

GENERAL

Chapter 740 SIGNS

CHAPTER INDEX

Article 1 SHORT TITLE

740.1.1 Citation

Article 2 INTERPRETATION

740.2.1 Attached canopy - defined
740.2.2 A-board sign - defined
740.2.3 Billboard - defined
740.2.4 Builder - defined
740.2.5 Canopy sign - defined
740.2.6 Central business district - defined
740.2.7 Construction sign - defined
740.2.8 Directional sign - defined
740.2.9 First storey - defined
740.2.10 Free standing canopy - defined
740.2.11 Ground sign - defined
740.2.12 Illuminated sign - defined
740.2.13 Inflatable sign - defined
740.2.14 Interior sign - defined
740.2.15 Legal non-conforming use - defined
740.2.16 Lot - defined

SIGNS

- 740.2.16.1 Mural sign - defined
- 740.2.17 Number of signs - defined
- 740.2.18 Person - defined
- 740.2.19 Portable sign - defined
- 740.2.20 Poster panel - defined
- 740.2.21 Premises - defined
- 740.2.22 Projecting sign - defined
- 740.2.23 Public Information sign - defined
- 740.2.24 Readogram - defined
- 740.2.25 Reversed graphics sign - defined
- 740.2.26 Roof sign - defined
- 740.2.27 Shopping centre - defined
- 740.2.28 Sign - defined
- 740.2.29 Sign area - defined
- 740.2.30 Soffit sign - defined
- 740.2.31 Standard non-accessory sign - defined
- 740.2.32 Subdivision or condominium directional development sign - defined
- 740.2.33 Theatre display case - defined
- 740.2.34 Vacant property - defined
- 740.2.35 Wall sign - defined
- 740.2.36 Window sign - defined
- 740.2.37 Zone - defined

Article 3 GENERAL PROVISIONS

- 740.3.1 Intent - scope
- 740.3.2 Measurements - metric compliance
- 740.3.3 Permitted sign - set out - number not limited
- 740.3.4 Occupant - sign - name - address - profession

SIGNS

- 740.3.5 No trespassing - land use regulatory sign
- 740.3.6 Real estate sign - regulations
- 740.3.7 Directional sign - requirements
- 740.3.8 Public information sign
- 740.3.9 Memorial sign - tablets
- 740.3.10 Official flags - political - religious - other
- 740.3.11 Construction sign - condition
- 740.3.12 Election - sign - lists
- 740.3.13 Temporary sign - requirements
- 740.3.14 Interior sign
- 740.3.15 Address sign
- 740.3.16 Applicable - to all use categories
- 740.3.17 Number of signs - limited
- 740.3.18 Number of signs - per premises
- 740.3.19 Number of signs - additional permitted - conditions
- 740.3.19.1 Mural sign - one per business
- 740.3.20 Wall sign - above top extremity of wall - prohibited
- 740.3.21 Wall sign projection - from wall
- 740.3.22 Wall sign extension - beyond wall - prohibited
- 740.3.23 Wall sign - extension around corners - restrictions
- 740.3.24 Ground sign - location
- 740.3.25 Ground sign - sign face - dimensional restriction
- 740.3.26 Ground sign - limited - each supporting structure
- 740.3.27 Ground sign - height - maximum
- 740.3.28 Ground sign - location - distance - from lot line
- 740.3.29 Ground sign - location - distance from
- 740.3.30 Ground sign - location - distance between
- 740.3.31 Soffit sign height - above finished grade - floor level
- 740.3.32 Soffit sign location - above first storey - prohibited

SIGNS

- 740.3.33 Soffit sign mounting on canopy - free standing canopy
- 740.3.34 Soffit sign - dimensional requirements
- 740.3.35 Soffit sign - sign area - maximum
- 740.3.36 Canopy sign - design - integral part of fascia
- 740.3.37 Canopy sign - extension beyond fascia - prohibited
- 740.3.38 Projecting sign - height above grade - minimum
- 740.3.39 Projecting sign - sign area - maximum
- 740.3.40 Projecting sign - illumination - internal
- 740.3.41 Window sign - sign area - maximum
- 740.3.42 Reversed graphic sign - sign area - maximum
- 740.3.43 Projection - over public rights-of-way - prohibited
- 740.3.43.1 Roof sign - height - maximum
- 740.3.43.2 Roof sign - commercial zone only
- 740.3.43.3 Mural sign - use as corporate logo - limitation
- 740.3.43.4 Mural sign - approval required
- 740.3.44 Illumination - shielded
- 740.3.45 Minimum standards
- 740.3.46 Conflict
- 740.3.47 Council policy on language
- 740.3.48 Liability - damages

Article 4 PROHIBITED SIGNS

- 740.4.1 Set out
- 740.4.2 Flashing - moving sign
- 740.4.3 Obstructions of vision - prohibited
- 740.4.4 Sign - misleading - interference with traffic
- 740.4.5 Obstruction - ingress - egress
- 740.4.6 Overhanging public property
- 740.4.7 Utility pole - tree - stone - other natural object

SIGNS

- 740.4.8 Painted wall sign
- 740.4.9 Roof sign
- 740.4.10 String lights - exceptions holiday decorations
- 740.4.11 Pennants - spinners - banners - streamers
- 740.4.12 Ground sign - size location restriction
- 740.4.13 Sign attached to canopy - exception
- 740.4.14 Obsolete sign
- 740.4.15 Advertising sign - not related to premises
- 740.4.16 Sign obstructing parking
- 740.4.17 Readogram sign - within Central Business District
- 740.4.18 Wall sign - facing residential zone - exceptions
- 740.4.19 Portable sign - in residential zone - vacant property
- 740.4.20 Inflatable sign - prohibited

Article 5 PORTABLE SIGNS

- 740.5.1 One sign - per lot
- 740.5.2 Erection - on private property - only
- 740.5.3 Location - on property to which it applies
- 740.5.4 Corner lot - location from intersection
- 740.5.5 Location - on vacant property - prohibited
- 740.5.6 Location - in parking space - limitation
- 740.5.7 Location - distance from residential property
- 740.5.8 Location - distance from driveway
- 740.5.9 Location - on vehicle - prohibited
- 740.5.10 Connection to power supply - restriction
- 740.5.11 Illuminated - CSA approval required
- 740.5.12 Advertising surfaces - limited to two
- 740.5.13 Size - maximum permissible
- 740.5.14 Height - maximum permissible

SIGNS

- 740.5.15 Surface dimension - maximum
- 740.5.16 Use - special event - charitable - non profit - conditions

Article 6

SIGNS PERMITTED IN RESIDENTIAL ZONES

- 740.6.1 Applicable sign - uses
- 740.6.2 Single family - two family uses
- 740.6.3 Multiple family - other permitted uses
- 740.6.4 Building identification sign
- 740.6.5 Residential subdivision entrance
- 740.6.6 Other permitted signs

Article 7

SIGNS IN COMMERCIAL ZONES

- 740.7.1 Additional provisions - set out
- 740.7.2 Wall sign - sign area - limitation
- 740.7.3 Wall sign - first storey only - exceptions - set out
- 740.7.4 Wall sign - second storey - size restriction
- 740.7.5 Wall sign - second storey - multiple - conforming
- 740.7.6 Wall sign - second storey - on facade of business
- 740.7.7 Wall sign - vertical distance - first - second storey
- 740.7.8 Wall sign - second storey - business identification sign
- 740.7.9 Wall sign - second storey - faces public road
- 740.7.10 Wall sign - top level - two walls - requirements

Article 8

GROUND SIGNS

- 740.8.1 Maximum size
- 740.8.2 Readogram - permitted - conditions
- 740.8.3 Soffit sign - requirements
- 740.8.4 Projecting sign - requirements
- 740.8.5 Window sign - requirements

SIGNS

- 740.8.6 Canopy sign - maximum sign area
- 740.8.7 Canopy sign - as free standing - maximum size
- 740.8.8 Canopy sign - location - first storey

Article 9 SHOPPING CENTRE SIGNS

- 740.9.1 Application
- 740.9.2 Lots - one hectare to less than four hectares - sign area
- 740.9.3 Lots - four hectares or greater - sign area
- 740.9.4 Individual tenants - advertising requirements
- 740.9.5 Other signs - individual business
- 740.9.6 Individual business - ground sign - prohibited
- 740.9.7 Multiple signs - two street frontages - requirements
- 740.9.8 Wall sign - use permitted in lieu of ground sign
- 740.9.9 Readogram sign - permitted

Article 10 SERVICE STATION - GAS BAR SIGNS

- 740.10.1 Applicable
- 740.10.2 Gas price sign - requirements
- 740.10.3 Pump sign - permitted
- 740.10.4 Directional sign - permitted
- 740.10.5 Directional sign - limitation on free standing canopy
- 740.10.6 Portable sign - requirements

Article 11 SIGNS ACCESSORY TO A DRIVE THROUGH SERVICE

- 740.11.1 Menu sign - requirement
- 740.11.2 Menu sign - additional - conditions

SIGNS

Article 12

SIGNS ACCESSORY TO A DRIVE THROUGH AUTOMATED TELLER MACHINE KIOSK

- 740.12.1 Canopy sign - requirements
- 740.12.2 Canopy sign - requirements - abutting residential zone
- 740.12.3 Wall sign - in commercial building
- 740.12.4 Roof sign - size limitation
- 740.12.5 Mural sign - one elevation - each premise
- 740.12.6 Mural sign - illumination - requirements

Article 13

SECTION 8 - SIGNS PERMITTED - INDUSTRIAL INSTITUTIONAL - OTHER ZONES

- 740.13.1 Commercial - residential zones - included
- 740.13.2 Wall sign - canopy sign - size requirement
- 740.13.3 Location - first storey - exception
- 740.13.4 Wall sign - additional - at loading dock
- 740.13.5 Ground sign - size requirements
- 740.13.6 Ground sign - height above grade
- 740.13.7 Ground sign - readogram - requirements
- 740.13.8 Portable sign - requirements
- 740.13.9 Mural sign - one elevation each premise
- 740.13.10 Mural sign - illumination requirements

Article 14

STANDARD NON-ACCESSORY SIGNS (BILLBOARDS)

- 740.14.1 Types permitted - Schedule 'A'
- 740.14.2 Rebuild - restrictions

Article 15

SUBDIVISION DEVELOPMENT SIGNS

- 740.15.1 Applicable

SIGNS

- 740.15.2 One sign - at entrance - permitted
- 740.15.3 Sign - advertisement - for that location - only
- 740.15.4 Builder - advertising - on sign only
- 740.15.5 Size - sign area - requirements
- 740.15.6 Removal of sign - when
- 740.15.7 Illumination - from external source - only
- 740.15.8 Set back - requirements

Article 16 SUBDIVISION OR CONDOMINIUM DEVELOPMENT DIRECTIONAL GROUND SIGN

- 740.16.1 Regulations - set out
- 740.16.2 Two signs - permitted
- 740.16.3 Location - outside development area
- 740.16.4 Sign area - maximum
- 740.16.5 Removal - upon completion of building
- 740.16.6 Land owner consent - written - prior to permit issue
- 740.16.7 Number - maximum permitted - each lot
- 740.16.8 Illumination - prohibited
- 740.16.9 Height - maximum
- 740.16.10 Set back - requirements

Article 17 SUBDIVISION DEVELOPMENT AND CONDOMINIUM DEVELOPMENT SIGNS FOR SALES TRAILERS AND SALES PAVILIONS

- 740.17.1 Regulations - set out
- 740.17.2 Location - on sales trailer site
- 740.17.3 Ground sign - regulations - set out
- 740.17.4 Ground sign - maximum number
- 740.17.5 Ground sign area - maximum

SIGNS

- 740.17.6 Ground sign - illumination - from external source only
- 740.17.7 Ground sign - height - maximum
- 740.17.8 Ground sign - set back - requirements
- 740.17.9 Ground sign - sign area - each face
- 740.17.10 Wall sign - regulations - set out
- 740.17.11 Wall sign - maximum three sides
- 740.17.12 Wall sign - area - maximum
- 740.17.13 Wall sign - extension beyond wall - prohibited
- 740.17.14 Flags - regulations - set out
- 740.17.15 Flags - number limitations
- 740.17.16 Flags - area - maximum
- 740.17.17 A-board sign - regulations - set out
- 740.17.18 A-board sign - maximum - number permitted
- 740.17.19 A-board sign - sign area - maximum
- 740.17.20 A-board sign - set back - requirements
- 740.17.21 A-board sign - height - maximum

Article 18 SIGNS FOR MODEL HOMES

- 740.18.1 Regulations - set out
- 740.18.2 Ground sign - one only
- 740.18.3 Ground sign - area - maximum
- 740.18.4 Ground sign - illumination - external source - only
- 740.18.5 Ground sign - set back - requirements
- 740.18.6 A-board sign - maximum permitted
- 740.18.7 A-board sign - sign area - maximum
- 740.18.8 A-board sign - height - maximum
- 740.18.9 A-board sign - set back - requirements
- 740.18.10 Maximum two - each dwelling - within plan of subdivision

SIGNS

Article 19

CONDOMINIUM DEVELOPMENT GROUND SIGNS

- 740.19.1 Regulations - set out
- 740.19.2 Number - maximum
- 740.19.3 Advertisement - applicable to location - only
- 740.19.4 Sign area - maximum
- 740.19.5 Illumination - external source - only
- 740.19.6 Height - maximum
- 740.19.7 Set back - requirements
- 740.19.8 Ground - A-board sign - location - restrictions

Article 20

SPECIAL EVENT SIGNS CROSSING OVER A PUBLIC THOROUGHFARE

- 740.20.1 Permitted - subject to approval

Article 21

SITE SPECIFIC PROVISIONS

Article 22

NON-CONFORMING SIGNS

- 740.22.1 Sign - erected - prior to enactment

Article 23

MATERIALS AND STRUCTURAL REQUIREMENTS

- 740.23.1 Sign - maintained - safe - functional - at all times
- 740.23.2 Maintenance - repairs - not constituting alteration
- 740.23.3 Material - compliance - Ontario Building Code
- 740.23.4 Material composition - not subject to deterioration
- 740.23.5 Structural integrity - design

Article 24

ADMINISTRATION

- 740.24.1 Permit - required - all signs - exception

SIGNS

- 740.24.2 Permit - compliance - all construction
- 740.24.3 Change in message - not deemed alteration
- 740.24.4 Permit - portable sign - not transferable
- 740.24.5 Permit - application - land owner - lessee
- 740.24.6 Permit - application - form - Building Department
- 740.24.7 Permit - application - portable sign
- 740.24.8 Application - requirements - drawings - size - location
- 740.24.9 Application requirements - additional - portable sign
- 740.24.10 Application - description - location - of land
- 740.24.11 Plans - specifications - sufficient to ascertain compliance
- 740.24.12 Owner - lessee constructor - name - address - telephone
- 740.24.13 Application - deemed abandoned - after six months
- 740.24.14 Application - abandoned - two weeks - portable sign
- 740.24.15 Expiration of permit - after six months - work not ongoing
- 740.24.16 Expiry - permit - portable sign
- 740.24.17 Expiry - permit - portable sign - charitable - non profit
- 740.24.18 Renewal of permit - extension - fee
- 740.24.19 Portable sign - maximum three permits annually
- 740.24.20 Portable sign - one per lot - only
- 740.24.21 Revocation of permit - non conforming sign - other
- 740.24.22 Fees - set out - Schedule 'B'
- 740.24.23 Order to comply - contravention of Chapter
- 740.24.24 Order to comply - not served - posted
- 740.24.25 Dangerous or defective sign - notice to repair - removal
- 740.24.26 Dangerous - detective sign - notice - remedy by Town
- 740.24.27 Notice - how served
- 740.24.28 Removal of illegal sign - order to comply - not acted on
- 740.24.29 Removal - illegal sign - stored - redemption - fee
- 740.24.30 Sign - removed by Town - not claimed - disposed

**Article 25
ENFORCEMENT**

740.25.1 Notice - orders - responsibility

740.25.2 Fine - for contravention

**Article 26
SEVERABILITY**

740.26.1 Validity

**Article 27
REPEAL**

740.27.1 By-law - previous

SCHEDULE

Schedule 'A' - Sign exemption location

Schedule 'B' - Sign permit fees

**Article 1
SHORT TITLE**

740.1.1 Citation

This Chapter shall be known and cited as the "Sign By-law".

**Article 2
INTERPRETATION**

740.2.1 Attached canopy - defined

"attached canopy" means any structure which projects from the exterior face of a building wall which may afford protection or shelter from the weather. By-law 258-90, 10 September, 1990.

740.2.2 A-board sign - defined

"A-board sign" means a sign triangular in shape, designed with no less than two sides of equal length forming its apex allowing it to stand freely on the ground. By-law 243-95, 5 September, 1995.

740.2.3 Billboard - defined

“billboard” - see Standard Non-Accessory Sign. By-law 258-90, 10 September, 1990.

740.2.4 Builder - defined

“builder” means any person in the business of constructing one or more dwellings in a plan of subdivision. By-law 152-96, 10 June, 1996.

740.2.5 Canopy sign - defined

“canopy sign” means a sign attached to or erected as an integral part of an attached canopy or a free standing canopy.

740.2.6 Central business district - defined

“Central Business District” means that section of Yonge Street indicated on Schedule ‘A’ of this Chapter.

740.2.7 Construction sign - defined

“construction sign” means a temporary sign which is intended to announce the construction project and may also contain the names of contractors and consultants. By-law 258-90, 10 September, 1990.

740.2.8 Directional sign - defined

“directional sign” means a sign for the public safety or convenience regulating on premises traffic, parking or other functional subdivision of a premises such as lavatory facilities, public telephones, signs denoting specific sections of a building such as “oil and lube”, “office”, etc. and bearing no commercial advertising other than business or organization identification or a corporate logo. A directional sign may take the form of a ground sign, soffit sign, projecting sign or wall sign. By-law 320-96, 16 December, 1996.

740.2.9 First storey - defined

“first storey” means the storey with its floor closest to grade and having its ceiling more than 1.8 m. (5.9 ft.) above the grade.

740.2.10 Free standing canopy - defined

“free standing canopy” means a building or structure unenclosed on all sides, which structure may afford protection or shelter from the weather.

740.2.11 Ground sign - defined

“ground sign” means a sign supported by one or more uprights, poles, braces, or located on a structural base placed in or upon the ground.

740.2.12 Illuminated sign - defined

“illuminated sign” means a sign that provides artificial light directly, or through any transparent or translucent material, from a source of light connected with such sign, or a sign illuminated by a light focussed upon or chiefly directed at the surface of the sign. By-law 258-90, 10 September, 1990.

740.2.13 Inflatable sign - defined

“inflatable sign” means a sign device designed to be inflated and which is tethered to the ground, a building, structure or other similar support. By-law 243-95, 5 September, 1995.

740.2.14 Interior sign - defined

“interior sign” means a sign not visible or intended to be seen from off the premises on which the sign is located.

740.2.15 Legal non-conforming use - defined

“legal non-conforming use” means a legal use as described in the *Planning Act* and amendments thereto which does not comply with the provisions of any restricted area by-laws of the Town as of the date of the final passing thereof.

740.2.16 Lot - defined

“lot” means a parcel of land, fronting on a street, whether or not occupied by a building or structure:

- (a) which may be described by metes and bounds in a registered deed; or
 - (b) as shown in a registered plan of subdivision including any of its parts which are subject to right-of-way or easement.
- By-law 258-90, 10 September, 1990.

740.2.16.1 Mural sign - defined

“mural sign” means any type of display or artistic endeavour painted on or otherwise affixed directly to any facade of a building or structure. By-law 151-99, 5 July, 1999.

740.2.17 Number of signs - defined

“number of signs” means that for the purpose of determining number of signs, a sign shall be considered to be a single display surface or display device containing elements organized, related, and composed to form a unit. Where components of signs are displayed in a random manner without organized relationship, or where there is reasonable doubt about the relationship of said components, each component shall be considered to be a single sign.

740.2.18 Person - defined

“person” means an individual, corporation, partnership or sole proprietorship. By-law 258-90, 10 September, 1990.

740.2.19 Portable sign - defined

“portable sign” means any sign which is specifically designed or intended to be readily moved from one location to another, and which does not rely on a building or fixed concrete foundation for its structural support and includes signs commonly known as “A-board”, “mobile” or “inflatable”. By-law 243-95, 5 September, 1995.

740.2.20 Poster panel - defined

“poster panel” - See Standard Non-Accessory Signs.

740.2.21 Premises - defined

“premises” means the area of buildings or part thereof and/or lands or part thereof in a residential area, or occupied or used by a business enterprise. In a multiple tenancy building, occupied by more than one business, each business area shall be considered a separate premises.

740.2.22 Projecting sign - defined

“projecting sign” means a sign which projects at an angle from, and is supported by, a wall of a building.

740.2.23 Public Information sign - defined

“public information sign” means any of the following signs:

- (a) signs erected by or under the direction of a government agency;
- (b) signs designating public hospitals, schools operated by a public or separate school board, a public library, a public community centre, public arena, other public government use, or public projects;
- (c) signs erected in parks, stadiums or playgrounds for use as scoreboards or timers provided such signs do not carry advertising other than the name of the donor and provided that the non-scoreboard or the non-timer area of any such sign is not greater than one-quarter of the total sign area;
- (d) signs required by the municipality to inform the public of proposed Official Plan and zoning changes or development proposals or Committee of Adjustment applications on the property.

740.2.24 Readogram - defined

“readogram” means a sign used for the purpose of displaying messages on a temporary basis which messages may be changed electrically or manually and which are attached to a ground sign structure.

740.2.25 Reversed graphics sign - defined

“reversed graphics sign” means an internally illuminated wall or canopy sign having translucent or transparent advertising copy on an opaque background where the background is similar in colour to the wall or canopy to which the sign is attached. By-law 258-90, 10 September, 1990.

740.2.26 Roof sign - defined

“roof sign” means any sign which is located entirely on top or above the roof of a building or located entirely on top or above the parapet of a building. By-law 151-99, 5 July, 1999.

740.2.27 Shopping centre - defined

“shopping centre” means a group of commercial uses, excluding professional and administrative offices, which have been designed, developed and managed as a unit by a single owner or tenant, or a group of owners or tenants, and distinguished from a business area comprising unrelated individual uses.

740.2.28 Sign - defined

“sign” means any advertising device or notice and means any medium including its structure and other component parts which is used or is capable of being used to attract attention to a specific subject matter.

740.2.29 Sign area - defined

“sign area” means the number of square metres on the surface of a sign, including the border and/or frame, and where there is no border shall include all the area of the surface lying within the extremities of the smallest geometric form which can wholly enclose the surface area of the sign.

740.2.30 Soffit sign - defined

“soffit sign” means a sign mounted to the underside of a projecting canopy or soffit.

740.2.31 Standard non-accessory sign - defined

“standard non-accessory sign” means a standardized advertising sign, symbol or structure erected and maintained by a person, firm, corporation, business, service, commercial or industrial enterprise engaged in the sale or rental of space thereon to a clientele, upon which space there is displayed advertising copy describing one or more products or services which are not necessarily made, produced, assembled, sold or stored from the lot or premises upon which the advertisement is displayed. By-law 258-90, 10 September, 1990.

740.2.32 Subdivision or condominium directional development sign - defined

“subdivision or condominium directional development sign” means a sign for the purposes of advertising the location of a plan of subdivision or a condominium development. Such sign to be erected outside the plan of subdivision area or condominium development area for which the lots are for sale. By-law 152-96, 10 June, 1996; By-law 350-97, 3 November, 1997.

740.2.33 Theatre display case - defined

“theatre display case” means an enclosed case or cabinet designed for the temporary display of posters or other advertising devices, advertising current or future events or attractions at a theatre. By-law 258-90, 10 September, 1990.

740.2.34 Vacant property - defined

“vacant property” means any parcel of land that is not occupied, filled, or in use and upon which no business is being conducted. By-law 243-95, 5 September, 1995.

740.2.35 Wall sign - defined

“wall sign” means a sign which is attached and parallel to a building wall.

740.2.36 Window sign - defined

“window sign” means any sign, located on the interior of a premises, which is intended to be seen from off the property on which the premises is located.

740.2.37 Zone - defined

“zone” means a designated area of land use shown on the schedules to various restricted area by-laws of the Town or Ministerial Orders imposed under the *Planning Act*, as amended.

Article 3 GENERAL PROVISIONS

740.3.1 Intent - scope

This Chapter shall apply to the whole of the area within the limits of the Town. The intent of this Chapter is to regulate signs for the purpose of improving community appearance and traffic, structural, and fire safety, land use compatibility and the ease of property or premises identification and for the purposes of carrying out the objectives of the Official Plan and the public interest.

740.3.2 Measurements - metric compliance

The imperial measurements found in this Chapter in brackets are provided for information only and are intended to be an approximate conversion of the metric measurements. The metric or SI measurements shall be deemed to be the standards established by this Chapter and, wherever there is a variance between the metric or SI measurements and the imperial measurements, the metric or SI measurement shall apply.

740.3.3 Permitted sign - set out - number not limited

Despite any other provisions of this Chapter, signs set out in Sections 740.3.4 through 740.3.15, inclusive shall be permitted and shall not be counted when calculating the number of signs permitted for any premises. However, such signs shall comply with the provisions specified in this Chapter.

740.3.4 Occupant - sign - name - address - profession

A sign containing the name, address and profession of a resident or occupant not more than 0.2 sq.m. (2.2 sq.ft.) in sign area but not to include any commercial advertising shall be permitted.

740.3.5 No trespassing - land use regulatory sign

“No Trespassing” signs or other such signs regulating the use of a property, of not more than 0.2 sq.m. (2.2 sq.ft.) in sign area shall be permitted.

740.3.6 Real estate sign - regulations

Real estate signs not exceeding 0.5 sq.m. (5.4 sq. ft.) in sign area in a residential zone and 2.3 sq.m. (24.8 sq.ft.) in other zones, which advertise the sale, rental, or lease of the premises upon which said signs are located shall be permitted. Such real estate signs shall be removed within fourteen days after the premises advertised has been sold, rented or leased. By-law 258-90, 10 September, 1990.

740.3.7 Directional sign - requirements

Directional signs not exceeding 0.5 sq.m. (5.4 sq.ft.) in area on a single sign face or 1 sq.m. (10.8 sq.ft.) of sign area for all faces combined. Directional signs including business or organization identification shall be limited to four such signs per property, and the business or organization identification shall not constitute more than 50% of the total sign area on any sign face. By-law 320-96, 16 December, 1996.

740.3.8 Public information sign

Public information signs not exceeding 2.3 sq.m. (24.8 sq. ft.) shall be permitted.

740.3.9 Memorial sign - tablets

Memorial signs or tablets and signs denoting the date of erection of buildings, attached to the wall of a building or structure shall be permitted.

740.3.10 Official flags - political - religious - other

Official flags on any political jurisdiction or of any religious, charitable or fraternal organization shall be permitted.

740.3.11 Construction sign - condition

A construction sign having an area of not more than 10 sq.m. (107.6 sq.ft.) incidental to building construction shall be permitted. Such sign shall not be erected prior to the commencement of said construction and shall be removed as soon as said construction is completed or said construction is discontinued for a period exceeding sixty days, whichever is sooner.

740.3.12 Election - sign - lists

Public election lists, public election signs, and candidate signs shall be permitted. Such signs shall be removed within forty-eight hours after the election for which such signs have been erected subject to the *Elections Act* and any other relevant legislation.

740.3.13 Temporary sign - requirements

Temporary signs not exceeding 3 sq.m. (32.3 sq.ft.) in area per sign face advertising the sale of edible farm produce produced on the same premises shall be permitted. Such signs shall be limited to one double faced sign or two single faced signs per premises. Such signs shall be removed within twenty-four hours of the date when the advertised produce, produced on the premises, ceases to be available for sale.

740.3.14 Interior sign

Interior signs shall be permitted.

740.3.15 Address sign

Signs not exceeding 0.5 sq.m. (5.4 sq.ft.) indicating the municipal address of a premises shall be permitted. By-law 258-90, 10 September, 1990.

740.3.16 Applicable - to all use categories

The provisions set out in Sections 740.3.17 through 740.3.44 inclusive and Sections 740.6.1 through 740.6.6 inclusive, shall apply to all use categories.

740.3.17 Number of signs - limited

No person shall erect, install, post, display or keep, or permit to erect, install, post, display, maintain or keep on a premises a greater number of signs than are permitted under this Chapter. By-law 320-96, 16 December, 1996.

740.3.18 Number of signs - per premises

Except as may otherwise be permitted in this Chapter, no more than the following signs may be erected on any lot at any one time:

- (a) one ground sign only, except as provided for in Article 10; and

(b) one only of the following per business premises:

- wall sign,
- soffit sign,
- canopy sign,
- window sign,
- reversed graphics sign,
- flags used as a roof sign. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995; By-law 151-99, 5 July, 1999.

740.3.19 Number of signs - additional permitted - conditions

In addition to the provisions of Section 740.3.18, one additional wall sign may be permitted:

- (a) where a premises abuts two or more streets;
- (b) where a premises has both a front and rear public entrance;
- (c) where a premises is contiguous with the Highway #404 right-of-way; or
- (d) where a premises does not have exposure to the main street on which a plaza is located, and provided such plaza does not exceed 13,000 sq.m. (139,935.4 sq.ft.), and provided such sign does not exceed 4 sq.m. (43.1 sq. ft.). By-law 257-95, 2 October, 1995.

740.3.19.1 Mural sign - one per business

In addition to the provisions of Sections 740.3.18 and 740.3.19, one mural sign shall be permitted per business premises. By-law 151-99, 5 July, 1999.

740.3.20 Wall sign - above top extremity of wall - prohibited

No wall sign shall extend above the top extremity of the wall upon which it is placed.

740.3.21 Wall sign projection - from wall

No wall sign, or part thereof, shall project more than 45 cm. (17.7 in.) from the wall upon which it is mounted.

740.3.22 Wall sign extension - beyond wall - prohibited

Except as may otherwise be provided for in this Chapter, no wall sign shall extend beyond the extremities of the wall to which it is attached.

740.3.23 Wall sign - extension around corners - restrictions

No wall sign shall extend around the corners of the wall upon which it is mounted, except that when a premises is located on a corner lot and has entrances on two or more streets, a wall sign may extend around the corner of the premises on which it is mounted provided such wall sign faces a street. Signs extending around a corner, which have been lawfully erected under this Section, shall be deemed to be two signs for the purpose of calculating permitted number of signs and permitted sign area.

740.3.24 Ground sign - location

Ground signs may be permitted between the property line and the building setback lines except as otherwise provided for in Section 740.3.30.

740.3.25 Ground sign - sign face - dimensional restriction

No ground sign shall exceed 6 m. (19.7 ft.) in any dimension of sign face.

740.3.26 Ground sign - limited - each supporting structure

No more than one sign shall be mounted to the supporting structure of any ground sign except as provided for in Section 740.9.9.

740.3.27 Ground sign - height - maximum

No ground sign shall exceed a maximum height of 7.62 m. (25 ft.) above the level of the street upon which it is placed.

740.3.28 Ground sign - location - distance - from lot line

No ground sign shall be located at a distance from the common lot boundary with an adjacent lot less than 1.5 m. (4.9 ft.) or a distance equal to the height of the sign, whichever is greater.

740.3.29 Ground sign - location - distance from

A ground sign including any part of its structure shall not be located closer than 1.5 m. (4.92 ft.) to any driveway or within 15 m. (49.2 ft.) of a railway right-of-way.

740.3.30 Ground sign - location - distance between

Ground signs will not be permitted where the distance between a structure and the street line is less than 5 m. (16.4 ft.). One projecting sign shall be permitted in-lieu of a ground sign where such distance is less than 5 m. (16.4 ft.).

740.3.31 Soffit sign height - above finished grade - floor level

No portion of any soffit sign shall be less than 2.5 m. (8.2 ft.) above the finished grade or floor level immediately below such sign.

740.3.32 Soffit sign location - above first storey - prohibited

No soffit sign shall be located above the first storey of any building.

740.3.33 Soffit sign mounting on canopy - free standing canopy

No soffit sign shall be closer than 0.75 m. (2.5 ft.) from the outer edge of an attached canopy or a free standing canopy upon which it is mounted.

740.3.34 Soffit sign - dimensional requirements

No soffit sign shall have a vertical dimension greater than 0.4 m. (1.3 ft.) and a horizontal dimension greater than 2 m. (6.6 ft.).

740.3.35 Soffit sign - sign area - maximum

No soffit sign shall exceed 0.6 sq.m. (6.5sq.ft.) in area.

740.3.36 Canopy sign - design - integral part of fascia

A canopy sign shall be designed as an integral part of the canopy fascia.

740.3.37 Canopy sign - extension beyond fascia - prohibited

No canopy sign shall extend beyond the limits of the canopy fascia.

740.3.38 Projecting sign - height above grade - minimum

No portion of a projecting sign shall be less than 2.5 m. (8.2 ft.) above the finished grade or floor level immediately below such sign.

740.3.39 Projecting sign - sign area - maximum

No projecting sign shall exceed 1 sq. m. (10.8 sq.ft.) in area per sign face.

740.3.40 Projecting sign - illumination - internal

No projecting sign shall be illuminated internally.

740.3.41 Window sign - sign area - maximum

The maximum sign area of any window sign shall not exceed 20 % of the area of the window in which the sign is located.

740.3.42 Reversed graphic sign - sign area - maximum

Where reversed graphics are used on a wall sign or canopy sign, the sign area shall be the smallest triangle, rectangle, square, circle, semi-circle or other common geometric form which can wholly enclose the advertising copy of the sign. Despite the foregoing, the maximum permitted sign area for a reversed graphic wall or canopy sign shall not be more than 50 % in excess of that which would be permitted for any ordinary wall or canopy sign.

Where reversed graphics are used for the second storey level on a wall sign or canopy sign, the sign area shall be the smallest triangle, rectangle, square, circle, semi-circle or other common geometric form which can wholly enclose the advertising copy of the sign. Despite the foregoing, the maximum permitted sign area for a reversed graphic wall sign at the second storey level shall not be more than 25 % in excess of that which would be permitted for any ordinary wall sign or canopy sign for the second storey. By-law 257-95, 2 October, 1995.

740.3.43 Projection - over public rights-of-way - prohibited

No sign shall project over public rights-of-way or other adjoining lands. By-law 258-90, 10 September, 1990.

740.3.43.1 Roof sign - height maximum

A roof sign shall not extend above the roof line or the top of the parapet, whichever is higher.

740.3.43.2 Roof sign - in commercial zones only

A roof sign shall only be permitted in a Commercial zones.

740.3.43.3 Mural sign - use as corporate logo - limitation

A maximum of 5 sq.m. (54 sq.ft.) or 10 % of the sign area of a mural sign, whichever is lesser, may consist of a corporate name, a corporate logo or reference to a product or service.

740.3.43.4 Mural sign - approval required

Mural signs shall be approved by Council or a Standing Committee. By-law 151-99, 5 July, 1999.

740.3.44 Illumination - shielded

Light sources which illuminate signs shall be shielded so that the light source is not visible off the property on which a sign is located. Illumination to or from any sign shall not project beyond the property limits. By-law 258-90, 10 September, 1990.

740.3.45 Minimum standards

The standards contained in this Chapter are minimum and in no way take away from more stringent standards which may be contained in Site Plan Agreements executed in accordance with the provisions of section 40 of the *Planning Act*, R.S.O. 1990, C.P.13 , or predecessor sections.

740.3.46 Conflict

Where there is a conflict or a contradiction between this Chapter and any other Chapters or by-laws of the Town, the provisions of this Chapter shall prevail.

740.3.47 Council policy on language

It is the policy of Council that signage on commercial buildings include English or French. By-law 243-95, 5 September, 1995.

740.3.48 Liability - damages

The provisions of this Chapter shall not be construed as relieving or limiting the responsibility or liability of any person erecting or owning any sign or display for personal injury or property damage resulting from the negligence or wilful acts of such person, their agents or employees, in the construction, erection, maintenance, repair or removal of any sign erected in accordance with a permit issued under this Chapter, nor can it be construed as imposing upon the Town or its officers or employees any responsibility or liability by reason of the approval of any signs, materials or devices under the provisions of this Chapter. By-law 243-95, 5 September, 1995.

**Article 4
PROHIBITED SIGNS****740.4.1 Set out**

No person shall erect, install, post, display, maintain or keep, or permit to erect, install, post, display, maintain or keep on a premises any of the types of signs set out in Sections 740.4.2 through 740.4.19 inclusive. By-law 320-96, 16 December, 1996.

740.4.2 Flashing - moving sign

Signs which incorporate in any manner any flashing or moving illumination which varies in intensity or which varies in colour, and signs which have any visible moving parts, visible mechanical movement of any description, or other apparent movement achieved by electrical pulsations or by actions of normal wind currents other than time or temperature parts or a readogram are prohibited.

740.4.3 Obstructions of vision - prohibited

Signs, by reason of size, location, content, colouring, or manner of illumination which obstruct the vision of drivers or pedestrians, or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads or which are located in a day lighting triangle, are prohibited.

740.4.4 Sign - misleading - interference with traffic

Signs which make use of words such as "stop", "look", "one way", "danger", "yield", or any similar words, phrases, symbols, lights, or characters in such manner as to tend to interfere with, mislead, or confuse traffic and which are not erected by a public authority are prohibited.

740.4.5 Obstruction - ingress - egress

Signs located so as to obstruct or impede any required fire escape, fire exit, door, window, scuttle, skylight, flue or air intake or exhaust or so as to prevent or impede free access of firefighters to any part of the building are prohibited. By-law 258-90, 10 September, 1990.

740.4.6 Overhanging public property

Signs on or over public property or public rights-of-way, unless erected or approved by a government agency, or unless required to be so located by order of a government, or except as provided in Section 740.3.12 are prohibited. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995.

740.4.7 Utility pole - tree - stone - other natural object

Signs painted on, attached to, or supported by a tree, stone, or other natural object, or utility pole are prohibited. By-law 258-90, 10 September, 1990.

740.4.8 Painted wall sign

Signs painted on the exterior walls of any building, other than mural signs, are prohibited.

740.4.9 Roof sign

Roof signs, other than roof signs permitted under Section 740.3.43, are prohibited. By-law 151-99, 5 July, 1999.

740.4.10 String lights - exceptions holiday decorations

String lights, other than temporary holiday decorations are prohibited.

740.4.11 Pennants - spinners - banners - streamers

Pennants, spinners, banners and streamers are prohibited.

740.4.12 Ground sign - size location restriction

A ground sign in excess of 2.4 m. (7.9 ft.) in height within 25 m. (82 ft.) of a traffic light are prohibited.

740.4.13 Sign attached to canopy - exception

Signs attached to a projecting canopy except canopy signs and soffit signs are prohibited.

740.4.14 Obsolete sign

Any obsolete signs which no longer advertise a business conducted, or a product sold are prohibited. Such obsolete signs shall be removed within thirty days of the closing of the business.

740.4.15 Advertising sign - not related to premises

Advertising signs not related to any business premises located on the lot other than approved standard non-accessory signs are prohibited.

740.4.16 Sign obstructing parking

Signs which obstruct a required parking space or utilize such parking space for purposes of locating a sign are prohibited.

740.4.17 Readogram sign - within Central Business District

Electronically controlled readogram signs within the Central Business District are prohibited.

740.4.18 Wall sign - facing residential zone - exceptions

Any sign on a wall of a building where such wall faces a residential zone and is closer than 30 m. (98.4 ft.) to the property line upon which residential premises abut, except where such wall abuts a public road is prohibited. This prohibition does not include non-illuminated directional signs. By-law 258-90, 10 September, 1990.

740.4.19 Portable sign - in residential zone - vacant property

Portable signs in residential zones or on a vacant property are prohibited. By-law 243-95, 5 September, 1995.

740.4.20 Inflatable sign - prohibited

Inflatable signs are prohibited. By-law 85-05, 25 July, 2005.

Article 5 PORTABLE SIGNS

740.5.1 One sign - per lot

No more than one portable sign shall be permitted for each lot at any one time.

740.5.2 Erection - on private property - only

Portable signs shall only be erected on private property in accordance with the provisions of this Chapter.

740.5.3 Location - on property to which it applies

Portable signs shall be located on the same property to which the sign applies.

740.5.4 Corner lot - location from intersection

In the case of corner lots, no portable sign shall be located less than 15 m. (49.21 ft.) from the intersection of two or more streets.

740.5.5 Location - on vacant property - prohibited

No portable sign shall be located on a vacant property.

740.5.6 Location - in parking space - limitation

No portable sign shall be located in a parking space where this would reduce the number of parking spaces provided on the site to a number below that required by the applicable zoning by-law.

740.5.7 Location - distance from residential property

No portable sign shall be located less than 30 m. (98.42 ft.) from an abutting property which is used solely for residential purposes.

740.5.8 Location - distance from driveway

No portable sign shall be erected within 5 m. (16.4 ft.) of a driveway entrance.

740.5.9 Location - on vehicle - prohibited

No portable sign shall be located on a vehicle.

740.5.10 Connection to power supply - restriction

No portable sign shall be capable of being connected to a power supply without written Ontario Hydro approval. Wiring to be done in accordance with Ontario Hydro Safety Code Book.

740.5.11 Illuminated - CSA approval required

No illuminated portable sign shall be erected without written approval from either the Canadian Standards Association (CSA) or Ontario Hydro and a sticker is to be displayed on the portable sign.

740.5.12 Advertising surfaces - limited to two

Portable signs shall have no more than two advertising surfaces.

740.5.13 Size - maximum permissible

No portable sign shall be larger than 3.71 sq.m. (40 sq.ft.) in sign area, per sign face.

740.5.14 Height - maximum permissible

Maximum height for portable signs shall be 2 m. (6.56 ft.).

740.5.15 Surface dimension - maximum

No one surface dimension of a portable sign shall exceed 2.4 m. (7.87 ft.).

740.5.16 Use - special event - charitable - non profit - conditions

Section 740.5.3 shall not apply to prevent the erection of a portable sign for the purpose of advertising a special event organized by a charitable or non-profit organization, provided that:

- (a) portable signs are erected for a period not to exceed fourteen consecutive days;
- (b) a permit is obtained from the Town for each portable sign.
By-law 243-95, 5 September, 1995.

Article 6**SIGNS PERMITTED IN RESIDENTIAL ZONES****740.6.1 Applicable sign - uses**

The provisions set out in this Article shall apply to signs located in residential zones for the uses set out in this Article.

[Next page is 740.29]

740.6.2 Single family - two family uses

Only those signs permitted in Sections 740.3.3 through 740.3.15 inclusive, signs permitted for all use categories, shall be permitted.

740.6.3 Multiple family - other permitted uses

Only one ground sign per lot, identifying a multiple family residential or other permitted uses, shall be permitted. Said sign shall not exceed a height of 1.5 m. (4.9 ft.) above the level of the street upon which it is placed and a sign area of 2.4 sq.m. (25.8 sq.ft.).

740.6.4 Building identification sign

In addition, one wall sign located at the ground floor level of a permitted use may also be permitted provided such sign does not exceed a sign area of 2.4 sq.m. (25.8 sq.ft.). Such sign shall not contain commercial advertising and shall identify only the building.

740.6.5 Residential subdivision entrance

Signs not exceeding 3 sq.m. (32.3 sq.ft.) that identify the name and entrance of a residential subdivision may be mounted on walls approved by the Town in a plan of subdivision or a site plan.

740.6.6 Other permitted sign

Those signs permitted in Sections 740.3.3 through 740.3.15 inclusive, signs permitted for all use categories, are also permitted.

Article 7**SIGNS IN COMMERCIAL ZONES****740.7.1 Additional provisions - set out**

In addition to Section 740.3.11 through 740.3.44 inclusive and Article 5, the provisions of this Article shall apply to all signs located in a commercial zone.

740.7.2 Wall sign - sign area - limitation

Wall signs shall not exceed 0.6 sq.m. (6.5 sq. ft.) per linear horizontal metre (1.1 yd.) of building wall upon which such sign is located. In multiple occupancy buildings or shopping centres there shall be a proportional allocation of sign area for each premises. Despite the foregoing, the total area of a wall sign per premises shall not exceed 19 sq.m. (204.5 sq.ft.) or be limited to less than 2 sq.m. (21.5 sq.ft.) per premises. By-law 258-90, 10 September, 1990.

740.7.3 Wall sign - first storey only - exceptions - set out

Wall signs shall only be located at the first storey level except where a business premises, occupies the second floor of a commercial building. In that case a permitted wall sign may be permitted at the second storey level, subject to the restrictions set out in Sections 740.7.4 through 740.7.10 inclusive.

740.7.4 Wall sign - second storey - size restriction

Wall signs at the second storey level shall not exceed 0.45 sq.m. (4.84 sq.ft.) per linear horizontal metre (1.1 yard) of the building wall upon which such sign is located. In multiple occupancy buildings or shopping centres there shall be a proportional allocation of sign area for each premises. Despite the foregoing, the total area of a wall sign per premises shall not be less than 1.5 sq.m. (16.15 sq.ft.) per premises or greater than 14.25 sq.m. (153.39 sq.ft.) per premises.

740.7.5 Wall sign - second storey - multiple - conforming

Where more than one wall sign is to be located on the second storey level the wall signs on the second storey level shall be within the same sign band having the same size and height.

740.7.6 Wall sign - second storey - on facade of business

Wall signs on the second storey level shall be located on the facade of the business to which the sign applies.

740.7.7 Wall sign - vertical distance - first - second storey

Minimum vertical distance between the bottom of a wall sign on the second floor and the top of a wall sign on the first storey level shall be 1.5 m. (5.0 ft.).

740.7.8 Wall sign - second storey - business identification sign

Wall signs on the second floor are restricted to business identification signs only.

740.7.9 Wall sign - second storey - faces public road

All wall signs on the second floor of a commercial building shall face a public road or highway. By-law 257-95, 2 October, 1995.

740.7.10 Wall sign - top level - two walls - requirements

Despite Sections 740.7.2 and 740.7.3, wall signs may be permitted on two walls of an office building at the top floor level subject to the following:

- (a) a maximum of two signs per building elevation shall be permitted;
- (b) a maximum of three signs in total per building shall be permitted;

- (c) each sign shall not exceed a sign area of 9 sq.m. (96.9 sq.ft.); and
- (d) each sign shall identify only one business. By-law 320-96, 16 December, 1996.

Article 8 GROUND SIGNS

740.8.1 Maximum size

No ground sign shall be larger than 5.5 sq.m. (60 sq.ft.) in sign area on a single sign face or 11 sq.m. (120 sq.ft.) of sign area for all faces combined nor in excess of 4 m. (13.1 ft.) in any dimension of sign face. By-law 331-94, 8 November, 1994.

740.8.2 Readogram - permitted - conditions

Despite the provisions of Section 740.8.1, a readogram may be attached to a ground sign structure provided:

- (a) the total sign area of the ground sign and the readogram does not exceed 5.6 sq.m. (60.3 sq.ft.) on one sign face or 11.2 sq.m. (120.6 sq.ft.) on all sign faces combined;
- (b) the readogram shall be designed as an integral part of the ground sign; and
- (c) the total area of the readogram shall not exceed 2.8 sq.m. (30.1 sq.ft.) on each face or 5.6 sq.m. (60.3 sq.ft.) on all faces.

740.8.3 Soffit sign - requirements

All soffit signs shall comply with the provisions in Sections 740.3.31 through 740.3.35 inclusive.

740.8.4 Projecting sign - requirements

All projecting signs shall comply with the provisions in Sections 740.3.38 through 740.3.40 inclusive.

740.8.5 Window sign - requirements

All window sign shall comply with the provisions in Section 740.3.4.

740.8.6 Canopy sign - maximum sign area

A canopy sign shall not exceed 0.6 sq.m. (6.5 sq.ft.) per linear horizontal metre (1.1 yd) of building frontage. In multiple occupancy buildings there shall be a proportional allocation of sign area for each business premises. Despite the foregoing, the total area of a canopy sign per business premises shall not exceed 19 sq.m. (204.5 sq.ft.).

740.8.7 Canopy sign - as free standing - maximum size

Despite Section 740.8.6, a canopy sign erected as an integral part of a free standing canopy shall not exceed 2 sq.m. (21.5 sq.ft.) in area. By-law 258-90, 10 September, 1990.

740.8.8 Canopy sign - location - first storey

Canopy signs, window signs and soffit signs shall only be located at the first story level, except where a business occupies more than one floor, a permitted canopy sign, window sign or soffit sign may be located above the ground floor level. By-law 257-95, 2 October, 1995.

Article 9**SHOPPING CENTRE SIGNS****740.9.1 Application**

In addition to other provisions of this Chapter, the regulations set out in this Article shall apply to shopping centres.

740.9.2 Lots - one hectare to less than four hectares - sign area

Shopping centres on lots in excess of 1 ha. (2.5 ac.) and less than 4 ha. (9.9 ac.), with a minimum frontage of 61 m. (200.13 ft.), may be permitted to erect one ground sign, up to a maximum sign area of 14 sq.m. (150.7 sq.ft.) on a single sign face, or 28 sq.m. (301.4 sq.ft.) of sign area for all faces combined.

740.9.3 Lots - four hectares or greater - sign area

Shopping centres on lots of 4 ha. (9.9 ac.) or greater may be permitted to erect one ground sign for each frontage on an arterial road, up to a maximum sign area of 23.2 sq.m. (249.7 sq.ft.) on a single sign face, or 46.4 sq.m. (499.5 sq.ft.) for all faces combined, per sign. Only one ground sign per frontage will be permitted.

740.9.4 Individual tenants - advertising requirements

Individual tenants may be permitted to advertise on the ground sign provided such advertising is not less than 0.93 sq.m. (10 sq.ft.) in sign area per tenant.

740.9.5 Other sign - individual business

All other signs identifying each individual business shall be erected in accordance with the provisions of this Chapter.

740.9.6 Individual business - ground sign - prohibited

No individual business or other enterprise within a shopping centre may erect or maintain a ground sign.

740.9.7 Multiple sign - two street frontages - requirements

Shopping centres which have frontages on two streets may have one additional ground sign on the second street provided such sign does not exceed 1.2 sq.m. (12.9 sq.ft.). Shopping centres on lots in excess of 4 ha. (9.9 ac.) may be permitted one ground sign to be located at each parking lot entrance and shall not exceed a sign area of 1.2 sq.m. (12.92 sq.ft.) per face and shall not exceed a height of 1.3 m. (4.3 ft.) above finished grade. Such signs shall identify the shopping centre only.

740.9.8 Wall sign - use permitted in lieu of ground sign

A wall sign may be permitted in lieu of a ground sign for shopping centre identification purposes and shall be an integral part of the shopping centre design and may be permitted above the ground floor. By-law 258-90, 10 September, 1990.

740.9.9 Readogram sign - permitted

Despite the provisions of Section 740.8.1, a readogram may be attached to a ground sign structure in conjunction with a shopping centre provided:

- (a) where the shopping centre is on a lot in excess of 1 ha. (2.5 ac.) and less than 4 ha. (9.9 ac.) with a minimum frontage of 61 m. (200.13 ft.), the total sign area of the ground sign and the readogram does not exceed 14 sq.m. (150.7 sq.ft.) on one sign face or 28 sq.m. (301.4 sq.ft.) for all sign faces combined;
- (b) where the shopping centre is on a lot of 4 ha. (9.9 ac.) or greater, the total sign area of the ground sign and the readogram does not exceed 23.2 sq.m. (249.7 sq.ft.) on one sign face or 46.4 sq.m. (499.5 sq.ft.) for all sign faces combined;
- (c) the readogram shall be designed as an integral part of the ground sign;
- (d) the total area of the readogram shall not exceed 2.8 sq.m. (30.1 sq.ft.) on each face or 5.6 sq.m. (60.3 sq.ft.) on all faces. By-law 320-96, 16 December, 1996.

Article 10**SERVICE STATION - GAS BAR SIGNS****740.10.1 Applicable**

Despite any other provisions of this Chapter the signs set out in this Article may also be permitted in association with service station and gas bars.

740.10.2 Gas price sign - requirements

“Gas price” signs not exceeding 0.4 sq.m. (4.3 sq.ft.) in sign area may be permitted on the fascia of a free standing canopy associated with pump islands provided that such sign is an integral part of the canopy design and does not extend beyond the fascia limits, and further provided that not more than two such signs shall be permitted per canopy.

740.10.3 Pump sign - permitted

Signs customarily displayed on gasoline pumps which are an integral part of the pump design are permitted.

740.10.4 Directional sign - permitted

Directional signs not exceeding 0.5 sq.m. (5.4 sq.ft.) in area may be erected as an integral part of a free standing canopy fascia provided that no directional sign shall advertise, indicate or direct attention towards any activity not carried on at the pump island with which the free standing canopy is associated.

740.10.5 Directional sign - limitation on free standing canopy

Despite the Section 740.10.4, such directional signs shall be limited to two signs per function per free standing canopy. By-law 258-90, 10 September, 1990.

740.10.6 Portable sign - requirements

All portable signs shall comply with the provisions of Article 5 and any other applicable provisions of this Chapter. By-law 243-95, 5 September, 1995.

Article 11**SIGNS ACCESSORY TO A DRIVE THROUGH SERVICE****740.11.1 Menu sign - requirement**

Despite the provisions of Sections 740.3.18 through 740.3.23 inclusive, one additional wall or ground sign, for the purpose of displaying menu items or operational instructions, with a maximum sign area of 3 sq.m. (32.3 sq.ft.), may be permitted in conjunction with a drive through service for a restaurant or eating establishment provided that the sign is located next to the stacking lane and is at least 10 m. (32.8 ft.) from a street line or a lot line abutting a residential property and 1.5 m. (4.9 ft.) from any other lot line.

740.11.2 Menu sign - additional - conditions

Despite the provisions of Section 740.11.1, where two distinctly separate restaurants or eating establishments operate a common drive through service, one additional wall or ground sign per restaurant, to a maximum of two such signs adjacent to the common drive through service, for the purpose of displaying menu items or operational instructions, each with a maximum sign area of 3 sq.m. (32.3 sq.ft.), may be permitted in conjunction with the aforementioned drive through service, provided that the signs are located next to the stacking lane and are at least 10 m. (32.8 ft.) from a street line or a lot line abutting a residential property and 1.5 m. (4.9 ft.) from any other lot line.

Article 12**SIGNS ACCESSORY TO A DRIVE THROUGH AUTOMATED TELLER MACHINE KIOSK****740.12.1 Canopy sign - requirements**

Despite the provisions of Section 740.3.18 and 740.3.19, where a drive through automated teller machine kiosk has been erected, one canopy sign per wall of the kiosk up to a maximum of four canopy signs may be permitted, provided that such canopy sign is a maximum of 0.6 m. (2.0 ft.) in sign band width, and the total canopy sign area on the kiosk is a maximum of 8.4 sq.m. (90 sq.ft.).

740.12.2 Canopy sign - requirements - abutting residential zone

Despite the Section 740.12.1, where one or more canopy signs are erected on a drive through automated teller machine kiosk within 50 m. (164 ft.) of a residential zone, such signs shall not be illuminated, or shall be in the form of a reversed graphics sign subject to the sign area restrictions in Section 740.12.1.

740.12.3 Wall sign - in commercial building

Where an automated teller machine with a drive through service is erected in a commercial building, one additional wall sign may be erected in lieu of the canopy signs referred to in Sections 740.12.1 and 740.12.2 provided that such wall sign is restricted to a sign area of 0.6 sq.m. (6.5 sq.ft.) per linear horizontal metre (1.1 yard) of wall of the automated teller machine unit upon which such sign is located. Despite the foregoing, the total area of such sign shall not exceed 3 sq.m. (32.3 sq.ft.). By-law 320-96, 16 December, 1996.

740.12.4 Roof sign - size limitation

Roof signs shall not exceed 0.6 sq.m. (6.5 sq.ft.) per linear horizontal metre of roof length upon which such sign is located. In multiple occupancy buildings or shopping centres there shall be a proportional allocation of sign area for each premises. Despite the forgoing, the total area of a roof sign per premises shall not exceed 19 sq.m. (204.5 sq.ft.) or be limited to less than 2.0 sq.m (21.5 ft.2) per premises.

740.12.5 Mural sign - one elevation - each premises

One mural sign shall be permitted on one building elevation for each premises.

740.12.6 Mural sign - one illumination - requirements

All mural signs shall comply with the provisions in Section 740.3.44. By-law 151-99, 5 July, 1999.

Article 13**SIGNS PERMITTED - INDUSTRIAL
INSTITUTIONAL - OTHER ZONES****740.13.1 Commercial - residential zones - included**

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5 the following provisions shall apply to all signs located in industrial, institutional and any other zone. This section does not apply to commercial or residential zones.

740.13.2 Wall sign - canopy sign - size requirement

Wall signs or canopy signs shall not exceed 0.3 sq.m. (3.2 sq.ft.) per lineal horizontal metre of the building wall upon which such sign is located. In multiple occupancy buildings there shall be proportional allocation of sign area for each business premises. Despite the foregoing, the total area of a wall or canopy sign per business premises shall not exceed 18.6 sq.m. (200.2 sq.ft.) or be limited to less than 1.8 sq.m. (19.4 sq.ft.).

740.13.3 Location - first storey - exception

Wall signs shall only be located at the first storey level, except where a premises occupies more than one floor, a wall sign may be located above the ground floor level.

740.13.4 Wall sign - additional - at loading dock

One additional wall sign per premises may be permitted at loading docks (identifying the occupant) provided such sign does not exceed 0.5 sq.m. (5.4 sq.ft.).

740.13.5 Ground sign - size requirements

No ground sign shall be larger than 2.3 sq.m. (24.8 sq.ft.) in sign area on a single sign face, or 4.6 sq.m. (49.5 sq.ft.) of sign area for all faces combined, nor in excess of 3.7 m. (12.1 ft.) in any dimension of sign face.

740.13.6 Ground sign - height above grade

Despite the provisions of Section 740.3.27, no ground sign shall exceed 2.2 m. (7.2 ft.) in height above the average finished grade level at the base of such sign.

740.13.7 Ground sign - readogram - requirements

Despite the provisions of Section 740.13.5, a readogram may be attached to a ground sign structure provided:

- (a) the total sign area of the ground sign and the readogram does not exceed 3.1 sq.m. (33.4 sq.ft.) on one sign face or 6.2 sq.m. (66.7 sq.ft.) on all sign faces combined;
- (b) the readogram shall be designed as an integral part of the ground sign; and
- (c) the total area of the readogram shall not exceed 1.5 sq.m. (16.2 sq.ft.) on each face or 3 sq.m. (32.3 sq.ft.) on all faces. By-law 258-90, 10 September, 1990.

740.13.8 Portable sign - requirements

All portable signs shall comply with the provisions of Article 5, and any other applicable provisions of this Chapter. By-law 243-95, 5 September, 1995.

740.13.9 Mural sign - one elevation - each premises

One mural sign shall be permitted on one building elevation for each premises.

740.13.10 Mural sign - illumination - requirements

All mural signs shall comply with the provisions in Section 740.3.44.

Article 14**STANDARD NON-ACCESSORY SIGNS (BILLBOARDS)****740.14.1 Types permitted - Schedule 'A'**

The standard non-accessory signs listed in Schedule 'A' shall be the only standard on-accessory signs permitted in the Town.

740.14.2 Rebuild - restrictions

Standard non-accessory signs may be rebuilt in the locations occupied at the time of passage of this Chapter provided the rebuilt sign does not exceed a sign area of 20 sq.m. (215.3 sq.ft.), or the sign area of the sign which existed at the time of passage of this Chapter, which ever is lesser, on one sign face and is not increased in height. By-law 258-90, 10 September, 1990.

Article 15**SUBDIVISION DEVELOPMENT SIGNS****740.15.1 Applicable**

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5, and despite any provisions to the contrary, the regulations set out in this Article shall apply to all subdivision development ground signs.

740.15.2 One sign - at entrance - permitted

One subdivision development ground sign shall be permitted at the entrance of a plan of subdivision for which lots are for sale.

740.15.3 Sign - advertisement - for that location - only

Subdivision development ground signs shall advertise only the subdivision in which the sign is located, and not the sale of lots elsewhere, or the realtor's, developer's, or landowner's business in general.

740.15.4 Builder - advertising - on sign only

Each builder within the plan of subdivision for which such subdivision development ground sign is located shall be permitted to advertise on such sign.

740.15.5 Size - sign area - requirements

The maximum sign area of any subdivision development ground sign shall be 18.6 sq.m. (200 sq.ft.) for all faces combined. No part of such subdivision development ground sign shall be more than 6 m. (20 ft.) above grade or in excess of 6 m. (20 ft.) in any dimension.

740.15.6 Removal of sign - when

Subdivision development ground signs shall be removed after building permits have been issued on 75% of the lots that are for sale within the plan of subdivision.

740.15.7 Illumination - from external source - only

Illumination of subdivision development ground signs shall only be from an external source.

740.15.8 Set back - requirements

Subdivision development ground signs shall conform to relevant setback line requirements as per Section 740.19.8. By-law 152-96, 10 June, 1996.

Article 16
SUBDIVISION OR CONDOMINIUM DEVELOPMENT
DIRECTIONAL GROUND SIGN

740.16.1 Regulations - set out

In addition to Sections 740.3.16 through to 740.3.44 inclusive, and Article 5, and despite any provisions to the contrary, the regulations set out in this Article shall apply to all subdivision or condominium development directional ground signs.

740.16.2 Two signs - permitted

Each builder or developer shall be permitted to erect two subdivision or condominium development directional ground signs identifying the subdivision or condominium development in the Town upon which the builder has lots for sale or upon which the developer has condominium units for sale.

740.16.3 Location - outside development area

Such subdivision or condominium development directional ground signs shall be erected outside the plan of subdivision or condominium development area for which the lots are for sale.

740.16.4 Sign area - maximum

Such subdivision or condominium development directional ground signs shall have a maximum sign area of 18.6 sq.m. (200 sq.ft.) for all faces combined.

740.16.5 Removal - upon completion of building

Such subdivision or condominium development directional ground signs shall be removed immediately upon completion of the last dwelling unit for sale in the plan of subdivision or condominium development.

740.16.6 Land owner consent - written - prior to permit issue

No permit shall be issued for any such subdivision or condominium development directional ground sign without the written consent of the registered owner of the land on which the sign is to be located.

740.16.7 Number - maximum permitted - each lot

A maximum of three subdivision or condominium development directional ground signs shall be permitted on a lot at any one time.

740.16.8 Illumination - prohibited

No subdivision or condominium development directional ground signs shall be illuminated.

740.16.9 Height - maximum

No subdivision or condominium development directional ground signs shall exceed 6.1 m. (20 ft.) in height.

740.16.10 Set back - requirements

Such subdivision or condominium development directional ground signs shall conform to relevant setback line requirements as per Section 740.19.8. By-law 152-96, 10 June, 1996; By-law 350-97, 3 November, 1997.

Article 17**SUBDIVISION DEVELOPMENT AND
CONDOMINIUM DEVELOPMENT SIGNS FOR SALES
TRAILERS AND SALES PAVILIONS****740.17.1 Regulations - set out**

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5 and despite any provisions to the contrary, the signs set out in this Article shall be permitted for each sales trailer or sales pavilion.

740.17.2 Location - on sales trailer site

The following signs shall be located on the sales trailer site for which the sign advertises:

- (a) ground signs;
- (b) wall signs;
- (c) flags;
- (d) a-board signs.

740.17.3 Ground sign - regulations - set out

The regulations set out in Sections 740.17.4 through 740.17.10 inclusive, shall apply to all ground signs permitted in Section 740.17.1 and 740.17.2.

740.17.4 Ground sign - maximum number

A maximum of two ground signs shall be permitted for each sales trailer or sales pavilion.

740.17.5 Ground sign area - maximum

Such ground signs shall have a maximum sign area of 18.6 sq.m. (200 sq.ft.) for all faces combined.

740.17.6 Ground sign - illumination - from external source only

Illumination of such subdivision development ground signs shall only be from an external source.

740.17.7 Ground sign - height - maximum

Such ground signs shall not exceed 6.1 m. (20 ft.) in height.

740.17.8 Ground sign - set back - requirements

Such ground signs shall conform to relevant setback line requirements as per Section 740.19.8. By-law 152-96, 10 June, 1996.

740.17.9 Ground sign - sign area - each face

Despite the provisions of Sections 740.17.3 through 740.17.5 inclusive, such ground sign shall have a maximum sign area of 18.6 sq.m. (200 sq.ft.) per sign face and 37.2 sq.m. (400 sq.ft.) in total sign area provided that a maximum of one such sign shall be permitted for each sales trailer or sales pavilion. By-law 350-97, 3 November, 1997.

740.17.10 Wall sign - regulations - set out

The regulations set out in Sections 740.17.11 through 740.17.13 inclusive shall apply to all wall signs permitted in Section 740.17.1 and 740.17.2

740.17.11 Wall sign - maximum three sides

Wall signs shall be permitted on a maximum of three sides of a sales trailer or sales pavilion.

740.17.12 Wall sign - area - maximum

Such wall signs shall not exceed 50% of the wall area of that side of wall of the sales trailer or sales pavilion.

740.17.13 Wall sign - extension beyond wall - prohibited

No part of any wall sign shall extend beyond the extremities of the wall to which it is attached.

740.17.14 Flag - regulations - set out

The regulations set out in Sections 740.17.15 and 740.17.16 shall apply to all flags permitted in Section 740.17.1 and 740.17.2.

740.17.15 Flags - number limitations

A maximum of 30 flags shall be erected for each sales trailer or sales pavilion.

740.17.16 Flags - area - maximum

Such flags shall not exceed 1.39 sq.m. (15 sq.ft.) per face or 2.78 sq.m. (30 sq.ft.) for all faces combined.

740.17.17 A-board sign - regulations - set out

The regulations set out in Sections 740.17.18 through 740.17.21 inclusive, shall apply to all A-board signs permitted in Sections 740.17.1 and 740.17.2

740.17.18 A-board sign - maximum - number permitted

A maximum of two A-board signs shall be permitted for each sales trailer or sales pavilion.

740.17.19 A-board sign - sign area - maximum

Such A-board signs shall have a maximum sign area of 3.71 sq.m. (40sq.ft.) for all faces combined.

740.17.20 A-board sign - set back - requirements

Such A-board signs shall conform to relevant setback line requirements as per Section 740.19.8.

740.17.21 A-board sign - height - maximum

No A-board sign shall exceed 2 m. (6.56 ft.) in height.

Article 18**SIGNS FOR MODEL HOMES****740.18.1 Regulations - set out**

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5 and despite any provisions to the contrary the signs set out in this Article shall be permitted for model homes.

740.18.2 Ground sign - one only

A maximum of one ground sign shall be permitted for each model home.

740.18.3 Ground sign - area - maximum

Such ground sign shall have a maximum sign area of 3.7 sq.m. (40 sq.ft.) faces combined.

740.18.4 Ground sign - illumination - external source - only

Illumination of subdivision development ground signs shall only be from an external source.

740.18.5 Ground sign - set back - requirements

Such ground signs shall conform to relevant setback line requirements as per Section 740.19.8.

740.18.6 A-board sign - maximum permitted

A maximum of two A-board signs shall be permitted for each model home, and shall be placed on the model home site.

740.18.7 A-board sign - sign area - maximum

Such A-board signs shall have a maximum sign area of 3.71 sq.m. (40 sq.ft.) for all faces combined.

740.18.8 A-board sign - height - maximum

No A-board sign shall exceed 2 m. (6.56 ft.) in height.

740.18.9 A-board sign - set back - requirements

Such A-board signs shall conform to the relevant setback line requirements as per Section 740.19.8.

740.18.10 Maximum two - each dwelling - within plan of subdivision

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5 and despite any provisions to the contrary two lot identification signs in the form of wall signs shall be permitted for each dwelling within a plan of subdivision provided that such signs do not exceed a sign area of 0.37 sq.m. (4 sq.ft.).

Article 19**CONDOMINIUM DEVELOPMENT GROUND SIGNS****740.19.1 Regulations - set out**

In addition to Sections 740.3.16 through 740.3.44 inclusive, and Article 5 and despite any provisions to the contrary, the regulations set out in this Article shall apply to all condominium development ground signs.

740.19.2 Number - maximum

One condominium development ground sign shall be permitted for each condominium development for which units are for sale.

740.19.3 Advertisement - applicable to location - only

Such condominium development ground sign shall advertise only the condominium development in which the ground sign is located, and not the sale of units elsewhere, or the developer's, or landowner's business in general.

740.19.4 Sign area - maximum

The maximum sign area for each condominium development ground sign shall be 18.5 sq.m. (200 sq.ft.) for all faces combined.

740.19.5 Illumination - external source - only

Illumination of such condominium development ground signs shall only be from an external source.

740.19.6 Height - maximum

No condominium development ground sign shall exceed 6.1 m. (20 ft.) in height.

740.19.7 Set back - requirements

Such condominium development ground signs shall conform to relevant setback line requirements as per Section 740.19.8.

740.19.8 Ground - A-board sign - location - restrictions

All ground signs and A-board signs, permitted in Articles 15 through 19 inclusive, shall also comply with the following provisions:

- (a) no sign shall be located at a distance from the common lot boundary with an adjacent lot less than 1.5 m. (4.9 ft.) or a distance equal to the height of the sign, whichever is greater;
- (b) a sign including any part of its structure shall not be located closer than 1.5 m. (4.9 ft.) to any driveway or within 15 m. (49.2 ft.) of a railway right-of-way;
- (c) no sign in excess of 2.4 m. (7.9 ft.) in height shall be closer than 25 m. (82 ft.) of a traffic light. By-law 152-96, 10 June, 1996.

Article 20**SPECIAL EVENT SIGNS CROSSING
OVER A PUBLIC THOROUGHFARE****740.20.1 Permitted - subject to approval**

Despite any other provisions of this Chapter banners may be permitted over a public road subject to approval by the Town and review by any affected utilities and authorities.

Article 21**SITE SPECIFIC PROVISIONS**

Information with respect to site specific provisions is available for viewing during normal business hours in the office of the Clerk and in the Planning and Development Department of the Town.

Article 22**NON-CONFORMING SIGNS****740.22.1 Sign - erected - prior to enactment**

Any sign legally erected, constructed or placed on or before the day of the passing of the enabling by-law may remain and continue to be used and maintained despite that it does not conform with the applicable provisions of this Chapter provided that:

- (a) no such sign shall be altered or relocated for any reason whatsoever, unless the same shall either conform or be made to conform in all respects with the applicable provisions of this Chapter.

Article 23**MATERIALS AND STRUCTURAL REQUIREMENTS****740.23.1 Sign - maintained - safe - functional - at all times**

The owner, lessee or agent of the lands or premises upon which any sign or advertising device is located, shall maintain, or cause such sign or advertising device to be maintained, in a proper and safe state of repair, so that such sign or advertising device does not become unsafe, unsightly or dangerous. All signs shall be completely operative at all times.

740.23.2 Maintenance - repairs - not constituting alteration

Maintenance or repairs using materials identical to the materials of the component being maintained or repaired does not constitute an alteration so as to require a permit.

740.23.3 Material - compliance - Ontario Building Code

All materials incorporated into a sign shall comply with the requirements of section 3.7 of the Ontario Building Code.

740.23.4 Material composition - not subject to deterioration

No sign shall be composed of a material which is subject to deterioration from the effects of time, weather or temperature and would result in the reduction of the safety factor below the minimum design value established for such material or combination of materials.

740.23.5 Structural integrity - design

Signs and their structural members shall be designed to have structural capacity to resist safely and effectively all effects of loads and influence from the environment that may be expected and shall in any case satisfy the requirements of the Ontario Building Code. By-law 258-90, 10 September, 1990.

Article 24**ADMINISTRATION****740.24.1 Permit - required - all sign - exception**

No person shall erect, install, post, display, maintain or keep, or permit to erect, install, post, display, maintain or alter of any sign without first receiving a permit except for signs permitted in Sections 740.3.4 through 740.3.10 inclusive and Sections 740.3.12, 740.3.14 and 740.3.15. By-law 320-96, 16 December, 1996.

740.24.2 Permit - compliance - all construction

All signs must be built in accordance with a sign permit issued by the Commissioner of Planning and Development. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995.

740.24.3 Change in message - not deemed alteration

A change in the message displayed by a sign or other advertising device does not constitute an alteration so as to require a permit. By-law 258-90, 10 September, 1990.

740.24.4 Permit - portable sign - not transferable

Portable sign permits shall not be transferable. By-law 243-95, 5 September, 1995.

740.24.5 Permit - application - land owner - lessee

No person shall make application for a sign permit who is not the owner or lessee, or the authorized agent of the owner or lessee of the property on which the work is to be performed, nor shall any person submit false or misleading information or documents or make omissions that may mislead in connection with any application for a sign permit, detail of construction, or revision thereto.

740.24.6 Permit - application - form - Building Department

To obtain a permit, the applicant must first file an application in a prescribed form furnished by the Building Department for the Town. By-law 258-90, 10 September, 1990.

740.24.7 Permit - application - portable sign

In the case of portable signs the owner of the property and/or condominium corporation must apply for a sign permit, or the applicant, where not the owner of the property and/or the condominium corporation for the property, must obtain a consent letter from the owner/condominium corporation prior to applying for a sign permit for a portable sign and such consent letter shall be filed together with the application for a permit for a portable sign. By-law 243-95, 5 September, 1995.

740.24.8 Application - requirements - drawings - size - location

Every application shall identify and describe in detail the sign to be covered by the permit for which the application is made and shall include scale drawings of the signs showing:

- (a) dimensions of the sign;
- (b) height above finished grade;
- (c) method of construction and attachment to ground or structures;
- (d) location of the sign on a lot or a structure;
- (e) relationship of the sign to parking areas, driveways or structures, doors, windows and other openings. By-law 258-90, 10 September, 1990.

740.24.9 Application requirements - additional - portable sign

In the case of portable sign permits the following additional information shall be required.

- (a) written Ontario Hydro or Canadian Standards Association (CSA) approval in the case of illuminated portable signs. Ontario Hydro approval will also be required for the wiring connecting the portable sign to an electrical power supply. (Wiring to be done in accordance with the Ontario Hydro Safety Code Book); and
- (b) site plan showing parking and parking layout, in the case where a portable sign is to be located in a parking area. By-law 243-95, 5 September, 1995.

740.24.10 Application - description - location - of land

The application shall describe the land on which the proposed sign is or is to be erected, by street address or by other equivalent description that will readily identify and specifically locate the sign.

740.24.11 Plans - specifications - sufficient to ascertain compliance

The application shall be accompanied by plans and specifications of sufficient detail and quality as is necessary to ascertain whether or not the sign will be in compliance with this Chapter. By-law 258-90, 10 September, 1990.

740.24.12 Owner - lessee constructor - name - address - telephone

The application shall state the full names, addresses and telephone numbers of the owner and any lessee of the premises and the owner of the sign, the applicant, the designer and, if known, the constructor and, if the owner(s) or constructor is a corporate body, the address of the head office of the corporation and the names, addresses and telephone numbers of such officers of the corporation as may be required.

740.24.13 Application - deemed abandoned - after six months

An application for permit for any work will be deemed to have been abandoned six months after the date of filing, unless such permit has been issued. In case of abandonment, all plans and specifications shall be returned to the applicant.

740.24.14 Application - abandoned - two weeks - portable sign

In the case of portable sign permits, the permit shall be considered to have been abandoned two weeks after the date of filing, unless such permit has been issued. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995.

740.24.15 Expiration of permit - after six months - work not ongoing

Every permit issued by the Town shall expire six months from the date of issuance unless diligently acted upon and shall become null and void upon the removal of the sign or upon the passage of any by-law, the provisions of which would make the approved sign unlawful. By-law 258-90, 10 September, 1990.

740.24.16 Expiry - permit - portable sign

Despite Section 740.24.15 in the case of portable signs, the permit shall expire forty-five days from the date of issuance and shall become null and void upon the removal of the sign or upon the passage of any by-law, the provisions of which would make the approved sign unlawful.

740.24.17 Expiry - permit - portable sign - charitable - non profit

Portable signs for charitable and non-profit organizations shall expire fourteen consecutive days from the date of issuance. By-law 243-95, 5 September, 1995.

740.24.18 Renewal of permit - extension - fee

Where, before the expiry date of a permit, an application is made to extend this permit for a further six months, the Town may renew the permit by the payment of the prescribed application fee where the sign conforms to all by-laws and other governmental regulations in force at that time. By-law 258-90, 10 September, 1990.

740.24.19 Portable sign - maximum three permits annually

In the case of portable signs a maximum of three permits may be issued in a twelve month period for the same business, provided that at least sixty days has elapsed between the expiry date of one permit and the issuance of another permit.

740.24.20 Portable sign - one per lot - only

No more than one portable sign shall be permitted per lot at any one time. By-law 243-95, 5 September, 1995.

740.24.21 Revocation of permit - non conforming sign - other

A permit may be revoked by the Town under the following circumstances:

- (a) where the sign does not conform to this Chapter and amendments thereto;
- (b) where the sign does not conform to any regulation, law or requirement of any governmental authority having jurisdiction over the area where the sign is situate;
- (c) where the permit has been issued as the result of false or misleading statements, or undertakings in the application;
- (d) where the permit has been issued in error by the Town.

740.24.22 Fees - set out - Schedule 'B'

Fees for an application for permit shall be in accordance with Schedule 'B'. By-law 258-90, 10 September, 1990.

740.24.23 Order to comply - contravention of Chapter

Whenever a contravention of this Chapter is apparent, an order to comply shall be issued to the person who is responsible for the work by personal service or by registered mail to the last known address of the person responsible. The said order shall outline the nature of the contravention and the Section of the Chapter so contravened, and shall further direct that the contravention be abated within the time specified in the order.

740.24.24 Order to comply - not served - posted

In the event that no responsible person can be found to receive the order referred to in Section 740.24.23, then the order shall be sent by registered mail to the last known address of the owner or lessee of the premises and such procedure shall be deemed to be equivalent of personal service and a copy of the order may be posted on the site. By-law 85-05, 25 July, 2005.

740.24.25 Dangerous or defective sign - notice to repair - removal

Where any sign or advertising device is in a dangerous or defective condition or location, the Commissioner of Planning and Development may notify the owner or the lessee or the agent of the owner or of the lessee, to remove the sign or advertising device at once or place the same in a proper state of repair.

740.24.26 Dangerous - defective sign - notice - remedy by Town

Upon receipt of a notice given under Section 740.24.25, the owner, lessee or the agent of the owner or lessee of such lands or premises shall proceed forthwith to repair or remove such sign or advertising device, and if the owner, lessee or agent of the owner or lessee of such lands or premises fails to repair or remove such sign or advertising device, the Commissioner of Planning and Development may have such sign or advertising device removed or such repairs made thereto as he or she deems necessary, and the expense thereof, shall be recoverable by action or distress, and in the case of non-payment, maybe collected in the like way as to municipal taxes. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995.

740.24.27 Notice - how served

A notice served under Sections 740.24.25 and 740.24.26 may be served personally or by registered mail.

740.24.28 Removal of illegal sign - order to comply - not acted on

In the event that an order to comply is not complied with, the Commissioner of Planning and Development may require that the Town, its employees, or an independent contractor enter upon the land and remove such sign. By-law 258-90, 10 September, 1990.

740.24.29 Removal - illegal sign - stored - redemption - fee

Signs so removed shall be stored by the municipality for a period of time of not more than thirty days, during which time the owner or his or her agent may be entitled to redeem such sign upon receipt by the Treasurer of the amount calculated by the Commissioner of Engineering and Public Works as the cost of removing the sign. By-law 243-95, 5 September, 1995.

740.24.30 Sign - removed by Town - not claimed - disposed

Where a sign has been removed by the municipality and stored for a period of thirty days and has not been redeemed, such sign may be forthwith destroyed or otherwise disposed of by the municipality. By-law 258-90, 10 September, 1990; By-law 243-95, 5 September, 1995.

Article 25 ENFORCEMENT

740.25.1 Notice - orders - responsibility

No person shall contravene the provisions of an order to comply or a stop work order, issued because of a contravention of this Chapter, or remove any aforesaid notice or order that is posted on any premises without the approval of the Town. By-law 258-90, 10 September, 1990.

740.25.2 Fine - for contravention

Every person who contravenes any of the provisions of this Chapter is guilty of an offence and upon conviction is liable to a fine or penalty as provided for in s. 61 of the *Provincial Offences Act*. By-law 85-05, 25 July, 2005.

Article 26
SEVERABILITY

740.26.1 Validity

If any Section, clause or provision of this Chapter, including anything contained in the Schedules is for any reason declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Chapter, as a whole or any part thereof other than the Section, clause or provision so declared to be invalid and it is hereby declared to be the intention that all the remaining sections, clauses or provisions of this Chapter shall remain in full force and effect until repealed, despite that one or more provisions thereof shall have been declared to be invalid.

Article 27
REPEAL

740.27.1 By-law - previous

By-laws 13-82, and 476-88 are hereby repealed. By-law 82-94 is repealed. By-law 331-94, 8 November, 1994.

SIGNS

SCHEDULE

Schedule 'A' - Sign exemption location

1. Southwest corner of Carrville Road and Yonge Street; Part of Lot 285, Registered Plan 1960.
2. West side of Yonge Street, south of Harris Road; Part of Lot 59, Concession 1 WYS.
3. West side of Yonge Street, north of Elm Grove Avenue; Part of Lot 68, Concession 1 WYS.
4. West side of Yonge Street, northeast corner of Crosby Avenue, #10375 Yonge Street; Part of Lot 4, Registered Plan 1354.
5. Southwest corner of Yonge Street and Levendale Road (Roof Sign), #46 - #48 Levendale Road; Part of Block B, Registered Plan 5151.
6. East side of Yonge Street, directly across from Hillcrest Mall; Part of Lot 41, Concession 1 EYS. By-law 258-90, 10 September, 1990; Schedule 'A'.

SIGNS

Schedule 'B' - Sign permit - fees

The scale of fees to be paid to the Town for sign permits are as follows:

(a) All signs (unless specified below)	\$100
Portable signs	\$100 for a 45 consecutive day permit
Portable signs for Charitable or Non-Profit Organizations	\$50 for a 14 consecutive day permit
Subdivision and condominium development directional ground signs	\$250
Sign package for sales trailers (includes ground signs, flags, A-boards wall signs)	\$1000 per sales trailer
Development Ground Signs for Model Homes	No Permit Charge
Lot Identification Signs	No Permit Charge
Mural signs	\$160
(b) Refunds are not refundable.	Sign permit fees

By-law 243-95, 5 September, 1995; By-law 152-96, 10 June, 1996; By-law 350-97, 3 November, 1997; By-law 151-99, 5 July, 1999.