

## Section 7

### **Section 7: Billboard Signs**

- 7.1 All applications for a Billboard sign shall designate one individual to act as an agent representing all the businesses on the billboard. At any time if a billboard sign does not have an agent, the Township may remove the sign.
- 7.2 Billboard signs shall not be erected without a permit from the Township and the approval of an application by Council.
- 7.3 Council shall take into consideration the following when making a decision about a billboard sign application:
  - (a) Design;
  - (b) Location;
  - (c) Number of signs in the vicinity;
  - (d) Size;
  - (e) Need; and,
  - (f) Type of businesses advertising.
- 7.4 The Council, in making a decision can impose more stringent requirements than those listed in this Section.
- 7.5 An application to Council, for a billboard sign shall be made by a business association or a group of businesses but not an individual business.
- 7.6 Billboards shall only advertise businesses or activities in the Township.
- 7.7 The minimum number of businesses represented on a billboard sign shall be 4.
- 7.8 The number and location of billboard faces shall be limited to the areas as outlined in Schedule "A" attached to this by-law.
- 7.9 Billboard signs shall not be located within 150.0 metres of any Residential Zone.
- 7.10 Billboard signs may be accessory signs or non-accessory signs.
- 7.11 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.
- 7.12 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.
- 7.13 Maximum of 1 billboard sign structure, having a maximum of 2 sign faces, shall be erected on any one lot.
- 7.14 Billboard sign locations shall have a minimum separation of 1,000 metres.

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- 7.15 Notwithstanding any provision of this by-law, the billboard sign location on the property outlined in Schedule "B" of this by-law 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.
- 7.16 A farmers' market shall constitute a business association representing more than 4 businesses.