibited
Permit period	7 days (F)

22.4.2 Additional Regulations for Table 22.4.1:

- A)
- Only 1 Sign (based on availability) may be placed at an approved park frontage or recreation centre frontage locations at any given time.
- B)
- The maximum number of Display periods per non-profit organization is four (4) times in a calendar year (based on availability).
- C)
- Signs must be Installed and removed by an insured Mobile Sign provider.
- D)
- In pre-approved park frontage or recreation centre frontage locations only. Please contact the City for approved locations.
- E)
- Name and telephone number of person or owner responsible for the Sign.
- F)
- The seven (7) day permit period duration is from Monday to the immediately subsequent Sunday.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

- 22.5Temporary Mobile Signs for Non-profit Organizations on Private Property
- A)Where a Mobile Sign is permitted on private property and written permission from the property owner is obtained, a Mobile Sign permit may be issued to advertise a Non-Profit Organization’s event.

B)A Mobile Sign under this section is required to comply with all Sign regulations applicable to the property on which the Sign is to be located.

C)If a permit is issued for a Sign under this section, it will count as one of the available Mobile Sign permits available to the property owner or the premises which provided written permission. For Mobile Signs located in Industrial and Institutional Zones, one (1) additional Mobile Sign permit shall be provided to a property owner or Premise who has made property available for the use of a Non-Profit Organization.

23. Billboards

In addition to other regulations of this By-law, the following regulations apply to signs related to Billboards.

Table 23.1 Billboards

Permanent	Billboard
Permitted location	(A)
Number of Sign Faces	1
Maximum Sign Face area	20m ²
Maximum height above an adjacent roadway	5m
Changeable copy	100% (B)
Lighting permitted	internal (B) or external only
Required information on Sign	(C)

23.2 Additional Regulations for Table 23.1

- A)Billboards shall only be located at locations identified in Schedule “2”
- B)In accordance with Section 24.
- C)The name of the company responsible for the operation of the Billboard shall be visibly Displayed on the Billboard.

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9, Sightline Restrictions as set out in Section 10 and Regulations for Electronic Message Centres as set out in Section 24.

24. Regulations for Electronic Message Centres

The following regulations shall apply to Electronic Message Centres:

Table 24.1 Electronic Message Centres

Electronic Message Centres	Details
Permitted Sign types	Electronic Message Centres are only permitted on Permanent Ground Signs, Billboards, Drive-through Pre-sell Menu Boards, and Drive-through Menu Boards regulated by this By-Law. Notwithstanding the above, Electronic Message Centres are not permitted for advertising adult entertainment establishments.
Locations restricted	Unless otherwise permitted by this By-law, Electronic Message Centres shall be located a minimum of distance of 30m away from any residentially zoned property and any intersection.
Copy content	Limited to static alphanumeric text and digital image
Prohibited content	Animations, motion, scrolling content, fading, flashing, or blinking light, or any effects that create the illusion of movement Any directional information, whether in text or graphics Any sequential messages, either on the same Sign or on subsequent signs Any imitation or resemblance of Traffic Control Device
Minimum Dwell Time	20 seconds
Maximum transition time between messages	Limited to instantaneous transitions with no effects
Illumination	Maximum illumination permitted is 5000 Nits between Sunrise and Sunset Maximum illumination permitted is 300 Nits between Sunset and Sunrise (200 Nits when within 60m of a residentially zoned property)

NOTE: All Signs are subject to other general regulations contained within this By-law, including but not limited to Prohibited Signs as set out in Section 9 and Sightline Restrictions as set out in Section 10.

25. Enforcement

- 25.1 The City's Power of Entry By-law applies to enforcement of this By-law by every Inspector and all persons listed in section 2.3 of this By-Law shall have the obligations of an "Occupier" under the Power of Entry By-Law
- 25.2 Without limiting the generality of the foregoing, every Permit Holder and every owner or occupant of a Premises upon which a Sign is Displayed, shall, upon request of an Inspector, produce the Sign Permit.

26. Seizure, disposal, remediation, and return of signs

- 26.1 An Inspector may remove any Sign without notice, where such sign:
- a) Is Installed or Displayed on City property in contravention of this By-law;
 - b) Is Installed or Displayed on private property in contravention of Sections 7, 8, 9, 11, 12, or 15.
- 26.2 The City may return any Sign which has been seized to the Sign owner or the Sign owner's authorized agent upon payment of the fees specified in the User Fees By-law, provided that:
- a) The Sign owner has contacted the City to make an appointment for the retrieval of the Sign(s); and
 - b) The Sign owner or the Sign owner's authorized agent presents acceptable government issued identification and, where applicable, a signed authorization letter at the time of retrieving the Signs.
- 26.3 Any Sign that has been seized and is not retrieved by the sign owner or the sign owner's authorized agent within 30 days of the date of removal may, without notice or compensation, be destroyed or otherwise disposed of by the City.
- 26.4 Despite Section 25.2 and 25.3 of this By-law, the Inspector may without notice or compensation, immediately destroy or otherwise dispose of any Poster or Temporary Sign placed on City property.

27. Penalty

- 27.1 Every person who contravenes any provision of this By-law is guilty of an offence and, upon conviction, is liable to a fine as provided for pursuant to the POA.
- 27.2 Each day on which a person contravenes any provision of this By-law shall be deemed to constitute a separate offence under this By-law as provided for in section 429(2) of the *Municipal Act*.
- 27.3 Pursuant to the authority established in section 429(2) of the *Municipal Act*, every person, other than a corporation, who contravenes any provision of this By-law, is guilty of an offence and upon conviction pursuant to Part III of the POA, shall be subject to the following penalties:
- i Upon a first conviction is liable to a fine of not more than Ten Thousand Dollars (\$10,000.00) for each offence;
 - ii Upon subsequent conviction, to a fine of not more than Twenty-five Thousand Dollars (\$25,000) for each offence.
- 27.4 Pursuant to the authority established in section 429(2) of the *Municipal Act*, every corporation that contravenes any provision of this By-law is

guilty of an offence and upon conviction pursuant to Part III of the POA, shall be subject to the following penalties:

- i Upon a first conviction is liable to a fine of not more than Fifty Thousand Dollars (\$50,000) for each offence;
- ii Upon subsequent conviction, to a fine of not more than One Hundred Thousand Dollars (\$100,000) for each offence.

All fines issued for offences under this By-Law shall be recoverable by any and all means of collection authorized under the POA.

28. Effective Date

Subject to section 4, this By-law shall come into effect immediately upon its passage by Council.

Passed this [day of the month] day of [month], 20XX.

Schedules:

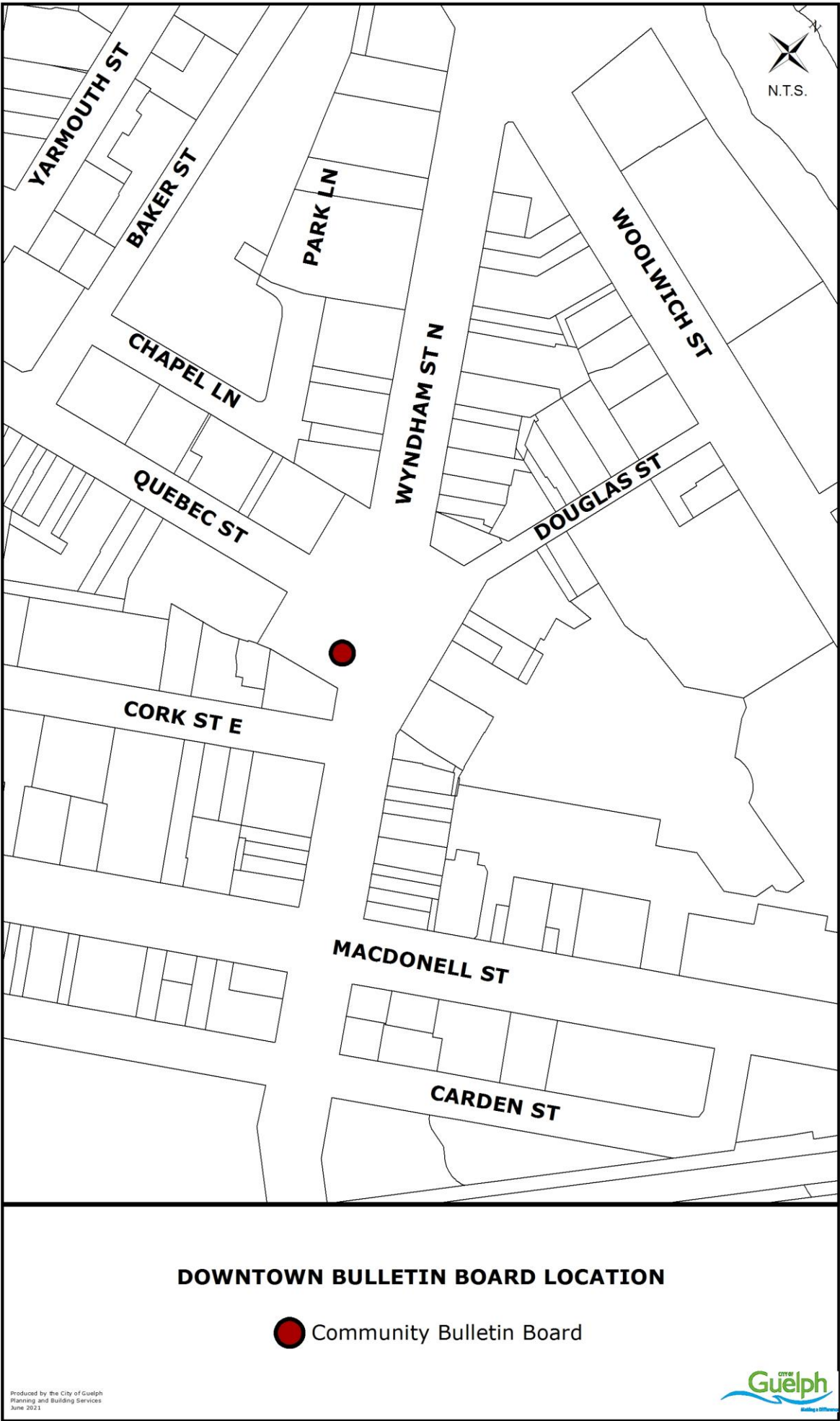
Schedule 1: Location of Community Bulletin Board

Schedule 2: Permitted locations of Billboards

Cam Guthrie, Mayor

**Stephen O'Brien, City Clerk [or]
Dylan McMahon, Deputy City Clerk**

Schedule 1 - Location of Community Bulletin Board



Schedule 2 – Permitted Locations of Billboards

Note: Locations are approximate. Exact geographic locations shall be confirmed prior to the issuance of a required Sign Permit.

