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.