

**CONSOLIDATED**  
*Updated August 25, 2008*

**TOWNSHIP OF WOOLWICH**

**BY-LAW NUMBER 67-92**

**A BY-LAW TO CONTROL AND REGULATE SIGNS**

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## **Section 1: SHORT TITLE**

This by-law and any amendments may be cited as “The Sign By-law”

## **Section 2: DEFINITIONS**

In this by-law:

- 2.1 **“Alteration”** means any change to a sign structure or sign face excepting the changing of copy in compliance with this by-law or the replacement of identical parts for maintenance purposes.
- 2.2 **“Awning”** means a self-supporting, roof – like projection which projects horizontally from the building face or wall over a window or doorway, and is intended solely to prevent access of direct sunlight into the building through such windows or doorways.
- 2.3 **“Building Line”** means the required building line setback from any street for a structure or any required front yard or required side yard abutting a street, all as set out in the applicable Township Zoning By-laws.
- 2.4 **“Canopy”** means a roof-like projection which projects horizontally from the building face or wall, extends across part of all of that building face or wall, and is intended to provide shelter, but shall not include an awning.
- 2.5 **“Commercial Message”** means any sign, wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.
- 2.6 **“Copy”** means the working and symbols on a sign.
- 2.7 **“Corner Visibility Triangle”** means a triangular area formed within a corner lot by the intersection street lines or the projections thereof and a straight line connecting them 15.0 metres from their point of intersection. A corner lot is a lot situate at the intersection of and abutting, tow streets, or parts of the same street, the adjacent sides of which street or streets (or in the case of a curved corner, the tangents of which) contain an angle of not more than 135 degrees.
- 2.8 **“Council”** means the Council of the Corporation of the Township of Woolwich.
- 2.9 **“Erected”** means attached, altered, built, constructed, reconstructed, enlarged or moved.
- 2.10 **“Frontage”** means the length of a lot line extending along each legally accessible public street or public lane, and shall include lots separated from a street by land owned by the Township or the Regional Municipality of Waterloo or the Province of Ontario, which land is held by such public agency for future road widening purposes or as a 0.3 metre reserve.
- 2.11 **“Grade”** means the elevation of the ground directly beneath a sign.

- 2.12 “**Lot**” means a parcel of land, which can be legally conveyed pursuant to Section 49 of the Planning Act, S.O. 1983.
- 2.13 “**Lot Line**” means the line formed by the boundary of any lot.
- 2.14 “**Maintain**” means to repair or refurbish a sign or sign structure.
- 2.15 “**Ontario Building Code**” means the Building Code Act (Ontario) and Regulations there under, as amended.
- 2.16 “**Parapet**” means that portion of the wall of a building that rises above the level of the roof.
- 2.17 “**Person**” shall include any association, partnership, corporation, Municipal Corporation, agent or trustee, and the heirs, executors or other legal representatives of a person to whom the context can apply according to law.
- 2.18 “**Plaque**” means a commemorative or identifying inscribed tablet.
- 2.19 “**Plaza Complex**” means a group of business establishments, which is planned, developed, managed and or operated as a unit with shared on-site parking and containing tree or more separated spaces for lease and or occupancy.
- 2.20 “**Premises**” means any property occupied by the business or use to which the sign copy refers.
- 2.21 “**Region**” means the Regional Municipality of Waterloo.
- 2.22 “**Sign**” means any identification, description, illustration or device, which directs attention to, or advertises, any person, business, commodity, service or use. A sign shall be considered a structure for the purpose of this by-law. Without limiting the generality of the above, the definition of a sign includes, but is not limited to, the following types of signs.
- (a) “**Abandoned Sign**” means any sign in which no longer correctly identifies the business, commodity, service or use presently conducted, sold or offered on the lot. A sign shall not be deemed abandoned until 90 days after such activity is discontinued.
  - (b) “**Accessory Sign**” means a sign in which the copy relates to the lot upon which the sign is located.
  - (c) “**Address Sign**” means a fascia or ground sign upon which the maximum of 0.2 square metres contains no commercial message, and is intended solely to indicate a municipal street address and/or name of a private residence.
  - (d) “**Automatic Changing Copy Sign**” means a sign upon which different copy is shown on the same lamp bank.
  - (e) “**Awning Sign**” means a non-illuminated sign painted on or affixed flat to the surface of an awning, which does not extend vertically or horizontally beyond the

limits of such awning, and is used solely for the purpose of identification of the business or use and contains no other commercial message.

- (f) **“Billboard Sign”** means a sign advertising a business, use, product or idea not required to be located on the same lot as the sign is located, and shall include poster panels or other similar surfaces to which temporary sign copy may be attached.
- (g) **“Campaign Sign”** means a sign used to advertise any person or political party participating in an election for public office.
- (h) **“Canopy Sign”** means a sign attached to, or constructed upon a canopy.
- (i) **“Clearance Sign”** means a sign, which has a maximum area of 0.4 square metres, is used solely to advise approaching traffic or imminent height restrictions, and contains no commercial message.
- (j) **“Construction/Development Promotional Sign”** means a sign advertising construction, reconstruction, repair, renovation, and/or development, but shall not include a subdivision sign, the property and may include the name of the project, the name and address of the contractors, architects, engineers, information and personnel related to the project, and shall be removed upon completion of the project.
- (k) **“Facia Sign”** means a sign attached or erected against a wall of a building with the face horizontally parallel to the building wall.
- (l) **“Farm Produce Sign”** means a sign used to advertise products, which are grown, raised or produced on the site as a result of a farming activity.
- (m) **“Flashing Sign”** means a sign, which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of illumination or an externally mounted light source, but shall not include automatic changing copy signs.
- (n) **“Ground Sign”** means a free-standing sign which is affixed to or erected on the ground, but shall not mean or include a pylon sign.
- (o) **“Illuminated Sign”** means a sign illuminated by any artificial light source.
- (p) **“Incidental Sign”** means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as a “telephone”, “private parking”, “entrance”, “washroom”, “loading dock”, “staff only”, and other similar directives. No sign with a commercial message legible from a position off the lot shall be considered incidental.
- (q) **“Inflatable Sign”** means a sign designed to be airborne and tethered to the ground or another structure, and shall include balloons.
- (r) **“Non-Accessory Sign”** means a sign on which the copy does not relate to the lot upon which the sign is located, Non-accessory sign are third-party signs.

- (s) **“Plaza Identification Sign”** means a sign used primarily to identify a plaza complex by name or address, but which may contain a changeable copy panel.
  - (t) **“Portable Sign”** means a sign, which is designed or intended to be moved from one location to another and is not permanently constructed at one place on the ground or permanently attached to any building or structure.
  - (u) **“Progressive Sign”** means any two or more signs used in a series to convey a cohesive message.
  - (v) **“Projecting Sign”** means a sign attached to a wall, whose copy surface is not parallel to that wall.
  - (w) **“Pylon (Pole) Sign”** means a free-standing sign, affixed to or erected in the ground, and which has its sign face(s) at least 2.4 metres above finished grade.
  - (x) **“Real Estate Sign”** means a sign advertising the sale, rental or leasing of a premises.
  - (y) **“Roof Sign”** means a sign erected upon, or displayed from, against or directly above a roof.
  - (z) **“Rotating Sign”** means a sign or portion of a sign which is moved mechanically in a revolving or similar manner, but shall not include motionography or other multiple-prism signs or wind-driven signs.
  - (aa) **“Sidewalk Sign”** means a free-standing sign which is not fixed to the ground or another structure.
- 2.23 **“Sign Area”** means the smallest square, circle, rectangle, triangle, or combination thereof, that will encompass the extreme limits of the largest silhouette or a sign face visible at any one time, and shall include any writing, representation, emblem, or other display, together with any material or colour forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework or bracing.
- 2.24 **“Sign Clearance”** means the vertical distance from finished grade directly below the sign to the bottom of the lowest attached component of the sign, exclusive of any supporting structure.
- 2.25 **“Sign Face”** means that portion of the sign, excluding the supporting structure, where copy can be placed.
- 2.26 **“Sign Height”** means the vertical distance from the base of the sign at finished grade to the top of the highest attached component of the sign.
- 2.27 **“Sign Structure”** means a structure which is intended to support, or be capable of supporting, any sign and which in turn is supported by the ground, a building or a structure which is not an integral part of the sign.
- 2.28 **“Street”** means the road allowance or the right-of-way of a public road or highway, which affords principal means of access to adjacent lots.

- 2.29 **“Township”** means the Corporation of the Township of Woolwich.
- 2.30 **“Zone”** means those specific land use areas which relate to the zoning by-laws for the Township and those specifically define areas identified by this by-law.
- 2.31 **“Zoning By-law”** means the zoning by-laws of the Corporation of the Township of Woolwich.

### **SECTION 3: INTERPRETATION**

- 3.1 In this by-law reference to singular shall include plural, and reference to masculine shall include feminine. The converse shall apply.
- 3.2 Signs that are not specifically permitted in the by-law are prohibited.

### **SECTION 4: APPLICATION**

- 4.1 No person shall erect, display, alter, cause or permit to be erected, displayed or altered any sign which does not comply in all respects to the provisions of this by-law. Maintenance and repair of a sign or a change in the message displayed shall not in itself be deemed to constitute an alteration provided such maintenance, repair or change in message continues to comply with this by-law.
- 4.2 Signs that are not specifically permitted in this by-law are prohibited.
- 4.3 Every sign shall be maintained at all times in a safe condition and free from any defect.
- 4.4 This by-law shall not apply to:
- (a) Signs within an enclosed structure.
  - (b) Signs installed by or on behalf of the Township, the Region, the Province of Ontario, or the Government of Canada for the purpose of regulating parking or traffic.
  - (c) Signs installed by or on behalf of the Township or the Region for the purpose of informing the public about application pursuant to the Planning Act or Municipal Act.
  - (d) Plaques placed by historical agencies of the Township, the Region, the Province of Ontario or the Government of Canada.
  - (e) Election proclamations or notices under any Election Act or any voters list under a statute in that behalf.
  - (f) Signs placed by the Township, Region or Public Utility Commissions used to identify utility plants.

#### 4.5 Public Use

Notwithstanding anything else in this by-law, the Township, Region, Public Utility commissions, School Boards, Province of Ontario or Government of Canada (excluding crown corporations) may, for public service purposes, erect or use any type of sign permitted by this by-law in any zone, subject to the sign being in compliance with the regulations prescribed for such type.

#### 4.6 Non-Conforming Signs

- (a) Any sign that is lawfully erected or displayed on the day this by-law comes into force, but does not comply with any provisions of this by-law, shall not be removed or made to comply with this by-law so long as the sign is not altered in any way. This maintenance and repair of the said sign or a change in the message display shall not be deemed to constitute an alteration.
- (b) Any sign erected or displayed after the day this by-law comes into force and which does not comply in all respects with the provisions of this by-law shall be made to comply with the by-law or removed by the owner thereof or by the owner of the land on which it is situated. If the owner does not remove the sign upon written notification from the Township, said sign may be removed at the owner's expense and the Township may recover the expense in like manner as municipal taxed pursuant to the provision of the Municipal Act.

### **SECTION 5: GENERAL REGULATIONS**

- 5.1 Signs shall not be erected or displayed upon any property without the consent of the owner.
- 5.2 Signs shall not be placed on or project over Township property, including road allowances, without the consent of the Council of the Township of Woolwich.
- 5.3 Except where permitted by this by-law, signs shall not be attached to or painted onto, a fence or board, tree, post or pole, or any structure, when visible from the street.
- 5.4 Signs shall not:
  - (a) Obstruct pedestrian or vehicular traffic.
  - (b) Obscure clear visibility of normal approaching pedestrian or vehicular traffic.
  - (c) Be erected or displayed so as to be, by nature of the colour shape of location thereof, confused with any traffic control sign, signal, or device, or obscure the visibility or effectiveness of traffic control sign, signal or device.
- 5.5 Unless otherwise noted in this by-law, signs may be luminous or illuminated. Lights used to illuminate a sign shall be arranged to direct light away from adjacent premises and streets.
- 5.6 Electrical signs shall comply with the regulations of Ontario Hydro. Electrical wires accessory to signs are prohibited on parking lots, driveways, and walkways.

- 5.7 All signs and sign structures shall comply with the requirements as set out in the Ontario Building Code.
- 5.8 Signs shall not be erected or displayed in such a manner as to contact or interfere with any municipal street lamp, power or telephone wire or their support.
- 5.9 Signs shall not be erected or displayed in such a manner as to interfere with the free use of any fire escape, exit, hydrant or reservoir.
- 5.10 No campaign sign shall be displayed on any Township property or road allowance.
- 5.11 Signs in the controlled area of the Ministry of Transportation shall require the approval of the Ministry of Transportation of Ontario.
- 5.12 Sign within 5.0 metres of any electrical or transmission lines shall require approval of Waterloo North Hydro and/or Ontario Hydro.
- 5.13 Signs within 3.0 metres of any fire alarm, telephone, telegraph or other transmission line shall require the approval if the authority having jurisdiction over the same.
- 5.14 Signs Prohibited in all Zones

Except as otherwise permitted by this by-law, the following signs are prohibited in all zones:

- (a) Flashing signs, including automatic changing copy signs.
- (b) Inflatable signs.
- (c) Non-accessory signs, except billboards.
- (d) Progressive signs.
- (e) Signs that advertise a business, product, activity or service which are mounted, placed or displayed on any vehicle situated on any premises, except signs or lettering on vehicles currently in use as means of transportation.

5.15 Signs Permitted in all Zones

Except as otherwise provided herein, the following signs are permitted in all zones:

- (a) Address signs.
- (b) Campaign signs having a maximum sign area of 0.84 square metres. Signs exceeding this maximum area shall comply with the corresponding regulations for signs in each zone with respect to structure, location, dimensions, and sign characteristics, These signs shall not be illuminated.
- (c) Construction/Development promotional signs in compliance with the corresponding regulations for signs in each zone with respect to structure, location, dimensions and sign characteristics.

- (d) Incidental signs.
- (e) Directional signs.
- (f) Real estate signs having a maximum sign area of 0.84 square metres. Signs exceeding this maximum are shall comply with the corresponding regulations for signs in each zone with respect to structure, location, dimensions and sign characteristics. These signs shall not be illuminated.

#### 5.16 Signs for Legal Non-conforming Uses

Where the use of a property has legal non-conforming status under provisions of the zoning by-law, signs shall be permitted. The sections of this by-law that shall apply will be determined by the zone that recognizes the use. In a situation where the use is permitted in more than one zone the more restricted zone shall apply.

### **SECTION 6: SIGNS IN AGRICULTURAL ZONES**

The following signs are permitted:

- 6.1 Billboard signs in accordance with Section 13.
- 6.2 Facia signs in accordance with Section 16 and the following:
  - (a) Maximum area of 10% of the area of the wall to which the sign is to be attached but in no case more than 5.0 square meters when accessory to a farm related occupation, veterinary clinic, dog kennel, riding stable or riding academy **and a maximum area of 0.13 square metres when accessory to a Home Occupation (By-law 14-2001)**
- 6.3 Ground signs in accordance with Section 17 and the following:
  - (a) Maximum area of 4.0 square metres with accessory to a farm related occupation, veterinary clinic, dog kennel, riding stable or riding academy **and a maximum area of 0.07 square metres and a maximum height of 1.4 metres and a minimum setback to a property line of 3 metres when accessory to a Home Occupation. (By-law 14-2001)**
  - (b) Maximum height of the sign is 2.0 metres is established ahead of the building line and 3.0 metres is established behind the building line.
  - (c) Prohibited within 3.0 metres of any lot line.
- 6.4 The maximum number of facia and ground signs shall be 2 per lot with only 1 ahead of the building line **except for a Home Occupation which shall permit only one sign for a property. (By-law 14-2001)**
- 6.5 Signs painted on the exterior of farm buildings indicating the farmer's name and/or type of farm operation shall be permitted and do not require a permit.

- 6.6 Notwithstanding any provision of the by-law, farm produce signs are exempt from the provisions of this by-law.

## **SECTION 7: SIGNS IN RESIDENTIAL ZONES**

The following signs are permitted:

- 7.1 Facia signs in accordance with Section 16 and the following:

- (a) Maximum area of 0.5 square metres when accessory to a tourist home.
- (b) Maximum area of 10% of the area of the wall to which the sign is attached, but no greater than 4.5 square metres, when accessory to a multiple residential use, business office, professional office, studio, clinic, dental or medical laboratory or supplies, day nursery, nursery school, travel agency, interior decorator, or parking lot **but shall not include a Home Occupation. (By-law 14-2001)**
- (c) Maximum area of 0.2 square metres when accessory to hairdresser or barber in a residential dwelling **and a maximum area of 0.13 square metres when accessory to a Home Occupation. (By-law 14-2001)**

- 7.2 Ground signs in accordance with Section 17 and the following:

- (a) Maximum area of 3.0 square metres when accessory to a tourist home.
- (b) Maximum area of 3.0 square metres when located ahead of the building line and 5.0 metres when located behind the building line when accessory to a multiple residential use, business office, professional office, studio, clinic, dental or medical laboratory or supplies, day nursery, nursery school, travel agency, interior decorator, or parking lot **but shall not include a Home Occupation. (By-law 14-2001)**
- (c) Maximum area of 0.2 square metres when accessory of a hairdresser or barber located in a residential dwelling. **A ground sign for a Home Occupation is prohibited. (By-law 14-2001)**
- (d) Maximum height of the sign is 2.0 metres if established ahead of the building line and 3.0 metres if established behind the building line.
- (e) Prohibited within 3.0 metres of any lot line.

- 7.3 Maximum number of facia or ground signs:

- (a) 1 per lot when accessory to a tourist home **and Home Occupation. (By-law 14-2001)**
- (b) 2 per lot when accessory to a multiple residential dwelling business office, professional office, studio, clinic, dental or medical laboratory or supplies, day nursery, nursery school, travel agency, interior decorator, or parking lot, with only 1 allowed ahead of the required building line.

**SECTION 8: SIGNS IN INSTITUTIONAL AND OPEN SPACE ZONES**

The following signs are permitted:

- 8.1 Facia signs in accordance with Section 16 and the following:
  - (a) Maximum area of 10% of the area of the wall to which a sign is to be attached but in no case greater than 5.0 square metres.
- 8.2 Ground signs in accordance with Section 17 and the following:
  - (a) Maximum area of 4.0 square metres.
  - (b) Maximum height of 2.0 metres when established ahead of the building line, and a maximum height of 3.0 square metres when established behind the building line.
  - (c) Prohibited within 3.0 metres of any lot line.
- 8.3 Sidewalk signs in accordance with Section 21.
- 8.4 The maximum number of facia signs or ground signs shall be 2 per lot with only 1 allowed ahead of the building line.

**SECTION 9: SIGNS IN EXTRACTIVE ZONES**

The following signs are permitted:

- 9.1 1 Facia sign in accordance with Section 16 or 1 ground sign in accordance with Section 17 or 1 pylon sign in accordance with Section 20.
- 9.2 Signs permitted in the agricultural zones.
- 9.3 Only 1 sign per lot shall be allowed ahead of the building line.

**SECTION 10: SIGNS IN INDUSTRIAL ZONES**

The following signs are permitted:

- 10.1 Billboard signs in accordance with Section 13.
- 10.2 Canopy signs in accordance with Section 15.
- 10.3 Facia signs in accordance with Section 16.
- 10.4 Ground signs in accordance with Section 17.
- 10.5 Projecting Signs in accordance with Section 18.
- 10.6 Pylon signs in accordance with Section 19.
- 10.7 Roof signs in accordance with Section 20.

- 10.8 Portable signs in accordance with Section 14.
- 10.10 Only 1 per lot sign, other than a portable sign, shall be allowed ahead of the building line.

**SECTION 11: SIGNS IN CORE COMMERCIAL ZONES**

The following signs shall be permitted:

- 11.1 Canopy signs in accordance with Section 15.
- 11.2 Facia signs in accordance with Section 16.
- 11.3 Ground signs in accordance with Section 17.
- 11.4 Projecting Signs in accordance with Section 18.
- 11.5 Pylon signs in accordance with Section 19.
- 11.6 Roof signs in accordance with Section 20.
- 11.7 Awing Signs.
- 11.8 Sidewalk signs in accordance with Section 21.
- 11.9 Only 1 sign per lot, other than a sidewalk sign, shall be allowed ahead of building line.

**SECTION 12: SIGNS IN REMAINING COMMERCIAL ZONES**

The following signs are permitted:

- 12.1 Canopy signs in accordance with Section 15.
- 12.2 Facia signs in accordance with Section 16.
- 12.3 Ground signs in accordance with Section 17.
- 12.4 Projecting Signs in accordance with Section 18.
- 12.5 Pylon signs in accordance with Section 19.
- 12.6 Roof signs in accordance with Section 20.
- 12.7 Awing Signs.
- 12.8 Portable signs in accordance with Section 14 or a sidewalk sign in accordance with Section 21.
- 12.9 Only 1 sign per lot, other than a portable sign or sidewalk sign. Shall be allowed ahead of the building line.

12.10 Notwithstanding any provisions of this by-law, the following shall apply to signs located to the Zone C2A - Buffer Commercial – Buffer Commercial – Urban:

- (a) No sign shall be erected between the street line and the building.
- (b) Illuminated signs shall be permitted only to the rear of the building.

### **SECTION 13: BILLBOARD SIGNS – REGULATIONS**

Unless otherwise provided in this by-law, billboard signs shall be erected in accordance with the following:

- 13.1 Billboard signs shall not be erected without a permit and the approval of an application by the council **or its designate (By-law 60-2008)**.
- 13.2 The Council **or its designate (By-law 60-2008)** shall take into consideration the following when making their decision of an application:
  - (a) Design.
  - (b) Location.
  - (c) Number of signs in the vicinity.
  - (d) Size.
  - (e) Need.
  - (f) Type of businesses advertising.
- 13.3 The Council **or its designate (By-law 60-2008)** in making their decision can impose more stringent requirements than those listed in Sections 13.7 to 13.16 inclusive.
- 13.4 An application to the Council **or its designate (By-law 60-2008)** for a billboard sign shall be made by a business association or a group of businesses but not an individual business.
- 13.5 Billboards shall only advertise businesses or activities in the Township.
- 13.6 The minimum number of businesses represented on a billboard sign shall be 4.
- 13.7 The number and location of billboard faces shall be limited to the areas as outlined in Schedule "A" attached to this by-law.
- 13.8 Billboard signs shall not be located within 150.0 metres of any residential zone.
- 13.9 Billboard signs may be accessory signs or non-accessory signs.
- 13.10 Wall-mounted billboard signs shall:
  - (a) Have a maximum projection of 0.35 metres beyond the face of the wall.
  - (b) Have a maximum area not exceeding 20% of the area of the portion of the wall to which the sign is attached, but in no case greater than 18.0 square metres.

- 13.11 Free-standing billboard signs shall:
- (a) Be located behind the required building line setback.
  - (b) Have a maximum height of 7.5 metres.
  - (c) Have a maximum area of 25.0 square metres.
- 13.12 A maximum of 1 billboard sign structure, having a maximum of 2 sign faces, shall be erected on any one lot.
- 13.13 Billboard sign locations shall have a minimum separation of 1,000.0 metres.
- 13.14 Notwithstanding any provisions of this by-law, a change in message on a billboard will constitute an alteration and require further approval of Council **or its designate (By-law 60-2008)**.
- 13.15 Notwithstanding any provision of this by-law, the billboard sign location on property outlined in Schedule "B" shall be permitted and is exempt from the regulations of this by-law provided it advertises more than 1 business or activity in the Township.
- 13.16 A farmers market shall constitute a business association representing more than 4 businesses.

#### **SECTION 14: PORTABLE SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, portable signs shall be erected in accordance with the following:

- 14.1 Portable signs shall be accessory.
- 14.2 A maximum of 1 portable sign having a maximum of 2 sign faces shall be placed on any one lot at one time.
- 14.3 The following time constraints shall apply:
- (a) The term of a portable sign for a lot shall be one maximum 90 day or six maximum 15-day periods per calendar year.
- 14.4 Portable signs erected or displayed in contravention of this by-law may be pulled down and removed at the expense of the owner of the portable sign upon the Township giving the owner 7 days' notice in writing of the contravention of the provisions of this by-law.
- 14.5 A portable sign must bear evidence of Canadian Standards Association approval and Ontario Hydro approval or comply with the requirements of the Building Code established by Ontario Regulation 925/75.
- 14.6 All electrical connections made to portable signs shall be made to the satisfaction of the Township of Woolwich and / or were applicable, to Ontario Hydro inspection.

- 14.7 Portable signs are prohibited within 2.0 metres of a street or interior lot line, within the corner visibility triangle, within 15.0 metres of a ground sign or within 30.0 metres of a portable sign.
- 14.8 Portable signs shall be placed on private property only.
- 14.9 A portable sign shall:
- (a) Have a maximum height of 3.0 metres.
  - (b) Have a maximum area of 4.0 square metres per side, for a total of 8.0 square metres.
- 14.10 A portable sign shall not have flashing lights or animated or flashing panels.
- 14.11 A portable sign shall not be placed any closer than 15.0 metres from any traffic lights.

#### **SECTION 15: CANOPY SIGNS - REGULATIONS**

Unless other wise provided in this by-law, canopy signs shall be erected in accordance with the following:

- 15.1 When attached to the face of a canopy, a canopy sign shall have a maximum projection beyond the canopy of 0.35 metres.
- 15.2 When erected on top of a canopy, a canopy sign shall not project beyond the face of the canopy, and shall have a maximum height of 1.0 metre.
- 15.3 The minimum sign clearance shall be 2.4 metres.

#### **SECTION 16: FACIA SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, facia signs shall be erected in accordance with the following:

- 16.1 The maximum projection from any wall to which the sign is attached shall be 0.35 metres.
- 16.2 The minimum sign clearance shall be:
- (a) 0 metres when projecting over an area not intended for pedestrian or vehicular traffic.
  - (b) 2.4 metres when projecting over an area intended for pedestrian traffic.
  - (c) 4.3 metres within 0.6 metres of an area intended for vehicular traffic.
- 16.3 Advertising copy shall be prohibited on the ends of a sign.

#### **SECTION 17: GROUND SIGNS – REGULATIONS**

Unless otherwise provided in this by-law, ground signs shall be erected in accordance with the following:

- 17.1 Ground signs ahead of the building line are permitted for each lot having a minimum continuous street frontage of 15.0 metres.
- 17.2 Ground signs shall have a maximum height of 5.0 metres and a maximum area of 6.0 square metres when located behind a building line.
- 17.3 Ground signs shall have a maximum height of 2.4 metres and a maximum area of 4.0 square metres when located ahead of a building line.
- 17.4 Ground signs are prohibited within 3.0 metres of a property line, within the daylight corner visibility triangle, or within 15.0 metres of another ground sign.
- 17.5 A maximum of 1 ground sign shall be permitted for each main building established on the lot.

### **SECTION 18: PROJECTING SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, projecting signs shall be erected in accordance with the following:

- 18.1 Projecting signs shall be permitted for each lot having a minimum continuous frontage of 7.5 metres.
- 18.2 The maximum projection shall be 1.0 metre.
- 18.3 The minimum sign clearance shall be:
  - (a) 0 metres when projecting over an area not intended for pedestrian or vehicular traffic.
  - (b) 2.4 metres when projecting over an area intended for pedestrian traffic.
  - (c) 4.3 metres when within 0.6 metres of an area intended for vehicular traffic.
- 18.4 Projecting signs shall not extend above the walls on which they are erected, and the supporting structures shall be screened or designed to compliment or form an integral part of the sign.
- 18.5 A maximum of 1 projecting sign is permitted for each business / occupancy.

### **SECTION 19: PYLON SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, pylon signs shall be erected in accordance with the following:

- 19.1 Pylon signs shall be permitted for each lot having a minimum continuous street frontage of 15.0 metres.

- 19.2 Where a lot at the intersection of two streets does not have a minimum frontage of 15.0 metres on either street, 1 pylon sign shall be permitted if the combined continuous frontage is 15.0 metres or greater.
- 19.3 The maximum sign height shall be 7.5 metres.
- 19.4 The maximum sign area for each sign shall be 10.0 square metres when located ahead of a building line and 14.0 square metres when located behind the building line.
- 19.5 Pylon signs are prohibited with 15.0 metres of another pylon sign, within 10.0 metres of a ground sign, and within 3.0 metres of any lot line.
- 19.6 The minimum sign clearance when located within 0.6 metres of an area intended for vehicular traffic shall be 4.3 metres.
- 19.7 A maximum of 1 pylon sign shall be permitted for each main building established on the lot.

## **SECTION 20: ROOF SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, roof signs shall be erected in accordance with the following:

- 20.1 A maximum of 1 roof sign shall be permitted on each main building established on the lot.
- 20.2 The maximum extension above the roof of a building shall be 1.0 metre for each story with a 2.4 metre maximum.
- 20.3 Roof signs shall not extend beyond the perimeter of the building and the supporting structures of roof signs shall be screened.
- 20.4 The maximum area shall be 0.2 square metres for each 1.0 square metre of building wall area facing the street, but in no case greater than 10.0 square metres.

## **SECTION 21: SIDEWALK SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, sidewalk signs shall be erected in accordance with the following:

- 21.1 A maximum of 1 sidewalk sign is permitted for any on business / occupancy.
- 21.2 The maximum height shall be 1.2 metres, except when a sign is located in the corner visibility triangle where the maximum height shall be 0.75 metres.
- 21.3 The maximum width shall be 1.0 metre.
- 21.4 Sidewalk signs shall not be illuminated.
- 21.5 Sidewalk signs shall be taken inside when the business is not open.

- 21.6 Sidewalk signs shall be located on the same premises as the business or use to which the sign is accessory. Where it is impossible to locate the sign entirely on the premises, the sign may be placed on an abutting Township sidewalk provided that:
- (a) The sign is placed as close to the face of the building as possible, and shall not be closer than 0.3 metres to the travelled portion of the street.
  - (b) A minimum unobstructed sidewalk width of 1.2 metres can be maintained.
  - (c) Signs located on Township sidewalks do not need Township approval but must be located in accordance with the by-law and/or removed if requested by the Clerk or designate.

## **SECTION 22: DIRECTIONAL SIGNS - REGULATIONS**

Unless otherwise provided in this by-law, directional signs shall be erected in accordance with the following:

- 22.1 1 directional sign shall be permitted at each point of entrance or exit on a parking lot and, in addition, other directional signs as required to direct traffic may be permitted.
- 22.2 The maximum height shall be 2.4 metres.
- 22.3 The maximum area shall be .75 square metres in total and may bear the name of the business, which owns and operates the parking lot.

## **SECTION 23: PERMITS AND FEES**

- 23.1 The following signs shall require a sign permit:
  - (a) Billboard signs
  - (b) Portable signs
  - (c) Any sign erected ahead of the building line except the following:
    - (i) Address signs.
    - (ii) Awning signs.
    - (iii) Campaign signs.
    - (iv) Directional signs.
    - (v) Incidental signs.
    - (vi) Real estate signs, in accordance with Section 5.15 (f), advertising sale, lease or rental of a property or premises, or announcing an Open House.
    - (vii) Sidewalk signs.
    - (viii) Farm produce signs.
- 23.2 Signs requiring a building permit shall not require a sign permit.

23.3 There shall be a fee payable for any permit required by this by-law, which shall be in an amount prescribed by Council from time to time.

23.4 Structural Requirements

- (a) The Chief Building Official may require proof of structural adequacy of the sign or supporting building where, in his opinion, such a is necessary.
- (b) No sign, advertising device or canopy shall be attached or displayed in or upon the sidewalk but shall be securely attached to a building or other satisfactory support and it shall be the duty of the owner of the sign to ensure that the same is securely attached to the support and so maintained.
- (c) It shall be the responsibility of the owner of the sign to ensure that any sign erected or structurally altered is in accordance with the Building Code, Canadian Standards, and any other applicable regulations. Notwithstanding the Generality of the foregoing this shall include:
  - (i) It shall be the responsibility of the owner of the sign to ensure that any building, parapet wall or other structure, or an part thereof, is adequate to support the sign without reducing the safety factors for all loads to which it may be subjected, including those loads resulting from or caused by the erection of the sign, wind and snow, and is fully capable of safely transferring said loads through its structural members to soil having adequate load-carrying or load-resisting capacity.
  - (ii) Materials subject to wind forces used in the construction of signs shall be of sufficient strength and shall be installed to withstand a designed external pressure as prescribed by law.
  - (iii) Materials subject to thermal forces shall be installed so that their expansion and contraction over the temperature range to which the material is likely to be subjected will not dislodge material from its assigned position.
  - (iv) Plastic materials used in the construction of sign faces shall comply with the Ontario Building Code.
  - (v) No sign, illuminated or operated electrically, shall be erected, maintained or altered, unless such electrical work is in conformity with the Canadian Electrical Code and Ontario Hydro regulations and shall be equipped with such devices as are necessary in order that the sign shall not interfere with radio or television reception.

- (d) A sign shall be constructed and erected so that all structural design assumptions used or applicable in its design are valid after the completion of the construction and erection of the sign, and for the life of the sign.

### 23.5 Revocation of Permits

In addition to situations mentioned elsewhere in this by-law, the Chief Building Official is hereby authorized and empowered to revoke any permits issued by the Township when:

- (a) the sign does not comply with the provisions of this by-law, and
- (b) when the sign permit has been issued on the basis of inaccurate and / or omitted information.

## **SECTION 24: SIGN VARIANCE COMMITTEE/MINOR VARIANCES**

- 24.1 Council may, upon application of any person, authorize minor variances from the provisions of this by-law provided that in the opinion of Council the general intent and purpose of the by-law is maintained.
- 24.2 The Sign Variance Committee of the Township is hereby appointed as a standing committee of Council for the purpose of ~~inquiring into and reporting~~ **making a decision** on any applications for minor variances from the provisions of this by-law **(By-law 60-2008)**
- 24.3 The Sign Variance Committee may ~~recommend~~ **decide** that an application be refused or that such relief as the Committee considers appropriate be granted, either absolutely or subject to conditions. **(By-law 60-2008)**
- 24.4 ~~The Clerk of the Township shall place all reports made by the Sign Variance Committee under this section before council for final determination.~~ **(By-law 60-2008)**
- 24.5 The Council's usual rules respecting delegations will apply to persons desiring to ~~make representations in support of or against~~ **to appeal** a Sign Variance Committee ~~recommendation~~ **decision** made under this section. **(By-law 60-2008)**

## **SCHEDULE 25: MAINTENANCE AND REMOVAL OF SIGNS**

- 25.1 Maintenance of Signs  
Every sign in the Township shall be maintained in good structural condition at all times. All signs shall be kept clean and neatly painted, including all metal parts and supports.
- 25.2 Removal of Dangerous Signs  
If in the opinion of the Chief Building Official any sign is in such a state so as to constitute an unsafe condition, he shall take immediate action pursuant to the Ontario Building Code.

25.3 Repair or Removal of Defective and Non-Conforming Signs

If any sign does not conform in any respect with the provisions of this by-law, or any other by-law or code applicable thereto, or if any sign is, in his opinion, in a defective condition, the By-law Enforcement Officer may give written notice to the owner thereof. Such notice shall require the repair or the removal of the sign within a period of time not exceeding 14 days. It shall be the duty of such owner to repair or remove the sign in accordance with the notice given.

25.4 Removal of Abandoned Signs

Except where otherwise specifically provided, no person shall display any sign, the copy of which does not clearly relate to an activity presently conducted, or product or services presently available on the lot where the sign is displayed.

25.5 Removal of Campaign and Real Estate Signs

(a) Campaign signs which are installed on any property shall be removed within 7 days of the termination of the event for which the signs are erected, by the owner of such signs or the owner of the property on which the signs are erected, failing which the By-law Enforcement Officer may have such signs removed.

(b) Real estate signs and construction/development and promotional signs which are installed on any property shall be removed within 14 days of the termination of the event for which the signs are erected, by the owner of such signs or the owner of the property on which the signs are erected, failing which the By-law Enforcement Officer may have such signs removed.

25.6 Cost of Removal and Maintenance

The cost of removal, repair, transportation and storage of any sign referred to in Section 25.2, when certified by the Chief Building Official, may be recoverable from the owner by the Township in like manner as municipal taxes, pursuant to the provisions of the Municipal Act.

**SECTION 26: ADMINISTRATION AND ENFORCEMENT**

The Director of Planning shall be responsible for the administration of this by-law and the Clerk shall be responsible for the enforcement of this by-law.

**SECTION 27: PENALTY**

Every person who contravenes any provision of this by-law is guilty of an offence and is liable, upon conviction, to a fine not exceeding \$5,000.00, Exclusive of costs, for each offence, recoverable under the Provincial Offences Act.

GIVEN first reading the 14<sup>th</sup> day of July, 1992.

Bob Waters  
Mayor

Kris Fletcher  
Clerk

GIVEN second reading the 15<sup>th</sup> day of September, 1992

Bob Waters  
Mayor

Kris Fletcher  
Clerk

GIVEN third reading and finally passed the 15<sup>th</sup> day of September, 1992.

Bob Waters  
Mayor

Kris Fletcher  
Clerk