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Section 2: Definitions

In this by-law:

- 2.1 **“Alteration”** means any change to a sign structure or sign face except the changing of copy in compliance with this by-law or the replacement of identical parts for maintenance purposes.
- 2.2 **“Animated”** means a sign depicting action, motion, light or colour changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.
- 2.3 **“Awning”** means a self-supporting projection, similar to a roof, 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.
- 2.4 **“Building Code”** means the Building Code Act (Ontario) and Regulations as amended.
- 2.5 **“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.
- 2.6 **“Canopy”** means a projection similar to a roof, which projects horizontally from the building face or wall, extends across part of or all of that building face or wall, and is intended to provide shelter, but is not an awning.
- 2.7 **“Charitable Organization”** means any entity with a registered charity number that is organized and operated exclusively for charitable, philosophical, scientific, testing for public safety, literary or educational purposes, or to foster national or international amateur sports competitions, or for the prevention of cruelty to children or animals, provided that no part of the entity’s net earnings goes to the benefit of any private shareholder or individual.
- 2.8 **“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.
- 2.9 **“Copy”** means the wording, symbols and images on a sign.
- 2.10 **“Corner Visibility Triangle”** including **“Daylighting Triangles”** and **Sight Triangles”** means a triangular area free of buildings or structures or other visual obstructions and formed within a corner lot by the intersection street lines or the projections thereof and a straight line connecting them 7.5 metres from their point of intersection. A corner lot is a lot situated at the intersection of and abutting two 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.
- 2.11 **“Council”** means the Council of the Corporation of the Township of Woolwich.
- 2.12 **“Erected”** means attached, altered, built, constructed, reconstructed, enlarged or moved.

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- 2.13 **“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.
- 2.14 **“Grade”** means the elevation of the ground directly beneath and surrounding a sign.
- 2.15 **“Lot”** means a parcel of land, which can be legally conveyed pursuant to Section 50 of the Planning Act, R.S.O. 1990, c. P. 13 as amended.
- 2.16 **“Lot Line”** means the line formed by the boundary of any lot.
- 2.17 **“Maintain”** means to repair or refurbish a sign or sign structure.
- 2.18 **“Municipal Law Enforcement Officer”** means a by-law enforcement officer appointed by the Region or a local municipality.
- 2.19 **“Non-accessory advertising”** means a sign, which is displaying advertising for a business, occupancy, or use that is not accessory to a business, occupancy, or use of the property on which the sign is located.
- 2.20 **“Not-For-Profit Group”** means an incorporated organization which exists for educational or charitable reasons, and from which its shareholders or trustees do not benefit financially.
- 2.21 **“Parapet”** means that portion of the wall of a building that rises above the level of the roof.
- 2.22 **“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.
- 2.23 **“Plaque”** means a commemorative or identifying inscribed tablet.
- 2.24 **“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 three or more separated spaces for lease and or occupancy.
- 2.25 **“Premises”** means any property occupied by the business or use to which the sign copy refers.
- 2.26 **“Region”** means the Regional Municipality of Waterloo.
- 2.27 **“Service club”** is a type of organization where members meet regularly for social outings and to perform charitable works either by direct hands-on efforts or by raising money for other organizations.
- 2.28 **“Sidewalk”** means that part of a road with a surface improved with asphalt, concrete or gravel for the use of pedestrians.

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2.29 **“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 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 business upon the lot which the sign is located.
- c) **“Address Sign”** means a facia 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, 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) **“Directional Sign”** means an on-site sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within that lot.
- l) **“Electronic Sign”** means a sign, which contains an intermittent or flashing light source, or which includes the illusion of light by means of illumination or an

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externally mounted light source, but shall not include automatic changing copy signs.

- m) **“Fascia Sign”** means a sign attached or erected against a wall of a building with the face horizontally parallel to the building wall.
- n) **“Farm Accessory Sign”** means a sign advertising or providing directions to a farm sale related to any farm activity, product or service produced, manufactured or provided predominantly on the farm in compliance with the Zoning By-law including, but not limited to, ‘pick your own’ operations, tourism activities, and small scale retailing of local farm produce and related goods.
- o) **“Garage Sale Sign”** including **“Yard Sale Sign”** means a sign advertising a current garage sale or yard sale.
- p) **“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.
- q) **“Job Fair Sign”** means a sign advertising an event for the purposes of connecting prospective job seekers to with one or more business(s), where the business(s) is located and operating in the Township of Woolwich, but is not to advertise product or merchandise.
- r) **“Illuminated Sign”** means a sign illuminated by any artificial light source.
- s) **“Incidental Sign”** means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as “telephone”, “private parking”, “entrance”, “washroom”, “loading dock”, “staff only”, or other similar directive.
- t) **“Inflatable Sign”** means a sign designed to be airborne and tethered to the ground or another structure, and would include but not limited to, balloons.
- u) **“Non-Accessory Sign”** means a sign on which the copy does not relate to the lot upon which the sign is located; non-accessory signs are third-party signs, but shall not include signs for Public Use as per Section 4.4 and sponsorship signs within sports or recreational facilities.
- v) **“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.
- w) **“Poster or Poster Sign”** means a temporary sign which is a printed notice generally made of cardboard, plastic, fibreboard, paper or similar flexible material, conveying information intended to be displayed for a short period of time and includes, but is not limited, to a bill, handbill, leaflet, notice or placard.
- x) **“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.

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- y) **“Progressive Sign”** means any two or more signs used in a series to convey a cohesive message.
 - z) **“Projecting Sign”** means a sign attached to a wall, whose copy surface is not parallel to that wall.
 - aa) **“Pylon (Pole) Sign”** means a free-standing sign, affixed to or erected in the ground, and which has a sign face(s) at least 2.4 metres above finished grade.
 - bb) **“Real Estate Sign”** means a sign advertising the sale, rental or leasing of a premises.
 - cc) **“Roof Sign”** mean a sign erected upon, or displayed from, against or directly above a roof.
 - dd) **“Revolving or 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.
 - ee) **“Service and Facility Sign”** means a sign which informs the motorists of services, recreational facilities, tourist attractions, scenic points and other services or facilities that may be essential or of interest to the driving public.
 - ff) **“Sidewalk Sign”** means a free-standing sign which is not fixed to the ground or another structure.
 - gg) **“Sponsorship Sign”** means a sign displaying the logo or name of a business that has supported a community event or facility associated to that property on which the sign is located.
 - hh) **“Subdivision Sign”** means an accessory or non-accessory sign advertising or marketing the development of a Plan of Subdivision and may include the name of the project, the name and address of the contractors, architects, engineers, builders, information and personnel related to the project. The specification of the sign (size, location etc.) is to be included in the Subdivider’s Agreement and approved when Council approves the Subdivider’s Agreement. If the sign is not approved by Council during the Subdivision process, than a Sign Variance is required, as per Section 22 of this by-law.
 - ii) **“Temporary Special Event Sign”** means a sign which is not a permanent sign and includes any portable sign, poster, or sign anchored in shallow ground without foundation, and signs that are capable of being easily moved or re-located that are used in conjunction with non-profit events or charitable organization events or garage sales.
- 2.30 **“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.

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- 2.31 **“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.
- 2.32 **“Sign Face”** means that portion of the sign, excluding the supporting structure, where copy can be placed.
- 2.33 **“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.
- 2.34 **“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.
- 2.35 **“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.
- 2.36 **“Township”** means the Corporation of the Township of Woolwich.
- 2.37 **“Zone”** means those specific land use areas which relate to the Zoning By-laws for the Township and those specifically defined areas identified by this by-law.
- 2.38 **“Zoning By-law”** means the Zoning By-laws of the Corporation of the Township of Woolwich.