

APPENDIX 'A'

CITY OF LONDON  
DRAFT SIGN BY-LAW

DRAFT

WHEREAS subsection 5(3) of the *Municipal Act, 2001* S.O. 2001, c.25, provides that a municipal power shall be exercised by by-law;

WHEREAS subsection 8(1) of the *Municipal Act, 2001* provides that the powers of a municipality under this Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

WHEREAS subsection 8(3) of the *Municipal Act, 2001* provides that a by-law may regulate or prohibit respecting the matter, require persons to do things respecting the matter, and provide for a system of licences respecting the matter;

AND WHEREAS subsection 10(1) of the *Municipal Act, 2001* provides that a municipality may provide any service or thing that the municipality considers necessary or desirable for the public;

AND WHEREAS subsection 10(2) of the *Municipal Act, 2001* provides that a municipality may pass by-laws respecting: 5. Economic, social and environmental well-being of the municipality; 6. Health, safety and well-being of persons; 7. Services and things that the municipality is authorized to provide under subsection (1); 8. Protection of persons and property, including consumer protection; 10. Structures, including fences and signs;

AND WHEREAS sections 98, 99 and 99.1 refer to specific municipal powers under Part III of the *Municipal Act, 2001* for structures, including fences and signs;

AND WHEREAS sections 9, 10 and 23.1 through 23.5 of the *Municipal Act, 2001* authorize a municipality to delegate its powers and duties subject to restrictions;

AND WHEREAS section 63 of the *Municipal Act, 2001* provides that a by-law may prohibit or regulate the placing or standing of an object on or near a highway, and may provide for the removal and impounding or restraining and immobilizing of any object placed or standing on or near a highway;

AND WHEREAS section 445 provides that a municipality may make an order requiring a person who has contravened a by-law or who caused or permitted the contravention, or the owner or occupier of land on which the contravention occurred to do work to correct the contravention;

AND WHEREAS section 446 of the *Municipal Act, 2001* provides that where a municipality has the authority to direct or require a person to do a matter or thing, the municipality may also provide that, in default of it being done by the person directed or required to do it, the matter or thing shall be done at the person's expense, and that the municipality may recover the costs of doing a matter or thing by action or by adding the costs to the tax roll and collecting them in the same manner as property taxes;

AND WHEREAS sections 9, 10, 23.1 to 23.5 and 284.1 authorize a municipality to delegate its powers and duties, subject to certain restrictions, and authorize a municipality to provide for a review or appeal of a decision made by a person or body in the exercise of a power or duty delegated to him, her or it;

AND WHEREAS in the opinion of Council, the power being delegated to authorize minor variances is of a minor nature, having regard to the number of people, the size of the geographic area and the time period affected by an exercise of the power.

Therefore the MUNICIPAL COUNCIL of The Corporation of the City of London enacts as follows

[Table of contents to be inserted]

DRAFT

## Section 1: General Provisions

### 1.1 SHORT TITLE

This By-law may also be cited as the “Sign By-law”.

### 1.2 SCOPE

- 1.2.1 This By-law regulates the location, size, number, construction, alteration, repair and maintenance of all outdoor signs and signs visible from the exterior of premises, including signs located in windows.
- 1.2.2 All signs as described in 1.2.1, located on public and private property, are subject to the provisions of this By-law.
- 1.2.3 Signs may be subject to the provisions of By-laws in addition to this By-law, provincial or federal statutes or regulations, including, but not limited to: the relevant provisions of the Ontario Building Code, the provisions Ontario Heritage Act requiring a permit for the alteration of designated properties or properties located in a heritage conservation district, provisions of the City's Zoning By-law and Urban Design Guidelines.

### 1.3 INTENT

The purpose of this By-law is to regulate all signs in the City of London with the intent of authorizing signs that:

- a) are proportionate to the property they identify and advertise and as such should be appropriate in size, number, and location to the type of activity or use to which they pertain;
- b) provide reasonable and appropriate means for the public to locate and identify facilities, businesses, and services without difficulty or confusion;
- c) are compatible with their surroundings, supplement the land use and do not dominate the landscape;
- d) protect and enhance the aesthetic qualities and visual character of the property and promote the statement that *“the visual quality of signs matter to the overall community image”*;
- e) are consistent with the City of London’s planning, urban design, and heritage objectives. One size does not fit all – some parts of the City have characteristics that warrant exemptions, limitations, experimentation, etc;
- f) do not create a distraction or safety hazard for pedestrians or motorists. The cumulative effects of signage matter – sign clutter is a civic liability;
- g) minimize adverse impacts on nearby public and private property.

## Section 2: Definitions

In this By-law:

**“A-FRAME SIGN”** means a temporary sign not anchored to the ground with no more than two faces, each joined at their top along one straight line edge and constructed in a manner, and of such materials, which permit it to be repositioned by an individual without mechanical aid. This definition shall include signs commonly referred to as sandwich board signs and A-board signs;

**“ACCESSORY STRUCTURE”** means a building or structure which is customarily incidental and subordinate to the main use of the lot. An accessory structure must be separate (detached) from the main building;

**“ADVERTISING DEVICE”** means any device or object, including a sign and sign structure, erected or displayed so as to attract public attention to any premises, business, enterprise, good, service, facility or event;

**“ADVERTISING SIGN”** in reference to sign classification advertises a business enterprise or the marketing or promotion of an activity, goods or services;

**“ALTER”** (including cause to **“ALTER”**, **“ALTERED”**, cause to be **“ALTERED”** and **“ALTERATION”**) means any change to a sign or sign face, including the addition, deletion or re-arrangement of parts, but does not include;

- (a) the re-arrangement of numerals, letters or copy applied directly to a sign face that is specifically designed and intended to be periodically re-arranged, or
- (b) maintenance;

**“ANIMATION”** means a sign depicting action, motion, video, light or colour changes through electrical or mechanical means;

**“APPROVED”** means approved by the Chief Building Official;

**“AWNING”** means a space-frame system covered with non-rigid materials designed in a moveable, retractable or fixed position, which is attached to, and projecting from a building or structure, but not forming an integral part thereof. This definition does not include a canopy;

**“AWNING SIGN”** means a sign painted on, or otherwise affixed to, the surface of an awning and such sign does not project out from the awning in any direction;

**“BANNER SIGN”** means a temporary sign that is made from cloth or a similar lightweight non-rigid material which is secured or mounted to a building or permanent ground sign. This definition does not include a flag, awning sign, canopy sign, window sign or inflatable sign;

**“BILLBOARD SIGN”** means an third party ground sign or third party fascia sign, which has changing copy and which is owned and maintained by a person engaged in the rental or leasing of the sign face area for advertising goods, products, services or facilities that are not present or sold on the property on which the sign is located;

**“BUSINESS IMPROVEMENT AREA”** means an area designated by the City as an improvement area under the *Municipal Act, 2001*;

**“BUILDING”** means a structure consisting of a wall, roof and floor or a structural system serving the function thereof;

**“BUILDING FRONTAGE”** means the horizontal distance, measured at grade, along a building wall that faces a street and includes the building wall which incorporates the main entrance(s) facing a parking area on the same premises. The main entrance to the building may include entrances to individual uses.

**“BUILDING WALL”** means an exterior wall of a building that encloses the structure;

**“CANOPY”** means a roof-like structure, un-enclosed by building walls and designed to provide shelter for goods, materials, equipment, people or vehicles. It may either project outward from a building wall or be freestanding;

**“CANOPY SIGN”** means a wall sign with copy affixed flat on the surface of a canopy or hanging from the underside of a canopy, where such copy does not extend beyond the limits of such canopy;

**“CHANGING COPY”** means copy on a sign that can be periodically changed or rearranged;

**“CHANGING COPY AREA”** means the copy area on a sign face permitted for electronic, manual or rotating changing copy;

**“CHARITY”** means a registered charity as defined in the Income Tax Act (Canada) or successor legislation, which has a registration number issued by the Canada Revenue Agency, or successor agency;

**“CHIEF BUILDING OFFICIAL”** means the person appointed by Council, pursuant to the *Building Code Act, 1992, as amended*, or their designate;

**“CITY”** means The Corporation of the City of London;

**“CITY ENGINEER”** means the person appointed by the Council to the position of City Engineer and any employee of the City of London who acts at the direction of the City Engineer.

**“CLEARANCE”** means the vertical distance measured between the lowest horizontal element of a sign and the grade level;

**“CONGRATULATORY SIGN”** ” in reference to sign classification means a temporary sign that promotes a private special occasion and does not contain a commercial message or direct persons to a commercial enterprise;

**“CONSTRUCTION SIGN”** means a temporary sign that;

- a) includes, in whole or in part, information promoting a development;
- b) relates to or advertises the location, construction of a building or structure in the process of being erected on a premises; or
- c) promotes a plan of subdivision, a plan of condominium or the construction of a building or building complex on premises properly zoned therefor

d) promotes a bona fide model home in a plan of subdivision or a plan of condominium

**“COPY”** means all letters, numerals, symbols, images and characters displayed upon, against or through a sign face. This definition does not include numerals used to identify the municipal address.

**“COPY AREA”** means the area of a single rectangle whose perimeter encloses installed letters, numerals, symbols, shapes or characters of a sign in their entirety;

**“COUNCIL”** means the Council of the City;

**“DAYS”** shall mean calendar days;

**“DIRECTIONAL SIGN”** in reference to sign classification indicates directions to be followed to reach a destination. It may include a logo identifying the place of destination, instructions or warnings for the control of vehicular or pedestrian traffic, and entry and exit signage but contains no advertising copy;

**“DOUBLE”** in reference to a sign face means a sign having two sign face planes with each sign face being of equal area and identical length and height, and the maximum interior angle between two faces of a double faced sign may not exceed 90 degrees;

**“DRIVEWAY VISIBILITY TRIANGLE”** means a triangular area formed by the intersection of the lateral limit of the travelled portion of a driveway, the limits of the public road allowance, and a straight line connecting them at a point 3.0m from their intersection;

**“ELECTRONIC”** in reference to changing copy means copy that is changed or rearranged electronically, which may be computer controlled, which displays illuminated copy and graphic information in a programmed sequence for continuous scrolling display, static copy, or animation;

**“ERECT”** (including cause to ERECT, **“ERECTED”**, cause to be erected and **“ERECTION”**) means to attach, display, build, construct, reconstruct, locate, or relocate any sign. This definition does not include copy changes on any sign face or maintenance as set out in Section 3.11 of this By-law;

**“EXISTING SIGN”** means a lawful sign existing as of the effective date of this By-law, unless otherwise provided by this By-law;

**“EXTERNAL ILLUMINATION”** means a light source directed towards a sign;

**“FASCIA SIGN”** means a sign, which is painted on, affixed to or supported by an exterior building wall or structure attached to the building wall and erected in a predominantly parallel manner to that building wall. This definition does not include a banner sign or projecting wall sign;

**“FEATHER FLAG SIGN”** means a temporary sign that is made from cloth or a similar lightweight non-rigid material which does not rely on a building or fixed foundation for its structural support and is typically supported with a base or stand on the ground, and can be easily carried or transported. This definition does not include a banner sign;

**“FIRST PARTY”** in reference to a sign means a sign which identifies or directs attention to a business, profession, commodity, service, event or other activity being conducted, sold or offered on the property on which the sign is located;

**“FIRST STOREY”** means the storey with its floor closest to grade and having its ceiling more than 2.0m above grade;

**“FLASHING ILLUMINATION”** means the internal or external illumination is varied or perceived to vary in intensity or design at periodic intervals, this definition does not include animation;

**“FRONTAGE”** means the distance measured on a horizontal plane along the front lot line, between the side lot lines;

**“GRADE”** means the average surface elevation of the ground where the ground is in contact with any building, sign or other structure;

**“GROUND SIGN”** means a freestanding sign in a fixed location directly supported by the ground without the aid of any other building or structure other than the sign structure. This definition does not include a billboard sign, a mobile sign, read-o-graph mobile sign or an A-frame sign;

**“GROUP USE”** means the organization of land uses and related activities into groups, each of which require signs of similar characteristics to fulfil common needs of identification or advertising. Where a use is defined in the Zoning By-law Z-1, the same definition shall also apply to this By-law. Refer to section 3.2 for Group Uses;

**“HEIGHT”** means the vertical measurement from the average finished grade at the base of the sign to the highest point of the sign structure, sign or sign face;

**“HEIGHT OF SIGN FACE”** means the maximum distance of the sign face, excluding a border and frame, measured vertically. In the case of individually installed letters, numerals, symbols, images or characters, the length of sign face shall be the maximum vertical distance between the extremities of the copy area;

**“HOARDING SIGN”** means a temporary sign attached to hoarding panels or fences which surround a construction site and provide information about the building or structure under construction and may include the builder or trades;

**“IDENTIFICATION SIGN”** in reference to sign classification identifies the name, address or insignia of a business enterprise. It may also include additional information respecting activities occurring or products available;

**“ILLUMINATION”** (or caused to be **ILLUMINATED**) when used in reference to a sign or advertising device, shall mean the act of lighting up a sign or advertising device by way of an artificial light and shall include internal or external sources;

**“INCIDENTAL SIGN”** in reference to sign classification is a first party, non-advertising sign of minor consequence and size, and includes a sign bearing a street name and municipal address, or one that is customarily located on a newspaper box, cornerstone, or grave marker;

**“INDUSTRIAL PARK SIGN”** means a ground sign which provides information related to the park and the tenants within it, where the sign information shall be limited to logos, directions or distances;

**“INFLATABLE SIGN”** means a temporary sign or advertising device filled with air or gas;

**“INFORMATION SIGN”** in reference to sign classification provides information concerning public order or public safety or which provides for public education or enlightenment concerning an activity or the nature of their surroundings;

**“INTENSITY OF ILLUMINATION”** means the brightness of the sign;

**“INTERNAL”** in reference to illumination means the sign is illuminated by light emitted from within the sign;

**“LAWFUL SIGN”** means a sign that complies with the applicable regulations of this bylaw or with the applicable regulations of the governing By-law in force and effect at the time the sign was erected or displayed and if applicable a sign permit was issued for said sign;

**“LENGTH OF SIGN FACE”** means the maximum distance of the sign face, excluding a border and frame, measured horizontally. In the case of individually installed letters, numerals, symbols, images or characters, the length of sign face shall be the maximum horizontal distance between the extremities of the copy area;

**“LICENSING AGREEMENT”** means an agreement between the City and a person to permit the erection or display of a sign overhanging or on public property;

**“LOGO”** shall mean a graphic representation or symbol of a company name, trademark or abbreviation often uniquely designed for easy recognition. A logo may not be solely represented by the name of the company;

**“LOT”** means a parcel or tract of land which:

- a) is a whole lot or block as shown on a registered plan of subdivision but a registered plan of subdivision for the purposes of this paragraph does not include a registered plan of subdivision deemed not to be a plan of subdivision under a By-law passed pursuant to Section 49 of the Planning Act, as amended from time to time; or
- b) fronts an open street and is a separate parcel of land without any adjoining lands being owned by the same owner or owners as at the date of the passing of this By-law; or
- c) the description of which is the same as in a Deed which has been given consent pursuant to Section 52 of the Planning Act, as amended from time to time; or
- d) is the whole remnant remaining to an owner or owners after a conveyance made with consent pursuant to Section 52 of the Planning Act, as amended from time to time;

**“LOT LINE”** means the boundary of a lot and;

**“FRONT LOT LINE”** means the lot line(s) along a street;

**“REAR LOT LINE”** means the lot line which is located the farthest from the front lot line;

**“SIDE LOT LINE”** means lot lines other than the front lot line or rear lot line;

**“m”** when following a numeral means metre(s);

**“m<sup>2</sup>”** when following a numeral means square metre(s);

**“MANUAL”** in reference to changing copy means copy that is changed or rearranged by manual means;

**“MAINTAIN”** means anything done to preserve, restore or repair an existing sign using identical components or materials and does not include sign replacement or substantial alteration;

**“MAINTENANCE”** means to maintain;

**“MENU BOARD SIGN”** means a sign erected as part of a drive-through facility used to display and order products and services available through a drive-through business;

**“MOBILE SIGN”** means a temporary sign designed to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support. Including but not limited to such signs as A-frame signs over **0.6m<sup>2</sup>** and feather flag signs but does not include a read-o-graph mobile signs, inflatable signs, A-frame signs **0.6 m<sup>2</sup>** or less or a sign attached to a vehicle where the principal use of the vehicle is the transportation of people, goods and other material;

**“MULTIPLE”** in reference to a sign face means a sign having two or more sign faces but does not include a double sign face;

**“MULTIPLE OCCUPANCY BUILDING”** means any building that contains two or more units for occupancy by residential, commercial, institutional or industrial uses, or a combination thereof;

**“MURAL”** means a painting, illustration or decoration applied to the exterior wall of a building or structure that is otherwise not a sign or advertising device as defined in this By-law;

**“NEW HOME DEVELOPMENT SIGN”** means a temporary sign that is not installed or affixed to the ground which permit it to be repositioned by an individual without mechanical aid and the purpose of the sign is to direct attention to the sale of new home developments;

**“NON-PROFIT”** means a club, society, or association that is not a charity and that is organized and operated solely for social welfare, civic improvement, pleasure or recreation or any other purpose except profit which has a registration number issued by the Canada Revenue Agency, or successor agency for a non-profit organization;

**“OFFICIAL SIGN”** in reference to sign classification is a sign required by and erected in accordance with any statute, regulation, By-law or other directive of any federal or provincial government or agency, board or commission thereof, or the City;

**“OFFICER”** means a Municipal Law Enforcement Officer appointed under any City By-law to administer or enforce this By-law, or any other person assigned or appointed by the Chief Building Official to administer or enforce this By-law including a person employed by the City whose duties are to enforce this By-law;

**“OCCUPANCY”** means the use or intended use operating from a building on a continuous basis or part thereof for the shelter or support of persons, animals or things

**“OWNER”** means all persons or their authorized agents in lawful control of the premises, building, occupancy or other structure or portion thereof under consideration;

**“PARAPET”** (including parapet wall) means that portion of a building wall, which rises above the roof level of the structure;

**“PERMANENT”** in reference to a sign means a sign attached to a building, structure, or the ground so as to resist environmental loads, such as wind and preclude its ready removal or relocation and not limited as to the time it can be erected or displayed;

**“PERSON”** (including persons) means any individual, association, proprietorship, partnership, association, syndicate, company, corporation, firm, authorized agent, trustee and the heirs, executors or other legal representatives, or any combination of the foregoing;



**“POSTER SIGN”** means a temporary sign that is made from lightweight rigid material such as plastic, which is secured or mounted to a building or other structure. This definition does not include a banner sign or wall sign;

**“PRE-MENU BOARD SIGN”** means a sign erected as part of a drive-through facility and only used to display products and services available at the drive-through business;

**“PREMISES”** means a specific property, private or public, under registered ownership, and includes all buildings and accessory structures thereon; except that multi-tenant buildings or groups of buildings containing two or more business establishments developed as a unit providing common open spaces, off-street parking facilities, driveways and other shared facilities shall constitute a single premises regardless of registered ownership;

**“PROJECTING WALL SIGN”** means a sign attached to and projects out horizontally from an exterior wall of a building in a predominantly perpendicular manner. This definition does not include awning sign, canopy sign or fascia sign;

**“PROPERTY”** means a lot which has specific boundaries and which is capable of legal transfer, and;

**“PUBLIC PROPERTY”** means property, lands, or buildings owned by the city, public authority, local board or utility as defined in the Municipal Affairs Act R.S.O. 1990, c.M.46, as may be amended from time to time. Public property also includes Public Road Allowance;

**“PUBLIC ROAD ALLOWANCE”** means all allowances for roads made by the Crown surveyors, all highways laid out or established under the authority of any statute, all roads on which public money has been expended for opening them and roads dedicated by the owner of the lands to public use; including the curb, shoulder, sidewalk and landscaping where applicable. A street is a public road allowance for the purposes of this By-law;

**“PRIVATE PROPERTY”** means property, lands, or buildings owned by a person, other than a public authority;

**“PUBLIC AUTHORITY”** means the City, the Provincial Government, the Federal Government and any board, commission, committee or body established or exercising any power or authority under a statute of Canada or Ontario with respect to any of the affairs or purposes, including school purposes, of the City;

**“RAILWAY OVERPASS SIGN”** means a sign attached to a railway overpass structure;

**“READ-O-GRAPH MOBILE SIGN”** means a temporary sign designed to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support in which the entire sign face is manual changing copy, this definition includes T-frame signs;

**“REAL ESTATE DIRECTIONAL SIGN”** means a temporary sign that is not anchored to the ground and is intended to direct a person to a new home development, building, property, premises or a portion thereof offered for sale, rent or lease and may indicate information as to the real estate agent and the name and location of the sales office. This definition shall include signs commonly referred to as real estate open house signs but does not include real estate signs;

**“REAL ESTATE SIGN”** means a temporary sign that advertises a building, property, premises, or a portion thereof, offered for sale, rent or lease, and may provide information such as the agent’s name, the location of the sales office. This definition does not include a real estate directional sign;

**“REPAIR”** means anything done to preserve, restore or maintain the sign according to the regulations of this By-law;

**“ROOF SIGN”** means any of the following:

- a) A sign erected on or located wholly above the roof of a building;
- b) A sign erected, constructed, attached to or located wholly or partially above the parapet wall of a building;

**“ROTATING”** in reference to changing copy means static copy that is changed or rearranged electronically by scrolling or rotating to copy to display the static copy at timed intervals.

**“SIGHT TRIANGLE”** means the triangular area formed within a property by the intersection of 2 streets or the projections thereof as established by Table 4.1 of this By-law;

**“SIGN”** means any advertising device, other device, object or thing which directs attention to or which is designed to convey a message and that is placed for the purposes of advertising goods and services offered, identifying a business or enterprise or for conveying any other type of message and, without limiting the generality of the foregoing, this definition includes but is not limited to, the types of signs specifically defined in this Section;

**“SIGN CLASSIFICATION”** refers to the general classification of signs by reference to their subject matter or purpose;

**“SIGN FACE”** means that portion of the sign, excluding the supporting structure, borders and frames, upon which, against, or through which copy is displayed or is capable of being displayed.

**"SIGN FACE AREA"** means the length of sign face multiplied by the height of sign face. In reference to;

- a) Signs comprised of more than one part (individually installed letters, numerals, symbols, shapes or characters) Sign Face Area shall mean the same as the Copy Area;
- b) a sign box, Sign Face Area will be determined by the area of the sign cabinet and the frame of the sign;
- c) a Ground Sign, Sign Face Area shall include the sign face and all cladding;
- d) a Double Sign Face, Sign Face Area, shall be calculated based on one sign face. For the purposes of calculating permit fees, both sides of the Double Sign Face shall be considered;

**“SIGN OWNER”** means the person who owns the sign. Where there is no known owner of the sign, or such person cannot be determined with certainty, the sign owner shall be deemed to be the person having authority over the associated use or deriving the major benefit from the sign. If such person is unknown, the sign owner shall be deemed to be the registered owner of the land upon which the sign is situated;

**“SIGN PERMIT”** means a permit issued by the Chief Building Official pursuant to the provisions of this By-law or a previous By-law to erect or display a sign;

**“SIGN STRUCTURE”** means a structure, framework or bracing, which supports, is constructed to support or did support a sign face or faces and in turn is supported by the ground, building or other structure not deemed to be an integral part of the sign;

**“SIGN TYPE”** means a sign referenced by its means of support, manner of displaying information, or the information intended to be displayed;

**“SIGNAGE MASTER PLAN”** – means a submission with drawings, text, and specifications setting out the specifics of the location, arrangement, type, area of signage and design of all existing and proposed signs to be erected in relation to the architectural features of the building, and of the premises in relation to the streetscape;

**“SINGLE”** in reference to a sign face means a sign having only one face plane;

**"SEQUENTIAL SIGN"** means two or more signs used in series to convey a cohesive message related to the subject matter, each such sign message being dependent upon the other;

**“STATIC COPY”** in reference to electronic or rotating changing copy means copy that is static for durations set out in Section 4.2 before in the case of electronic changing copy instantaneously transitions or in the case of rotating copy scrolls or rotates to the next copy;

**“STREET FRONTAGE”** shall mean property that abuts a public road allowance or any 0.3m reserve;

**“STOREY”** means that part of a building between any floor and the floor, ceiling or roof next above;

**"STRUCTURE"** means anything that is erected, built or constructed of parts joined together or any such erection fixed to or supported by or incorporated within the soil or any other structure;

**“TEMPORARY”**, in reference to a sign, means a sign not intended or designed for permanent installation, to be erected or displayed for a limited time determined by the Chief Building Official;

**“THIRD PARTY”** in reference to a sign means a sign which identifies or directs attention to a business, profession, commodity, service, event or other activity not being conducted, sold or offered on the property on which the sign is located;

**"UNSAFE"**, in reference to a sign, means a sign, or a sign structure, which is structurally unsound, which constitutes a fire, traffic, or pedestrian hazard, which impedes a means of egress from any building, or otherwise constitutes a risk to the safety of persons in, about or adjacent to the premises or the sign;

**"USE"** when used in conjunction with the words zone, residential, employment, industrial, commercial, institutional, agricultural, open space, or similar words, shall mean such uses as may be permitted under the Zoning By-law of the City;

**“WALL AREA”** means the total area, including all openings, of a building wall, upon which a sign is erected. In the case of an irregular building wall, which does not form a vertical plane, the wall area shall be the total area of a vertical plane projected from the wall;

**“WALL SIGN”** includes an awning sign, canopy sign and fascia sign;

**“WINDOW SIGN”** means any sign, picture, image, symbol, or combination thereof painted, etched, or attached on glass, upon the windowpane or placed inside a window which is used as an advertising device and is intended to be visible from the exterior of the window;

**"ZONE"** means any land use zone established in the Zoning By-law of the City and passed under the Planning Act or any predecessor or successor Act;

**“ZONING BY-LAW”** means a By-law of the City and passed under the Planning Act, or any predecessor or successor Act, and as may be amended from time to time.

## **Section 3: Interpretation, Administration and Permits**

### **3.1 INTERPRETATION**

Where a sign is defined in this By-law, the interpretation of that sign shall not include any other specifically referred to sign definition.

Definitions of words and phrases used in this By-law that are not included in the list of definitions in Section 2.1. and are not defined in another provision of this By-law shall have the meanings that are commonly assigned to them in the context in which they are used, taking into account the specialized use of terms by the various trades and professions to which the terminology applies

### **3.2 ADMINISTRATION**

3.2.1 The Chief Building Official or designate shall be responsible for the administration and enforcement of this By-law on all public and private property within the City.

3.2.2 The Chief Building Official or designate, or an officer may enter upon any property at any reasonable time to inspect a sign for the purpose of determining its compliance with this By-law in accordance with the City's Inspection By-law.

### **3.3 PROHIBITED SIGNS**

3.3.1 No person shall erect, display, cause or permit to be erected or displayed, a sign or advertising device that:

- (a) does not comply with all applicable By-laws, statutes or regulations including, but not limited to, the Ontario Heritage Act, or which is not in compliance with this By-law or the conditions of any variance granted under this By-law;
- (b) is not specifically permitted under this By-law;
- (c) interferes with any electrical or telephone wires or associated supports;
- (d) is attached, affixed to, or on any traffic signal or traffic control device or the supporting structure appurtenant thereto unless expressly permitted by the City;
- (e) obstructs the view of any driver of a vehicle, obstructs the visibility of any traffic signal or traffic control device, or interferes with vehicular traffic in a manner that could endanger any person;
- (f) bears or displays the City logo, crest or seal in whole or in part, without the express written permission of the City;
- (g) emits sound or odour, or discharges any gas, liquid, or solid;
- (h) features interactive copy;
- (i) is erected or displayed on a roof, except as otherwise permitted under this By-law;
- (j) is erected or displayed within a sight triangle except as otherwise permitted under this By-law;

- (k) is erected, displayed, attached to, or painted on a vehicle or trailer (except a temporary sales trailer for new construction located on the site of the construction) where the vehicle is not used in weekly operation for transportation and is parked or located in a manner so as to make the sign visible from a street for the purpose of acting as a sign or advertising device;
- (l) is erected or displayed within or so as to obstruct a parking space required by By-law or as part of a Registered Site Plan Agreement;
- (m) is attached to a tree, fence, or gate, unless otherwise permitted in this By-law;
- (n) is a Sequential Sign;
- (o) is erected, displayed, attached to, or painted on any accessory structure, except fascia or projecting wall signs that relate solely to an occupancy or use carried out in conjunction with the accessory structure;
- (p) is primarily supported by braces, cables, rods, guy wires or other structural supporting components external to the sign face or sign box;
- (q) is located on a public road allowance and attached to any utility pole or official sign structure, unless such attachment is an Official Sign, or is authorized by Council or other authority having jurisdiction in the matter;
- (r) directs attention or conveys a message toward the use of a property and or business that is not a permitted use as per the City of London Zoning By-law.

### **3.4 SIGNS EXEMPT FROM THIS BY-LAW**

3.4.1 The following signs are exempt from this By-law;

- (a) A memorial sign or tablet, commemorative plaque, or corner stone denoting the date of erection of buildings or other related information, attached to the wall of a building or structure provided it complies with this By-law;
- (b) A flag of patriotic, civic, educational or religious organizations;
- (c) Election signs;
- (d) This By-law does not apply to signs erected or displayed, or caused to be erected or displayed by a Federal, Provincial or Municipal Government, or by a local board as defined in the Municipal Affairs Act, R.S.O. 1990, c.M.46 as amended. This includes, but is not limited to, signs required by a federal or provincial statute or regulation, or by a municipal By-law, such as;
  - i) a traffic sign;
  - ii) a street name sign;
  - iii) a permanent sign displayed on a street to inform the public of the location of business improvement areas, public buildings, hospitals, public libraries, institutions, places of worship, parks, recreational or educational facilities;
  - iv) a sign designating a public library, a public community centre, a public arena;
  - v) a sign required by the City to inform the public of planning applications submitted under the planning act;
  - vi) a Tourism Ontario destination sign, and;
  - vii) a sign displayed for the purposes of public safety.
- (e) any sign located on a public road allowance, approved by the City Engineer;
- (f) Official Signs

### **3.5. SIGNS NOT REQUIRING PERMITS**

3.5.1 The following signs are permitted and may be erected, displayed, modified or restored without obtaining a sign permit:

- (a) incidental sign;
- (b) information sign erected or displayed as:
  - i) a sign pertaining exclusively to public safety, not exceeding 0.35m<sup>2</sup> in sign face area;

- ii) a sign exclusively indicating the maximum headroom, not exceeding 0.35m<sup>2</sup> in sign face area;
- (c) a non-illuminated “no trespassing” or other warning sign provided it is not greater than 0.2m<sup>2</sup> of sign face area;
- (d) signs within a building, not visible beyond any boundary of the property on which the sign is located;
- (e) signs on City sports field fences, backstops and accessory structures pursuant to a contract with the city;
- (f) a permanent, non-illuminated fascia sign having no sign face greater than 0.6m<sup>2</sup> in area,;
- (g) a mural;
- (h) a flag of a corporate organization, not exceeding 7.5m in height, provided that no more than three flags are located on one premises and any such flag does not exceed 2.7m<sup>2</sup>;

3.5.2 A permit is not required for the following signs, however these signs shall comply with all other requirements of this By-law, unless otherwise specifically provided:

- (a) Real Estate signs;
- (b) Real Estate Directional Signs;
- (c) Construction Signs on private property having a sign face area not greater than 10m<sup>2</sup>;
- (d) Congratulatory Signs displayed for a “Group 1 Use” on private property for a period less than 72 hours;
- (e) a non-illuminated Window Sign;
- (f) a non-illuminated Contractor Sign with a maximum sign face area of 0.50m<sup>2</sup> provided it is removed 72 hours after the work has been completed;
- (g) Hoarding Signs, provided the signage does not extend beyond the structure of the hoarding;
- (h) A-Board Signs no greater than 0.6m<sup>2</sup>;
- (i) a Sign painted directly onto the exterior wall of a building (but not a Mural) provided it complies with the Wall Sign regulations of this By-law;

### 3.6 PERMITS

3.6.1 A permit under this By-law is required for the erection, display or alteration of a:

- (a) Ground Sign;
- (b) Construction Sign Over 10m<sup>2</sup>
- (c) Wall Sign;
- (d) Projecting Wall Sign;
- (e) Mobile Sign;
- (f) Poster Sign;
- (g) Banner Signs;
- (h) Read-O-Graph Mobile Sign;
- (i) Inflatable Sign;
- (j) Billboard Sign;
- (k) Railway Overpass Sign.

3.6.2 Persons seeking to erect, display, replace, alter or repair a sign shall provide to the Chief Building Official permit application materials which include;

- (a) a completed application form as prescribed by the Chief Building Official
- (b) 2 copies of all plans, drawings and other materials in metric as required by the City;
- (c) applicable fees at the time of application;
- (d) written authorization from the owner of the property (where the person applying for the sign permit is not also the owner of the property) where the sign will be erected or altered; and,

- (e) if applicable, authorization for the proposed sign from all Government authorities having jurisdiction, or necessary municipal departments.
- 3.6.3 As per 3.6.2 (b), an application for sign permit shall be accompanied by plans and drawings in metric that contain the following information:
- (a) A key map showing the location of the property on which the proposed sign is to be located and the nearest major intersection;
  - (b) A location plan, drawn to scale, which clearly identifies the property where the sign is to be displayed including the dimensions of the property, existing and proposed buildings, and the location, height, size and nature of existing and proposed signs on the same property dimensioned to clearly illustrate the shortest distance from the property line(s) for all existing and proposed structures and signs;
  - (c) Information including but not limited to drawings, photos, artwork and specifications of the proposed sign, drawn to scale, which clearly demonstrates the sign and sign copy intended for display, and which includes construction details, supporting framework, foundations, materials, illumination details, height of sign, sign area, length and width of sign, and;
  - (d) Sufficient information for the Chief Building Official to determine that the sign has been designed and will be constructed/ erected/suspended in compliance with the Ontario Building Code.
- 3.6.4 No person shall substantially alter a sign for which a sign permit has been obtained, without the prior written approval of the Chief Building Official. Such approval may be conditional on the applicant obtaining a new sign or building permit.
- 3.6.5 No person shall enjoy a vested right in the continuance of a permit and whether issued, expired, revoked or otherwise terminated, the permit and any value of such permit shall continue to be the property of the City.
- 3.6.6 No person shall be entitled to assign a permit

### **3.7 INSPECTION**

- 3.7.1 **Notice to Chief Building Official** – Where the Chief Building Official has prescribed inspections as part of the sign permit, the sign permit holder shall notify the Chief Building Official, at least 72 hours prior to the commencement of each stage of construction or erection of the sign to have the inspection(s) undertaken.

### **3.8 SIGN PERMIT REFUSAL, REVOCATION AND CANCELLATION**

- 3.8.1 The Chief Building Official may refuse to issue a Sign Permit;
- (a) if the proposed sign does not comply with this By-law, other City of London By-laws, or any applicable federal or provincial statute or regulation; or
  - (b) where the proposed sign is to be displayed on private property, if any other sign displayed on said property does not comply with this By-law.
- 3.8.2 The Chief Building Official may revoke a permit under the following circumstances;
- (a) the permit was issued in error;
  - (b) the permit was issued as the result of false, mistaken, incorrect, or misleading statements, information, or undertakings on the application;
  - (c) the display of the sign has not commenced within 6 months after the issuance of the permit;
  - (d) the permit holder requests in writing that the permit be revoked.
- 3.8.3 The Chief Building Official may cancel an application for permit under the following circumstances:
- (a) Where an application for a permit remains incomplete, or inactive, for six months after it is made;
  - (b) if any conditions, including those as part of a variance associated with permit issuance, have not been adhered to.

### **3.9 REFUNDS**

- 3.9.1 There shall be no refund of fees paid for a sign permit application where;
- (a) the applicant requests in writing that the sign permit application be cancelled;

- (b) the Chief Building Official refuses to issue the sign permit because the sign does not comply with this By-law or any other By-law, the Ontario Building Code, the Ontario Heritage Act or any federal or provincial statute or regulation;
- (c) the sign or the work described for the sign for which the permit application is made, has been displayed prior to the issuance of a permit;
- (d) the sign permit has been revoked, or;
- (e) substantial review has been conducted by municipal staff in processing the sign permit application.

3.9.2 Pursuant to Section 3.9.1 of this By-law, the fees that may be refunded shall be a percentage of all permit fees payable under this By-law, calculated by the Chief Building Official as follows;

- (a) 90 percent if administrative functions only have commenced;
- (b) 60 percent if the permit application has been reviewed and the permit is ready to be issued;
- (c) 50 percent if the permit has been issued and no field inspections have been conducted within six months from the date the permit was issued;
- (d) if the calculated refund is equal to or less than the minimum fee applicable to the work, no refund shall be made of the fees paid.;
- (e) additional fees, charged due to the commencement of installation of a sign or sign structure prior to permit issuance, equal to 100% of the amount calculated as the regular permit fee, shall not be refundable in any case.

### **3.10 ADVERTISING DEVICES LAWFULLY ERECTED ON THE DAY THIS BY-LAW COMES INTO FORCE (i.e. EXISTING SIGNS)**

3.10.1 This By-law does not apply to an advertising device that was lawfully erected or displayed on the day this By-law comes into force if the advertising device has not been substantially altered. The maintenance and repair of the advertising device, or a change in the message or contents displayed, does not constitute a substantial alteration.

3.10.2 This By-law does apply to an advertising device that was lawfully erected or displayed on the day this By-law comes into force if it has been substantially altered.

3.10.3 Signs relocated/replaced for a municipal purpose.

In the event that the City requires that a sign be relocated or replaced for any municipal purpose;

- (a) the relocation of the sign shall be subject to the location requirements of this By-law;
- (b) a sign of the same dimensions and materials as the removed/relocated sign shall not be subject to the regulations of this By-law where the contravention is caused by the relocation/replacement;
- (c) notwithstanding Section 3.10.3 (a) and (b), relocated signs require a permit.

### **3.11 MAINTENANCE, REPAIR AND REPLACEMENT**

3.11.1 The sign owner shall maintain any and all signs in good order so that they do not become unsightly, unsafe, defective or dangerous. Every sign owner shall ensure that each sign be maintained such that;

- (a) all exposed sign and sign structure surfaces are covered with a durable, weather resistant, protective finish;
- (b) repainting or refinishing is undertaken as often as is necessary to prevent peeling or flaking of paint or corrosion;
- (c) all lights, bulbs, tubes and other forms of illumination are functioning as per the regulations of this By-law;
- (d) all sign faces and sign structures are kept intact and operative and do not contain deteriorating, peeling, broken or cracked parts;
- (e) every sign shall be maintained in accordance with the approved plans authorizing its erection and shall be maintained as erected and approved;
  - i) without any visible deterioration of the sign or its structure; and
  - ii) so as not to become unsafe and not to otherwise create a danger to any person;

- (f) where a sign face is required to cover and protect any electrical components, lamps or sign box from the elements, the sign face must remain intact at all times. If a sign face is removed for repair or replacement, a sign face shall be reinstalled within twenty eight (28) days of removal;
- (g) replacement of an advertising device that was lawfully erected or displayed on the day this By-law comes into force, except to repair or maintain the structure as per Section 3.11.1(a), is “substantially altered”, and therefore requires full compliance with this By-law.
- (h) notwithstanding section 3.11.1 (g), a sign permit is not required when a sign or advertising device which was lawfully erected under this or a previous By-law is removed for a period of no more than 28 days for the purposes of either maintenance or repair to the building wall, or to the sign, provided the sign structure or the building wall that it is affixed to is not “substantially altered”.

### **3.12 ENFORCEMENT**

3.12.1 Every person who contravenes any provision of this By-law is guilty of an offence.

3.12.2 Fines for Conviction, Individuals

Every person convicted under this By-law is liable:

- (a) upon a first conviction, to a maximum fine of \$5,000.00;
- (b) upon a subsequent conviction, to a maximum fine of \$10,000.00.

3.12.3 Fines for Conviction, Corporations

Notwithstanding section 3.12.2, where the person convicted is a corporation, the corporation is liable:

- (a) upon a first conviction, to a maximum fine of not more than \$10,000.00;
- (b) upon any subsequent conviction, to a maximum fine of not more than \$25,000.00.

3.12.4 Order Prohibiting Continuation or Repetition

Where a person has been convicted of an offence, the court in which the conviction has been entered and any court of competent jurisdiction thereafter may, in addition to any other remedy or penalty provided for by this By-law, make an order prohibiting the continuation or repetition of the offence by the person convicted.

3.12.5 Removal without Notice, City Property

Where a sign is erected or displayed on, over, partly on, or partly over, property owned by, or under the jurisdiction of, the City of London and not in accordance with the regulations of this By-law, the sign may be removed immediately by the City without notice or compensation.

3.12.6 Removal without Notice

Where a sign is displayed in contravention of this By-law, the Chief Building Official may immediately pull down or remove any sign that he/she determines constitutes a safety hazard or a concern without notice or compensation.

3.12.7 Order to Remove

The Chief Building Official may order the property owner to remove or bring a sign into compliance in the manner, and within the time, specified in the order:

- (a) where a sign or advertising device does not comply with this By-law, or any previous By-law, the owner of the sign or advertising device shall remove it;
- (b) where the owner of the sign or advertising device fails to remove the non-compliant sign under subsection 3.12.7(a), the owner of the land on which the sign is situated shall remove it.

3.12.8 Serving of the Order

The order mentioned in section 3.12.7 may be served:

- (a) by personal service upon the property owner;
- (b) by prepaid registered mail sent to the last address of the property owner, shown on the records of the City; or



- (c) by prominently posting a copy of the order either on the sign in respect of which the order is made, or on the property upon which the sign is displayed.

#### 3.12.9 Deemed to Have Been Received

Where the order is served in accordance with Section 3.12.8 it is deemed to have been received by the party being served upon the mailing or posting of the order.

#### 3.12.10 Removal Following Order

Where a sign is not removed or is not brought into conformity as required by an order under Section 3.12.7, the Chief Building Official may have the sign removed without notice or compensation. For this purpose, the Chief Building Official, an officer and their contractor, or other agent, may enter upon the property at any reasonable time, with or without warrant.

#### 3.12.11 Costs deemed to be Tax.

The cost incurred by the City in removing a sign under this part of the By-law may be added to the tax roll and collected in the same manner as municipal taxes. Despite the foregoing, the cost incurred by the City in removing a sign under this part of the By-law is a debt payable to the City and may be recovered in any court of competent jurisdiction.

### 3.13 REMOVAL AND STORAGE OF SIGNS – COSTS & CHARGES

Signs or canopies removed pursuant to Section 3.12.5, 3.12.6 and 3.12.10 shall be stored by the City for a period of not less than 30 days, during which time the owner or the owner's agent may be entitled to redeem the removed item(s), subject to fees as set out in the City of London Fees and Charges By-law.

#### 3.13.1 Claiming of Removed Items Subject to charges

Upon the claiming of a removed and stored sign, the City of London shall require of the person claiming the sign to remit the appropriate charges as provided in the City's Fees & Charges By-law and submit a signed acknowledgement and release, on a prescribed form.

#### 3.13.2 Destruction After Storage Elapses

Where a sign has been removed by the City and stored for a period of 30 days, and the sign has not been claimed, the sign may be forthwith destroyed or otherwise disposed of by the City.

#### 3.13.3 Fee Charged and Added to Tax Roll

Where a sign has been removed and stored by the City and the sign has not been claimed, the fee for the cost of removal and storage of the sign, and the administration fee, will be charged. These charges may be added to the property owner's tax roll if the fee is not paid within 30 days of the notification of the charge(s).

#### 3.13.4 Interest Accrued on all Fees during Storage

The City may recover the costs of removing a sign from the person ordered to remove the sign by action, or by adding the charges to the tax roll. The charges include interest calculated at a rate of 15 per cent, or such lesser rate as may be determined by the City, calculated for the period commencing on the day the City incurs the costs and ending on the day the costs, including the interest, are paid in full.

### 3.14 SAFETY REQUIREMENTS

3.14.1 The following Codes, safety regulations and requirements shall be adhered to and observed at all times for all signs and advertising devices erected or caused to be erected in the City of London:

- (a) Ontario Building Code

All signs and advertising devices erected within the City, except for *Temporary Accessory Signs* and *Temporary Non-Accessory Signs*, shall comply with the Ontario Building Code, as amended from time to time, and all applicable and reference standards for structural and life safety matters.

- (b) Electrical Safety Authority and the Ontario Electrical Safety Code

Every sign which utilizes electricity shall comply with all governing requirements of the Ontario Electrical Safety Authority as amended from time to time.

- (c) Occupational Health and Safety Act

Construction safety measures conforming to the Occupational Health and Safety Act, as amended from time to time, as provided therein apply to the erection, alteration, relocation, removal or demolition of signs and canopies.

(d) Resemblance to Emergency Light

No rotating beam, beacon or flashing illumination resembling an emergency light or lights shall be used in conjunction with any sign so as to create a traffic hazard, or in a manner that would otherwise endanger any person.

(e) Building Openings Required For Light or Ventilation

No sign shall be located, erected or installed so as to obstruct any window or openings required for light, ventilation, egress, or access.

(f) Overhang of Sidewalks

No sign shall overhang or be located within a horizontal distance of 0.6 m of a sidewalk or other pedestrian walkway unless the minimum vertical distance between grade and the bottom of the overhanging sign face is at least 2.4 m.

(g) Clearance from Vehicle Travel Areas

No sign face shall be erected within 0.6m of the travelled portion of a private lane or roadway, or of a motor vehicle parking area, unless the minimum vertical distance between grade and the bottom of the overhanging sign face is at least 4.25 metres, except where the height of all vehicles using any private road or parking area is permanently restricted, the vertical distance requirements of this section may be reduced to the amount of the actual height restriction, for as long as the said height restriction is in existence on the premises.

(h) Animation

No sign shall contain animation in such a manner so as to create a traffic hazard or otherwise endanger any person.

(i) Underground Electrical Wiring

All electrical wiring required to service any ground sign shall, if so available from the utility provider, be located underground. If power is brought from a building or structure to the sign, that wiring shall be located underground.

**3.15 LICENCING AGREEMENTS**

No permit for a sign over or on a public road allowance shall be issued until an agreement has been entered into with the City, in accordance with the Table 3.15;

**TABLE 3.15**

<b>Line 1</b>	<b>DESCRIPTION OF SIGN</b>	<b>AGREEMENT TYPE</b>
<b>2</b>	A-Frame signs not greater than <b>0.6m<sup>2</sup></b> on a public road allowance	Licensing Agreement in the form of Schedule "A" to this By-law.
<b>3</b>	New Home Development Portable Signs on a public road allowance	Licensing Agreement in the form of Schedule "B" to this By-law.
<b>4</b>	Any sign less than <b>0.3m</b> over a public road allowance;  Any Projecting Wall Sign with the sign face comprised entirely of fabric over a public road allowance;  Any Retractable Awning Sign with the sign face comprised entirely of fabric over a public road allowance;	Licensing Agreement in the form of Schedule "C" to this By-law.
<b>5</b>	All signs on or over the public road allowance except as set out in Line 1,2,3 and 4 above	A Licensing Agreement between the City and the abutting property owner registered on title of the abutting property.

## **Section 4: GENERAL PROVISIONS**

### **4.0 APPLICATION OF GENERAL PROVISIONS**

No person shall erect or display any sign or advertising device, or cause or permit any sign or advertising device to be erected or displayed within the City of London for lands affected by this By-law except in conformity with the regulations specified in Section 3, and by the applicable general provisions set out in all subsections of Section 4.

### **4.1 REGULATIONS FOR ALL SIGN TYPES**

- 4.1.1 Where this section requires a sign to be erected or displayed a minimum distance from another sign or Special District, no part of the sign shall be located within the applicable minimum distance.
- 4.1.2 Where a property is located in more than one sign district, the provisions applicable to the sign district where the sign is to be located shall apply.
- 4.1.3 No sign shall move or give the perception of movement, in whole or in part, unless otherwise expressly permitted by this By-law.
- 4.1.4 No sign or sign copy shall be projected onto a building or any other surface from or by a source external to the sign or sign copy unless otherwise expressly permitted by this By-law.
- 4.1.5 Signs shall display only static copy unless otherwise expressly permitted by this By-law.
- 4.1.6 Where this By-law requires the sign face area to be calculated as a percentage of the area of the wall of a building, the area of the wall shall include the windows located therein.
- 4.1.7 Notwithstanding that the permitted Changing Copy Area is based on a percentage of the maximum total Sign Face Area, the maximum sign face area does not have to be erected or displayed in order to display the Changing Copy.
- 4.1.8 Any sign not lawfully erected or displayed on the date of passing of this By-law, and which does not comply with the regulations of this by-law shall be made to comply with this by-law or such sign shall be removed by the owner thereof or by the owner of the land on which the sign is situated.

### **4.2 ELECTRONIC CHANGING COPY**

- 4.2.1 Where this By-law permits a sign to display electronic changing copy, the following requirements shall be met:
- (a) The minimum distance from an exclusively residential use zone shall be 100m.
  - (b) During the message transition the sign shall not include any blinking, intermittent or flashing light or the illusion of such effects;
  - (c) All electronic changing copy shall come equipped with functioning automatic dimming technology which will automatically adjust the sign's brightness in direct correlation with ambient light conditions;
  - (d) No electronic changing copy sign shall exceed a brightness level of 3 Lux above ambient light;
  - (e) The electronic changing copy or any light emitted from any electronic changing copy shall not exceed 5,000 nits during the period between sunrise and sunset; and
  - (f) The electronic changing copy, or any light emitted from any electronic changing copy shall not exceed 300 nits during the period between sunset and sunrise.
  - (g) A sign displaying electronic changing copy shall be designed so as to cease operating in the case of a malfunction.
  - (h) For all first party signs the rotating or electronic changing copy static copy duration shall not be less than thirty (30) seconds before instantaneously transitioning to the next static copy.

- (i) For third party billboard signs the rotating or electronic changing copy static copy duration shall not be less than ten (10) seconds before instantaneously transitioning to the next static copy;

### **4.3 ILLUMINATION (LIGHTING) OF SIGNS**

4.3.1 Unless otherwise expressly prohibited by this By-law, all signs may be illuminated provided the following requirements are met:

- (a) Lights used to illuminate a sign shall be arranged to direct light away from adjacent lots and public road allowances;
- (b) Lighting for illuminated signs shall be downcast, or shielded, to minimize reflective impact on the night sky by being ground oriented.
- (c) Illuminated signs shall not create any glare, shine directly onto neighbouring premises, nor into the direction of oncoming traffic.
- (d) The illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 3.0 lux above the ambient lighting level;
- (e) The illumination shall not exceed 5,000 nits during the period between sunrise and sunset; and
- (f) The illumination shall not exceed 300 nits during the period between sunset and sunrise.

4.3.2 No sign shall be illuminated during the following time periods:

- (a) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign is located in, or within 30 metres of, a Residential (R) Zone, except where;
  - (i) the sign is a first party sign associated with a lawful business which operates during this period, and only while the business is actually in operation;
  - (ii) the sign is located in a Special District as identified in this By-law that provides different regulations;
- (b) Between the hours of 11:00 p.m. and 7:00 a.m., except where;
  - (i) the sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation; or
  - (ii) the sign is located in a Special District as identified in this By-law that specifies different regulations;
  - (iii) the sign is a lawfully erected Third Party Advertising Sign.

4.3.3 Signs associated with the following uses may be illuminated and are not subject to the limitations set out in sections 4.3.1 nor 4.3.2.;

- (a) hospitals, emergency treatment facilities and blood banks;
- (b) power generating stations and electrical substations;
- (c) control centres for land transportation;
- (d) public transit facilities;
- (e) public water treatment and storage facilities;
- (f) water and sewage pumping stations;
- (g) emergency response facilities;
- (h) fire, rescue, and police stations;
- (i) storage facilities for vehicles or boats used for fire, rescue and police purposes; and
- (j) communication facilities, including radio and television stations, public telephones and emergency call stations.

### **4.4 SIGNAGE MASTER PLAN**

4.4.1 A Signage Master Plan, as defined in Section 2 of this By-law, together with a Signage Master Plan Submission by the owner in the form of Schedule "D" to this By-law shall be submitted to the City, in compliance with this By-law, prior to sign permit issuance when;

- (a) there is more than one occupancy within a premises and development occurs on lands which are subject to a Site Plan Control By-law, passed pursuant to the Planning Act;
- (b) fascia or projecting wall signs greater than 0.6 square metres in sign face area are proposed on a building wall that does not face a street; and,
- (c) ground sign face area is transferred from one street to another.

Once a Signage Master Plan is approved as in compliance with this By-law, all permits issued thereafter and signs erected or displayed pursuant to such permits shall comply in all aspects with the accepted Signage Master Plan, or if later amended on the request of the owner, the accepted Signage Master Plan as amended.

**4.5 SIGHT TRIANGLE AND DRIVEWAY VISIBILITY TRIANGLE**

4.5.1 No sign shall be erected or displayed within the sight triangle established by Table 4.6.1, or within a driveway visibility triangle except as set out in paragraph (a) below:

- (a) ground signs are permitted in locations within the sight triangle or driveway visibility triangle provided they are constructed such that the portion of the sign situated between 1.0 metre and 3.0 metres above the grade of the streets abutting the lot shall contain no signage and; except for posts or columns as required for the structural support of the sign, shall be open to provide vision across the sight triangle or driveway visibility triangle.

**4.6 SIGHT TRIANGLE FOR SIGNS ON A PUBLIC ROAD ALLOWANCE**

4.6.1 No ground sign shall be erected or displayed within a public road allowance in proximity to the intersection of two or more streets within the area bounded by the sight triangle as established in Section 4.5 and Table 4.6.1 and projected as a straight line to the edge of the vehicular travelled portion of the street, except as set out in paragraphs (a) and (b) below.

- (a) signs may be erected to a height no greater than 1.0 metres (3.3 ft.) above the grade of the streets that abut the lot, and;
- (b) where a municipal sidewalk is present, the sight triangle shall be calculated using lines parallel to and at a distance of 1.5m from the sidewalk edge closest to the private property lines.

**TABLE 4.6.1**

<b>Interior Angle Formed By Intersection of Streets</b>	<b>Distance from Point of Intersection to the Two Equal Sides of the Sight Triangle</b>
20 degrees or less	26.0 metres
over 20 degrees and up to 30 degrees	18.0 metres
over 30 degrees and up to 40 degrees	13.5 metres
over 40 degrees and up to 50 degrees	10.5 metres
over 50 degrees and up to 60 degrees	9.0 metres
over 60 degrees and up to 80 degrees	7.5 metres
over 80 degrees and up to 110 degrees	6.0 metres

**4.7 PROXIMITY TO EXCLUSIVELY RESIDENTIAL USE ZONES**

4.7.1 No sign shall be located on any non-residential use premises if such sign is located closer than 30 metres to an exclusively residential use zone unless:

- (a) the sign is a fascia sign facing a street;
- (b) the exclusively residential use zone is located on the opposite side of a street; or

- (c) the area of the sign face, with respect to the maximum sign face area regulations of this By-law does not exceed the area set out in Table 4.2 and subsection 4.7.2,

**TABLE 4.7.1**

Distance from an Exclusively Residential Use Zone	Maximum Sign Face Area as Percentage of Sign Face Area Otherwise Permitted by the By-law
less than 10 metres	25%
29.9 metres	99%

4.7.2 For signs greater than 10 metres from an exclusively residential use zone, the sign face area permitted may be increased proportionately by a percentage based upon the distance away from the residential use zone as prescribed in table 4.7.1.

**4.8 PREMISES THAT INCLUDE OCCUPANCIES FROM MORE THAN ONE GROUP USE**

If the occupancies of any multi-occupancy premises or building include occupancies in both Group 2 or Group 3 and Group 4 Use classifications, the requirements of the Group 4 Use shall apply to the entire premises or building.

**4.9 CONGRATULATORY SIGNS ON GROUP 1 PREMISES**

Notwithstanding any other regulation in this By-law, not more than one (1) congratulatory sign, regardless of sign type, is permitted to be erected or displayed on any Group 1 premises.

**Section 5: GROUP USES**

**5.1 GROUP USES**

Every premises or part thereof shall, with regard to the erection and/or display thereon of any sign or sign structure, be classified according to its primary use as belonging to one of the groups as set out in Tables 5.1 and 5.2 below.

**TABLE 5.1**

Group Uses – Group 1 and 2		
Column A	B	C
1	Occupancy	Group 1
2	Occupancy	Group 2
2	Residential	<ul style="list-style-type: none"> <li>▪ Single-unit dwelling;</li> <li>▪ Mobile Home Dwelling;</li> <li>▪ Semi-detached Dwelling;</li> <li>▪ Duplex Dwelling;</li> <li>▪ Group Home;</li> <li>▪ Lodging House;</li> <li>▪ Manses;</li> <li>▪ Multiple Dwelling with a maximum of 5 units;</li> </ul>
3	Commercial	<ul style="list-style-type: none"> <li>▪ Home Occupation</li> <li>▪ Apartment Buildings</li> <li>▪ Continuum-of-care facilities;</li> <li>▪ Convent;</li> <li>▪ Emergency care establishments.</li> <li>▪ Monastery;</li> <li>▪ Multiple Dwelling with a minimum of 6 units;</li> <li>▪ Student Residence;</li> <li>▪ Townhome Dwelling;</li> <li>▪ All residential occupancies not listed in this Table.</li> </ul>
4	Industrial	<ul style="list-style-type: none"> <li>▪ Electrical transformer neighbourhood sub-stations</li> <li>▪ Clinic operating from a converted dwelling</li> <li>▪ Medical/Dental Office operating from a converted dwelling</li> <li>▪ Office operating from a converted dwelling</li> <li>▪ Studio operating from a converted dwelling</li> <li>▪ Facilities of a Public Authority</li> <li>▪ Grain elevators</li> <li>▪ Power generating plants and electrical transformer stations</li> <li>▪ Public Utility</li> </ul>
5	Institutional	<ul style="list-style-type: none"> <li>▪ None</li> <li>▪ Cemetery</li> <li>▪ Children's shelters</li> <li>▪ Nursing, convalescent or rest homes;</li> <li>▪ Orphanages;</li> <li>▪ Post offices;</li> <li>▪ All institutional occupancies not listed in this Table.</li> </ul>
6	Agricultural	<ul style="list-style-type: none"> <li>▪ Farm land;</li> <li>▪ Vacant land not capable of development without a zone change.</li> <li>▪ Barns;</li> <li>▪ Stables;</li> <li>▪ All agricultural occupancies not listed in this Table.</li> </ul>

<b>7</b>	Open Space	<ul style="list-style-type: none"> <li>▪ Pedestrian walkways;</li> <li>▪ All open space occupancies not listed in this Table.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Conservation areas</li> <li>▪ Land capable of immediate development or redevelopment</li> <li>▪ Public or Private Parks</li> </ul>
----------	------------	--	---

5.1.1 **Exceptions** - Notwithstanding Table 5.1 the accessory uses at 1805, 1815, 1857 and 1875 Fanshawe Park Road West shall be considered as Group 2 uses

**TABLE 5.2**

<b>Group Uses – Group 3 and 4</b>			
<b>Column A</b>	<b>D</b>	<b>E</b>	
<b>1</b>	<b>Occupancy</b>	<b>Group 3</b>	<b>Group 4</b>
<b>2</b>	Residential	<ul style="list-style-type: none"> <li>▪ None</li> </ul>	<ul style="list-style-type: none"> <li>▪ None</li> </ul>
<b>3</b>	Commercial	<ul style="list-style-type: none"> <li>▪ Assembly Hall</li> <li>▪ Clinic</li> <li>▪ Day Care Centre</li> <li>▪ Funeral Home</li> <li>▪ All Offices except Service Office</li> <li>▪ Medical/Dental Office</li> <li>▪ Studio</li> <li>▪ Tourist Information Centres</li> <li>▪ Public Parking Lots,</li> <li>▪ All commercial occupancies not listed in this Table.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Auction Establishment</li> <li>▪ Automobile Use</li> <li>▪ Amusement Park</li> <li>▪ Brewing On Premises Establishment</li> <li>▪ Cinema Or Drive-In Theater</li> <li>▪ Commercial Outdoor Recreation Facility</li> <li>▪ Commercial Recreation Establishment</li> <li>▪ Convention Centre</li> <li>▪ Financial Institution</li> <li>▪ Hotel Or Motel</li> <li>▪ Personal Service Establishment</li> <li>▪ Repair And Rental Establishment</li> <li>▪ Restaurant</li> <li>▪ Retail Store</li> <li>▪ Service Office</li> <li>▪ Shopping Centre</li> <li>▪ Tavern</li> <li>▪ Theatre</li> </ul>
<b>4</b>	Industrial	<ul style="list-style-type: none"> <li>▪ Factories</li> <li>▪ Laboratories/Research Facility</li> <li>▪ Self-Storage Establishments</li> <li>▪ Service Trade</li> <li>▪ Warehouses</li> <li>▪ Wholesale Establishments</li> <li>▪ Industrial occupancies not listed in this Table</li> </ul>	<ul style="list-style-type: none"> <li>▪ Any Group 3 use containing a retail outlet</li> </ul>
<b>5</b>	Institutional	<ul style="list-style-type: none"> <li>▪ Church and Church Hall</li> <li>▪ Facilities of a Public Authority or a Public Utility</li> <li>▪ Hospital</li> <li>▪ Museums</li> <li>▪ Public Parking Area/ Garage</li> <li>▪ School/College/University;</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Transportation Facility</li> </ul>
<b>6</b>	Agricultural	<ul style="list-style-type: none"> <li>▪ Riding stables;</li> <li>▪ Industrial/Commercial facilities accessory to a farm operation;</li> </ul>	<ul style="list-style-type: none"> <li>▪ None</li> </ul>
<b>7</b>	Open Space	<ul style="list-style-type: none"> <li>▪ None</li> </ul>	<ul style="list-style-type: none"> <li>▪ None</li> </ul>

## **Section 6 – Permanent First Party Signs**

### **6.1 Regulations for Permanent First Party Ground Signs on Private Property**

No person shall erect, display or use any permanent first party ground sign on private property, or cause or permit any permanent first party ground sign on private property to be erected, displayed or used, except in conformity with the regulations set out in Table 6.1 and the additional regulations set out below.

**Table 6.1**  
**Permanent First Party Ground Signs on Private Property**

Column	A	B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Ground Sign		
3	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs		
4	NUMBER OF SIGNS	One per street frontage	No limit except as regulated by lines 5 and 11 below	
5	NUMBER OF SIGN FACES	Single and/or Double	Single, Double and/or Multiple	
6	MAXIMUM SIGN FACE AREA PER STREET FRONTAGE PER PREMISES	3.0 m <sup>2</sup>	The greater of 5m <sup>2</sup> or 1m <sup>2</sup> per 20.0m street frontage and in no case greater than 10m <sup>2</sup>	The greater of 15m <sup>2</sup> or 1 m <sup>2</sup> per 10m street frontage and in no case greater than 30m <sup>2</sup>
7	MAXIMUM HEIGHT	4.0m	6.0m	8.0m
8	MAXIMUM CHANGING COPY AREA	30% of the maximum sign face area	40% of the maximum sign face area	50% of the maximum sign face area
9	CHANGING COPY TYPE	Manual, Rotating or Electronic which shall be restricted to static copy	Manual, Rotating or Electronic	Manual, rotating or electronic
10	ANIMATION	Prohibited	Permitted	
11	ILLUMINATION	External or Internal, Flashing is Prohibited		External or Internal, Notwithstanding the provisions in the Special Districts of this By-law, Flashing is Prohibited
12	ROTATION	Prohibited	Rotation permitted provided that the radius of rotation does not exceed 1.5m	
13	SIGN LOCATION RESTRICTIONS	No part of any ground sign shall; <ol style="list-style-type: none"> <li>i. be within 15.0m of the base or support of a traffic signal or traffic control device</li> <li>ii. be within 1.5m of any side lot line other than one that abuts a street</li> <li>iii. be within 1.5m of any municipally owned sidewalk</li> <li>iv. be in a manner that projects over the public road allowance or public property;</li> <li>v. be within 30.0m of a billboard ground sign or 50.0m of a permanent ground sign on the same lot;</li> <li>vi. be within 10.0m of a billboard ground sign on an adjacent lot;</li> <li>vii. be within 6.0m of a permanent ground sign on an adjacent lot;</li> <li>viii. be within a sight triangle or drive visibility triangle except as set out in Section 4.5</li> <li>ix. be where more than 1 ground sign is within 30m of the intersection of 2 streets</li> </ol>		

- 6.1.1 **Group 1 Uses** - First party permanent ground signs are prohibited for Group 1 uses except an identification sign that is associated with a home occupation which has street frontage on an arterial road and provided;
- (a) the single or double sided sign does not exceed a maximum sign face area of 1.0m<sup>2</sup> and;
  - (b) the sign does not exceed a height of 1.5m and;
  - (c) no part of the sign has illumination, changing copy area, animation or rotation and;
  - (d) no part of the sign be within 1.5m of a municipally owned sidewalk or lot line other than a front lot line.
- 6.1.2 **First Party Directional Signs** - Notwithstanding Table 6.1, not more than two (2) first party directional signs shall be erected or displayed adjacent to a combination entrance-exit to any premises, and not more than one such sign shall be erected adjacent to a single entrance or a single exit therefrom. A sign is restricted to a maximum sign face area of 1.5m<sup>2</sup> and a maximum sign height of 1.5m and no part of the sign shall be within 1.5m of a municipally owned sidewalk or lot line other than a front lot line.
- 6.1.3 **Internal Menu Board Signs** – Notwithstanding Table 6.1, one (1) menu board sign may be erected or displayed in association with a drive-thru facility. The sign is restricted to a maximum sign face area of 5.0m<sup>2</sup>, a maximum height of 2.5m and no part of the sign shall be within 1.5m of a municipally owned sidewalk or lot line other than a front lot line.
- 6.1.4 **Internal Pre-Menu Board Signs** – Notwithstanding Table 6.1, one (1) internal pre-menu board sign may be erected or displayed in association with a drive-thru facility. The sign is restricted to a maximum sign face area of 2.0m<sup>2</sup>, a maximum height of 2.5m, and no part of the sign shall be within 1.5m of a municipally owned sidewalk or lot line other than a front lot line.
- 6.1.5 **Transfer Ground Sign Area** – Where a property faces more than one street, a property owner may apply to transfer sign face area from one street to another street, provided the property owner enters into a signage master plan as set out in Section 4.4 to transfer the sign face area permitted on one street to the other. In no case shall the sign be increased by more than 50% of its total sign face area, and in no case shall it exceed 30.0m<sup>2</sup>.



- 6.1.6 **Sign Face Area Based on Lot Area; Alternative** – As an alternative to the maximum sign face area regulations set out in Line 6 of Table 6.1, the maximum sign face area for all ground signs located on a premises may be calculated at **1.0m<sup>2</sup>** of sign face area per **1500m<sup>2</sup>** of lot area, but in no case can the sign face area exceed **30.0m<sup>2</sup>**.
- 6.1.7 **Vehicular Fuelling Pump Island Signs** - Vehicular fuelling pump island signs are exempt from the regulations of Table 6.1 provided they are not higher than **3.0m** above grade.
- 6.1.8 **Street Numbers** – For every ground sign erected in relation to a premises, the appropriate street number, in numerals or letters not less the 127 mm in dimension, shall be included on at least one sign as an aid in public identification and orientation and in a manner so that the street number can be viewed from any direction of vehicular travel. The sign face area devoted to the street name and number shall not be subject to the maximum sign area or maximum sign height regulations of Table 6.1 provided that such additional sign face area devoted to the street name and number does not exceed 10% of the total sign face area, or 5% of the total sign height.

## 6.2 Regulations for Permanent First Party Ground Signs over or on Public Road Allowance

No person shall erect, display or use any permanent first party ground sign over or on public road allowance, or cause or permit any permanent first party ground sign over or on public road allowance to be erected, displayed or used, except in conformity with the regulations set out in Table 6.2 and the additional regulations set out below.

**Table 6.2**  
**Permanent First Party Ground Signs over or on Public Road Allowance**

Column	A	B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Ground Sign		
3	PERMITTED SIGN CLASSIFICATION	Identification, Information signs		
4	NUMBER OF SIGNS	1 per frontage		
5	NUMBER OF SIGN FACES	Single and/or Double		
6	MAXIMUM SIGN FACE AREA PER STREET FRONTAGE PER PREMISES	<b>2.0m<sup>2</sup></b>		
7	MAXIMUM HEIGHT	<b>1.5m</b>		
8	MAXIMUM CHANGING COPY AREA	<b>30%</b> of the maximum sign face area		
9	CHANGING COPY TYPE	Manual, Rotating or Electronic which shall be restricted to static copy		
10	ANIMATION	Prohibited		
11	ILLUMINATION	External or Internal, Flashing is Prohibited		
12	ROTATION	Prohibited		
13	SIGN LOCATION RESTRICTIONS	No part of any ground sign over or on public road allowance shall; <ul style="list-style-type: none"> <li>i. be less than <b>5.75m</b> from the edge of the travelled portion of the highway and not less than <b>1.5m</b> from an existing or proposed sidewalk;</li> <li>ii. prohibited within a sight triangle as set out in Section 4.6</li> <li>iii. not more than 1 sign within <b>30m</b> of the intersection of two streets</li> </ul>		

- 6.2.1 **Licensing Agreement** - No permit for a ground sign on public road allowance shall be issued until the owner of the property has entered into a licensing agreement with the City and has satisfied the City's requirements for liability insurance. The licensing agreement shall be in accordance with Table 3.15.
- 6.2.2 **Signs on Public Road Allowance** - Signs on a public road allowance shall be positioned so as to prevent damage to underground services, and shall not be positioned to restrict pedestrian or vehicular visibility.
- 6.2.3 **Group 1 Uses Prohibited** – First party permanent ground signs over or on Public Road Allowance are prohibited for Group 1 uses.
- 6.2.4 **Street Numbers** – For every ground sign erected in relation to a premises, the appropriate street number, in numerals or letters not less the 127 mm in dimension, shall be included on at least one sign as an aid in public identification and orientation and in a manner so that the street number can be viewed from any direction of vehicular travel. The sign face area devoted to the street name and number shall not be subject to the maximum sign area or maximum sign height regulations of Table 6.2 provided that such additional sign face area devoted to the street name and number does not exceed 10% of the total sign face area, or 5% of the total sign height.
- 6.3 **Regulations for Permanent First Party Wall Signs on Private Property**

No person shall erect, display, or use any permanent first party wall sign on private property, or cause or permit any permanent first party wall sign on private property to be erected, displayed or used except in conformity with the regulations set out in Table 6.3 and the additional regulations set out below.

**Table 6.3**  
**Permanent First Party Wall Signs on Private Property**

Column	A	B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Awning Signs, Canopy Signs and Fascia Signs			
3	PERMITTED SIGN CLASSIFICATION	Identification Signs and Information Signs	Identification Signs, Information Signs and Advertising Signs		
3	NUMBER OF SIGNS	1 per occupancy	no limit		
4	NUMBER OF SIGN FACES	Single	Single, Double, Multiple		
5	MAXIMUM SIGN FACE AREA	<b>0.3m<sup>2</sup></b>	<b>0.1m<sup>2</sup></b> per metre of building frontage	<b>0.5 m<sup>2</sup></b> per metre of building frontage	<b>1.1 m<sup>2</sup></b> per metre of building frontage
6	MAXIMUM CHANGING COPY AREA	Prohibited	<b>30%</b> of the maximum sign face area		
	CHANGING COPY TYPE	Prohibited	Manual, Rotating or Electronic which shall be restricted to static copy	Manual, Rotating or Electronic	
7	ANIMATION	Prohibited		Permitted	
8	ILLUMINATION	External or Internal, Flashing is Prohibited			External or Internal, Notwithstanding the provisions in the Special Districts of this By-law, Flashing is Prohibited
9	ROTATION	Prohibited			
10	SIGN LOCATION RESTRICTIONS	No part of any wall sign shall; i. project more than <b>0.6m</b> from the face of the building wall to which it is attached ii. be more than <b>1.2m</b> above the height of the first storey iii. project beyond the limits of the building wall to which it is attached iv. be less than <b>2.4m</b> above the grade below to the underside of the sign or any supporting member of the sign when erected on a wall above a location of public access.			

#### 6.3.1 Awning Signs

- (a) Notwithstanding Table 6.3, awning signs may project to a maximum distance of **2.5m** from the face of the building wall to which it is attached;
- (b) Notwithstanding Table 6.3, awning signs are prohibited to display changing copy or animation.

#### 6.3.2 Canopy Signs

- (a) Notwithstanding Table 6.3, canopy signs may project to a maximum distance of **0.6m** beyond the limits of the building wall to which it is attached;
- (b) Notwithstanding Table 6.3, canopy signs are prohibited to display changing copy or animation.

6.3.3 **Signs Located on Walls That Do Not Face a Street** – Awning, canopy and fascia signs are permitted to be attached to walls of a building that do not face a street provided that the maximum sign face area of all signs attached to the building does not exceed the maximum sign face area limitations of Table 6.3

6.3.4 **Signs Located Above the First Storey** - Notwithstanding the regulations set out in Table 6.3, fascia signs are permitted in locations above the first storey of a multiple occupancy building provided;

- (a) the signs comply with the latest submitted signage master plan, as set out in Section 4.4 and
- (b) the sign face area of the facial wall signs located above the first storey when added to the area of all other signs located on the building shall not exceed the maximum sign face area limitations of Table 6.3.

6.3.5 **Building Identification Signs** - Notwithstanding the regulations set out in Table 6.3, fascia signs that relate to entire building and display information such as the building name, address or corporate logo are permitted in locations above the first storey provided;

- (a) the signs be located on or above the highest storey that is normally occupied;
- (b) the signs be limited on buildings 2 to 5 storeys in height to a maximum sign face area of **0.5 m<sup>2</sup>** for each metre of one wall elevation to which the sign is attached measured in length along the highest storey that is normally occupied;
- (c) the signs be limited on buildings 6 storeys and greater in height to a maximum sign face area of **1 m<sup>2</sup>** for each metre of wall to which the sign is attached measured in length along the highest storey that is normally occupied.

6.3.6 **Group 4 Roof Signs** - Notwithstanding Table 6.3, a fascia sign is permitted to be attached to the side of a sloped roof of a single storey building occupied by a Group 4 premises provided;

- (a) the highest part of the facial sign shall not exceed the lesser of **6.0m** or the highest part of the roof and;
- (b) the sign face area of the fascia signs located on the roof when added to the area of all other wall signs located on the building shall not exceed the maximum sign face area limitations of Table 6.3.

#### 6.4 Regulations for Permanent First Party Wall Signs over or on Public Road Allowance

No person shall erect, display, or use any permanent first party wall sign on public road allowance, or cause or permit any permanent first party wall sign on public road allowance to be erected, displayed or used except in conformity with the regulations set out in Table 6.4 and the additional regulations set out below.

**Table 6.4**  
**Permanent First Party Wall Signs over or on Public Road Allowance**

Column	A	B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Awning Sign, Canopy Sign and Fascia Signs		
3	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs		
4	NUMBER OF SIGNS	1 per street frontage per occupancy		
5	NUMBER OF SIGN FACES	Single		
6	MAXIMUM SIGN FACE AREA	<b>0.1m<sup>2</sup></b> per metre of building frontage	<b>0.5 m<sup>2</sup></b> per metre of building frontage	<b>1.1 m<sup>2</sup></b> per metre of building frontage
7	CHANGING COPY AREA	<b>30%</b> of the maximum sign face area		
8	CHANGING COPY TYPE	Manual, Rotating or Electronic which shall be restricted to static copy		Manual, Rotating or Electronic unless otherwise specifically provided in the provisions in the Special Districts of this By-law.
9	ANIMATION	Prohibited		Permitted unless otherwise specifically provided in the provisions in the Special Districts of this By-law.
10	ILLUMINATION	External or Internal, Flashing is Prohibited		External or Internal, Notwithstanding the provisions

			in the Special Districts of this By-law Flashing is Prohibited
11	ROTATION	Prohibited	
12	SIGN LOCATION RESTRICTIONS	No part of any wall sign over or on public road allowance shall: <ol style="list-style-type: none"> <li>i. project more than <b>0.6m</b> from the face of the building wall to which it is attached</li> <li>ii. be more than <b>1.2m</b> above the height of the first storey</li> <li>iii. project beyond the limits of the building wall to which it is attached</li> <li>iv. be less than <b>2.4m</b> above grade, measured from the bottom of the sign, or any supporting member of the sign (whichever is the lowest), when erected above a public access or egress.</li> </ol>	

6.4.1 **Licencing Agreement** - No permit for a wall sign over the public road allowance shall be issued until the owner of the property has entered into a licencing agreement with the City and has satisfied the City's requirements for liability insurance. The licencing agreement shall be in accordance with Table 3.15.

6.4.2 **Awning Signs**

- (a) Notwithstanding Table 6.4, awning signs may project to a maximum distance of **2.5m** from the face of the building wall to which it is attached;
- (b) Notwithstanding Table 6.4, awning signs are prohibited to display changing copy or animation.

6.4.3 **Canopy Signs**

- (a) Notwithstanding Table 6.4, canopy signs may project to a maximum distance of **0.6m** beyond the limits of the building wall to which it is attached;
- (b) Notwithstanding Table 6.4, canopy signs are prohibited to display changing copy or animation.

6.4.4 **Signs Located Above the First Storey** - Notwithstanding the regulations set out in Table 6.4, fascia signs are permitted above the first story of a multiple occupancy building provided;

- (a) The signs comply with the signage master plan, as set out in Section 6.4, and;
- (b) The sign face area of the wall sign(s) located above the first storey, when added to the area of all other signs located on the building, do not exceed the maximum sign face area limitations of Table 6.4.

6.4.5 **Building Identification Signs** - Notwithstanding the regulations set out in Table 5.4, fascia signs that relate to an entire building and display information such as the building name, address or corporate logo are permitted in locations above the first storey provided;

- (a) The sign be located on or above the highest storey that is normally occupied;
- (b) That on buildings 2 to 5 storeys in height, the sign face area shall be limited to a maximum of **0.5m<sup>2</sup>** for each metre of one wall elevation to which the sign is attached, measured in length along the highest storey that is normally occupied; and
- (c) That on buildings 6 storeys and greater in height the sign face area shall be limited to a maximum of **1.0m<sup>2</sup>** for each metre of wall to which the sign is attached, measured in length along the highest storey that is normally occupied.

6.5 **Regulations for Permanent First Party Projecting Wall Signs on Private Property**

No person shall erect, display, or use any permanent first party projecting wall sign on private property, or cause or permit any permanent first party projecting wall sign on private property to be erected, displayed or used except in conformity with the regulations set out in Table 6.5 and the additional regulations set out below.

**Table 6.5  
Permanent First Party Projecting Wall Signs on Private Property**

Column	A	B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Projecting Wall Signs		
3	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs		
4	NUMBER OF SIGNS	1 sign per street frontage		

5	NUMBER OF SIGN FACES	Single or Double		
6	MAXIMUM SIGN FACE AREA	2.5m <sup>2</sup>	5m <sup>2</sup>	
7	MAXIMUM PROJECTION	2.5m		
8	MAXIMUM CHANGING COPY AREA	30% of the maximum sign face area	30% of the maximum sign face area	
9	CHANGING COPY TYPE	Manual	Manual, Rotating or Electronic which shall be restricted to static copy	Manual, Rotating or Electronic unless otherwise specifically provided in the provisions in the Special Districts of this By-law
10	ANIMATION	Prohibited		Permitted unless otherwise specifically provided in the provisions in the Special Districts of this By-law.
12	ROTATION	Prohibited	Rotation permitted provided that the radius of rotation does not exceed 1.5m	
12	ILLUMINATION	External or Internal, Flashing is Prohibited		External or Internal, Notwithstanding the provisions in the Special Districts of this By-law Flashing is Prohibited
13	SIGN LOCATION RESTRICTIONS	No part of any projecting wall sign shall: i. be less than 2.4m above grade, ii. not more than 1.2m above the height of the first storey		

6.5.1 **Group 1 Uses** - Projecting wall signs are prohibited for Group 1 uses.

6.5.2 **Additional Projecting Signs** - Notwithstanding the regulations of Table 6.5, each occupancy within a multi-occupancy building is permitted one projecting wall sign per street frontage, provided the area of the sign does not exceed 0.5m<sup>2</sup> and the sign complies with the regulations of lines 3, 5,7, 8, 9, 10,11,12 and 13 of Table 6.5.

#### 6.6 Regulations for Permanent First Party Projecting Wall Signs over Public Road Allowance

No person shall erect, display, or use any permanent first party projecting wall sign over public road allowance, or cause or permit any permanent first party projecting wall sign on public road allowance to be erected, displayed or used except in conformity with the regulations set out in Table 6.6 and the additional regulations set out below.

**Table 6.6**  
**Permanent First Party Projecting Wall Signs on Public Road Allowance**

Column A		B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Projecting Wall Sign		
3	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs		
4	NUMBER OF SIGNS	1 sign per street frontage		
5	NUMBER OF SIGN FACES	Single or Double		
6	MAXIMUM SIGN FACE AREA	2m <sup>2</sup>		
7	MAXIMUM PROJECTION	2.5m		
8	MAXIMUM CHANGING COPY AREA	30% of the maximum sign face	30% of the maximum sign face area	
9	CHANGING COPY TYPE	Manual	Manual, Rotating or Electronic which shall be restricted to static copy	Manual, Rotating or Electronic unless otherwise specifically provided in the provisions in the Special Districts of this By-law
10	ANIMATION	Prohibited		Permitted unless otherwise specifically provided in the provisions in the Special Districts of this By-law.
11	ROTATION	Prohibited		

12	ILLUMINATION	External or Internal, Flashing is Prohibited	External or Internal, Notwithstanding the provisions in the Special Districts of this By-law Flashing is Prohibited
13	SIGN LOCATION RESTRICTIONS	No part of any PROJECTING WALL SIGN shall: i. be less than <b>2.4m</b> above grade, ii. not more than <b>1.2m</b> above the height of the first storey	

6.6.1 **Licencing Agreements** - No permit for a projecting wall sign over the public road allowance shall be issued until the owner of the property has entered into a licencing agreement with the City and has satisfied the City's requirements for liability insurance; the licencing agreement shall be in accordance with Table 3.15.

6.6.2 **Group 1 Uses** - Projecting wall signs are prohibited for Group 1 uses.

6.6.3 **Additional Projecting Signs** - Notwithstanding the regulations of Table 6.5, each occupancy within a multi-occupancy building is permitted one projecting wall sign per street frontage, provided the area of the sign does not exceed **0.5m<sup>2</sup>** and the sign complies with the regulations of lines 3, 5,7, 8, 9, 10,11,12 and 13 of Table 6.6.

## Section 7 - Temporary First Party Signs

### 7.1 Regulations for Temporary First Party Banner, Poster, and Mobile Signs

No person shall erect, display, or use any temporary first party banner sign, poster sign or mobile sign, or cause or permit any temporary first party banner sign, poster sign or mobile sign to be erected, displayed or used except in conformity with the regulations set out in Table 7.1 and the additional regulations set out below.

**Table 7.1**  
**Temporary First Party Banner Signs, Poster Signs and Mobile Signs**

Column A		B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Banner Signs, Poster Signs, Feather Flag Signs, A-Frame Signs over 0.6m <sup>2</sup> and Mobile Signs			
3	PERMITTED SIGN CLASSIFICATIONS	Congratulatory Signs	Identification Signs, Information Signs and Advertising Signs		
4	NUMBER OF SIGNS	1	1 per occupancy		
5	MAXIMUM SIGN FACE AREA	<b>2.0m<sup>2</sup></b>	<b>2.0m<sup>2</sup></b>	<b>3.5m<sup>2</sup></b>	
6	NUMBER OF SIGN FACES	Single, Double and/or Multiple			
7	MAXIMUM SIGN HEIGHT	<b>3.0m</b>	<b>4.0m</b>		
8	ANIMATION	Prohibited			
9	ILLUMINATION	Prohibited			
10	ROTATION	Prohibited			
11	TIME	A maximum of 48 hours per special occasion.	A maximum of 56 consecutive days per SIGN PERMIT and not more than 3 sign permits for the same occupancy in the same calendar year.		
12	SIGN LOCATION RESTRICTIONS	No part of any banner sign, poster sign, feather or mobile sign shall (i) be less than <b>1.5m</b> from a municipally owned sidewalk, except when located on a wall (ii) be less than <b>1.5m</b> from a property line except front lot line or when located on a wall (iii) be less than <b>3.0m</b> from a driveway and not within a sight triangle as set out in Section 4.5, except when located on a wall (iv) obstruct any window or obstruct openings required to provide natural light and/or ventilation (v) be within <b>10m</b> of an exclusively residential use zone (vi) be on a vacant lot			

7.1.1 **Prohibited on Public Road Allowance** - Banner signs, poster signs and mobile signs are prohibited over or on a public road allowance.

7.1.2 **Sign Identification** – Every first party temporary sign shall identify the name and telephone number of the sign owner and operator and have it securely affixed and clearly displayed on the sign using letters and numerals not less than **25mm** in dimension.

7.1.3 **Mobile Signs in the Downtown Special District** – Notwithstanding Table 7.1, mobile signs are prohibited within the Downtown Special District as set out in Schedule “H” except that one mobile sign in conjunction with a special event held by a charity or non-profit organization may be erected, displayed or used for a time period not exceeding 28 days within any calendar year, provided it is in compliance with Section 7.1 and Table 7.1.

**7.2 Regulations for Temporary First Party Inflatable Signs**

No person shall erect, display, or use any temporary first party inflatable sign, or cause or permit any temporary first party inflatable sign to be erected, displayed or used except in conformity with the regulations set out in Table 7.2 and the additional regulations set out below.

**Table 7.2  
Temporary First Party Inflatable Signs**

Column	A	B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Inflatable Sign			
3	PERMITTED SIGN CLASSIFICATIONS	Congratulatory Signs	Identification Sign, Information Sign and Advertising Signs		
4	NUMBER OF SIGNS	1	1 per premises		
5	MAXIMUM SIGN FACE AREA	25m <sup>2</sup>			
6	NUMBER OF SIGN FACES	Not Applicable			
7	MAXIMUM SIGN HEIGHT	5.0m	5.0m	12.0m	
8	ANIMATION	Prohibited			
9	ILLUMINATION	Prohibited			
10	ROTATION	Prohibited			
11	TIME	A maximum of 72 consecutive hours, and not more than 3 times in the same calendar year	A maximum of 28 consecutive days per permit, and not more than 3 sign permits for the same occupancy in the same calendar year.		
12	SIGN LOCATION RESTRICTIONS	No part of any inflatable sign shall; <ul style="list-style-type: none"> <li>(i) be less than <b>1.5 m</b> from a municipally owned sidewalk;</li> <li>(ii) be less than <b>1.5 m</b> from a property line except a front lot line;</li> <li>(iii) be less than <b>3.0m</b> from a driveway and not within a sight triangle as set out in Section 4.5;</li> <li>(iv) be within <b>10m</b> of an exclusively residential use zone;</li> <li>(v) be on a vacant lot;</li> <li>(vi) be permanently anchored to the ground or other structure;</li> <li>(vii) be tethered to the ground or other structure without the use of approved structural supports.</li> </ul>			

7.2.1 **Prohibited on Public Road Allowance** - Banner signs, poster signs and mobile signs are prohibited over or on a public road allowance.

7.2.2 **Inflatable signs in the Downtown Special District** – Notwithstanding Table 7.2, inflatable signs are prohibited within the Downtown Special District as set out in Schedule “H” except that one inflatable sign in conjunction with a special event held by a charity or non-profit organization may be erected, displayed or used for a time period not exceeding 28 days within any calendar year, provided it is in compliance with Subsection 7.2 and Table 7.2.

7.2.3 **Sign Identification** – Every first party temporary inflatable signs shall identify the name and telephone number of the sign owner and operator and have it securely affixed and clearly displayed on the sign.

**7.3 Regulations for Temporary First Party Read-O-Graph Mobile Signs**

No person shall erect, display, or use any temporary first party inflatable sign, or cause or permit any temporary first party inflatable sign to be erected, displayed or used except in conformity with the regulations set out in Table 6.2 and the additional regulations set out below.

**Table 7.3  
Temporary First Party Read-O-Graph Mobile Signs**

Column	A	B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Read-O-Graph Mobile			
3	PERMITTED SIGN CLASSIFICATIONS	Congratulatory Signs	Identification Sign, Information Sign and Advertising Signs		
4	NUMBER OF SIGNS	1 sign per premises	1 sign per premises per street frontage	The greater of 1 sign per premises per street frontage or 1 mobile sign per 60m of total street frontage per premises  Maximum 2 signs per premises	1 mobile sign per 45m of total street frontage per premises  Maximum 5 signs per premises
5	MAXIMUM SIGN FACE AREA	4.5m <sup>2</sup>	6 m <sup>2</sup> per sign		
6	MAXIMUM SIGN HEIGHT	4.0m	4.0m		
	MAXIMUM CHANGING COPY AREA	100%			
	CHANGING COPY TYPE	Manual			
7	ANIMATION	Prohibited			
8	ILLUMINATION	Prohibited	External or Internal, Flashing is Prohibited		
8	ROTATION	Prohibited			
9	TIME	A maximum of 72 consecutive hours, and not more than 3 times in the same calendar year	Not Applicable		
10	SIGN LOCATION RESTRICTIONS	No part of any read-o-graph mobile sign shall; i) be less than 1.5m from a municipally owned sidewalk; ii) be less than 1.5m from a property line except a front lot line; iii) be less than 3.0m from a driveway and not within a sight triangle as set out in section 4.4; iv) be within 25.0m of any other mobile sign on the same premises; v) be within 10.0m of an exclusively residential use zone; vi) be on a vacant lot; vii) be on any parking space required under the zoning By-laws of the City.			

- 7.3.1 **Prohibited on Public Road Allowance** - Banner signs, poster signs and mobile signs are prohibited over or on a public road allowance.
- 7.3.2 **Sign Identification** – Every temporary first party Read-O-Graph Mobile sign shall identify the name and telephone number of the sign owner and operator and have it securely affixed and clearly displayed on the sign.
- 7.3.3 **Read-O-Graph Mobile Sign Permit** - A permit for read-o-graph mobile sign, together with an effective date valid from the date specified in the permit and shall be effective June 23 of the year issued to June 30 of the subsequent year. No more than one mobile sign shall be authorized by a permit. The current annual validation sticker shall be displayed at all times in a prominent location on the structural frame of the read-o-graph mobile sign in the manner shown on Schedule “G” to this By-law. An expired sticker is to be removed or covered.
- 7.3.4 **Read-O-Graph Mobile signs in the Downtown Special District** – Notwithstanding Table 6.3, Read-O-Graph mobile signs are prohibited within the Downtown Special District as set out in Schedule “H” except that one Read-O-Graph mobile sign in conjunction with a special event held by a charity or non-profit organization may be erected, displayed or used for a time period not exceeding 28 days within any calendar year provided it is in compliance with Section 7.3 and Table 7.3.

#### 7.4 Regulations for Temporary First Party A-Frame Signs on Private Property



No person shall erect, display, or use any temporary first party A-frame sign on private property, or cause or permit any temporary first party A-frame sign on private property to be erected, displayed or used except in conformity with the regulations set out in Table 7.4 and the additional regulations set out below.

**Table 7.4  
Temporary First Party A-Frame Signs on Private Property**

Column	A	B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	A-Frame Sign			
3	PERMITTED SIGN CLASSIFICATIONS	Congratulatory Sign	Identification Sign, Information Sign and Advertising Signs		
4	NUMBER OF SIGNS	1 per premises	1 per occupancy		
5	MAXIMUM SIGN FACE AREA	0.6m <sup>2</sup>			
6	MAXIMUM SIGN HEIGHT	1.1m			
7	ANIMATION	Prohibited			
8	ILLUMINATION	Prohibited			
9	TIME LIMITATION	A maximum of 72 consecutive hours, and not more than 3 times in the same calendar year	No restriction		
10	SIGN LOCATION RESTRICTIONS	No part of any A-frame sign shall: <ul style="list-style-type: none"> <li>i) be less than <b>1.5m</b> from a municipally owned sidewalk;</li> <li>ii) be less than <b>1.5m</b> from a property line except a front lot line;</li> <li>iii) be less than <b>3.0m</b> from a driveway and not within a sight triangle as set out in Section 4.4;</li> <li>iv) be within <b>5.0m</b> of any other A-Board sign on the same premises;</li> <li>v) be within <b>10.0m</b> of an exclusively residential use zone;</li> <li>vi) be on a vacant lot;</li> <li>vii) be on any parking space required under the Zoning By-Laws of the City;</li> </ul>			

7.4.1 **Sign Identification** – Every temporary first party A-board sign shall identify the name and telephone number of the sign owner and operator and have it securely affixed and clearly displayed on the sign.

**7.5 Regulations for Temporary First Party A-Frame Signs on Public Road Allowance**

No person shall erect, display, or use any temporary first party A-frame sign on public road allowance, or cause or permit any temporary first party A-frame sign on public road allowance to be erected, displayed or used except in conformity with the regulations set out in Table 7.5 and the additional regulations set out below.

**Table 7.5  
Temporary First Party A-Frame Signs on Public Road Allowance**

Column	A	B	C	D
1	GROUP USE	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	A-Frame Sign		
2	PERMITTED SIGN CLASSIFICATIONS	Identification Sign, Information Sign and Advertising Signs.		
3	NUMBER OF SIGNS	1 per occupancy		
4	MAXIMUM SIGN FACE AREA	0.6 m <sup>2</sup>		
5	MAXIMUM SIGN HEIGHT	1.1 m		
6	ANIMATION	Prohibited.		
7	ILLUMINATION	Prohibited.		
8	TIME LIMITATION	Permitted during business operation hours		
9	SIGN LOCATION RESTRICTIONS	No part of any A-Frame sign shall: <ul style="list-style-type: none"> <li>i) be permitted on Public Road Allowance abutting a private property unless the entire building is located at a distance less than 1.0 metre from the front lot line;</li> <li>ii) be less than <b>0.6m</b> and not more than <b>1.2m</b> from the vehicular travelled portion of the street;</li> </ul>		

		iii) be in no case less than <b>1.5m</b> to a building; iv) be in locations between a bus stop and adjacent buildings; v) be within a sight triangle as set out in Section 4.4;
--	--	---

7.5.1 **Licencing Agreements** - No A-frame sign shall be permitted on public road allowance until the sign owner has entered into a licencing agreement with the City and has satisfied the City's requirements for liability insurance; the licencing agreement shall be in accordance with Table 3.15.

7.5.2 **Sign Identification** – Every temporary A-frame sign shall identify the name and telephone number of the sign owner and operator and have it securely affixed and clearly displayed on the sign.

7.5.3 **Group 1 Uses** – Temporary first party A-frame signs on public property are prohibited for Group 1 Uses.

**7.6 Regulations for Temporary First Party Construction Signs on Private Property**

No person shall erect, display, or use any temporary first party construction sign on private property, or cause or permit any temporary first party construction sign on private property to be erected, displayed or used except in conformity with the regulations set out in Table 7.6 and the additional regulations set out below.

**Table 7.6  
Temporary First Party Construction Signs on Private Property**

Column	A	B	C	D	E
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Construction Signs in the form of Ground Signs or Fascia Signs			
3	PERMITTED SIGN CLASSIFICATION	Identification and Information Signs			
4	NUMBER OF SIGN FACES	Single and/or Double			
5	NUMBER OF SIGNS	One ground sign per premises when located on the premises directly related to the home  Fascia signs are prohibited	No limitation of ground signs provided signs are <b>75m</b> apart.  Fascia signs are prohibited	No limitation of ground signs provided signs are a minimum of <b>75m</b> apart from another ground sign.  No limitation of fascia signs provided signs are a minimum of <b>50m</b> apart from another fascia wall signs.	
6	MAXIMUM SIGN FACE AREA	<b>3.0m<sup>2</sup></b>	<b>10 m<sup>2</sup></b> per sign		
7	MAXIMUM HEIGHT	<b>4.0m</b>	<b>7.5m</b>		
8	TIME	Shall not be displayed until after any applicable approval for the construction or development project under the Planning Act has been given, to a maximum display period ending 28 days after construction or development has been completed, or in the case of subdivision developments, prior to assumption.			
9	ANIMATION	Prohibited			
10	ILLUMINATION	Prohibited	Permitted except that flashing illumination is prohibited.		
11	SIGN LOCATION RESTRICTIONS	No part of any construction sign shall: <ul style="list-style-type: none"> <li>i. be within <b>1.5m</b> of any municipally owned sidewalk</li> <li>ii. be within <b>1.5m</b> of any side lot line other than a front lot line</li> <li>iii. be within a sight triangle as set out in Section 4.4.</li> <li>iv. be within a median or traffic island</li> </ul>			

7.6.1 **Prohibited on Public Road Allowance** – Temporary first party construction signs are prohibited over or on public road allowance.

7.6.2 **Ground Sign Proximity** - Notwithstanding Table 7.6, Columns D and E Line 4, where construction ground signs are related to a plan of subdivision, a maximum of two such signs may be located within **0.3m** of each other, provided they are restricted to a single (and principle) entrance to the subdivision.

7.6.3 **Builder Identification Signs** - Notwithstanding Table 7.6, additional signs may be attached below the temporary first party construction sign for the purpose of advertising individual builders within the development provided;

- (a) the builder identification signs are arranged and displayed in an orderly manner, and;
- (b) the total sign face area dedicated to the individual builder identification signs is no greater than 10% of the sign face area of the construction ground sign they are attached to.

7.6.4 **Temporary Construction Signs On Sales Trailer** - Where a construction sign is attached to a temporary sales trailer located on the site of the new construction, signs are permitted on the entirety of one face of a single trailer. The signs shall not project above the wall of the trailer more than **1.2m**, and the total area of the sign shall not exceed **10.0m<sup>2</sup>**.

7.6.5 **Contractor Signs** - Contractor signs may be placed on private property during the time construction, repairs or services are being undertaken, provided;

- (a) The single or double sided contractor sign is restricted to a maximum sign face area of **1.0m<sup>2</sup>**;
- (b) The sign does not exceed the maximum height of **1.5m**;
- (c) No part of the sign shall have illumination, changing copy area, animation or rotation;
- (d) No part of the sign shall be within **1.5m** of a municipally owned sidewalk or lot line other than a front lot line, and;
- (e) The sign shall be removed within 48 hours of completion of the construction, repairs or service.

7.6.6 **Subdivision Signs** - Subdivision information signs required by subdivision agreements are exempt from the area requirements of Table 7.6.

## 7.7 Regulations for Temporary First Party Real Estate Signs on Private Property

No person shall erect, display, or use any temporary first party real estate sign on private property, or cause or permit any temporary first party real estate sign on private property to be erected, displayed or used except in conformity with the regulations set out in Table 7.7 and the additional regulations set out below.

**Table 7.7**  
**Temporary First Party Real Estate Signs on Private Property**

Column	A	B	B	C	D
1	GROUP USE	Group 1	Group 2	Group 3	Group 4
2	PERMITTED SIGN TYPE	Real Estate Sign			
3	PERMITTED SIGN CLASSIFICATION	Advertising Sign devoted exclusively to the sale, lease or rental of a premises, occupancy, building or property			
4	NUMBER OF SIGNS	1 ground sign per street frontage	1 ground sign per street frontage and; 1 fascia sign per occupancy per street frontage		
5	MAXIMUM SIGN FACE AREA	<b>0.7m<sup>2</sup></b>	<b>3.0m<sup>2</sup></b>	<b>5.0m<sup>2</sup></b>	
6	MAXIMUM GROUND SIGN HEIGHT	<b>1.5m</b>	<b>4.5m</b>		
7	MAXIMUM FACIAL WALL SIGN HEIGHT	Prohibited	Not more than <b>1.2m</b> above the height of the first storey		
8	ANIMATION	Prohibited			
9	ILLUMINATION	Prohibited	Internal or External, Flashing prohibited		
10	TIME LIMITS	All real estate signs shall be removed not later than <b>30</b> days after the sale, lease or rental of the premises or property			
11	SIGN LOCATION RESTRICTIONS	No part of any real estate sign shall: <ul style="list-style-type: none"> <li>(i) be within 1.5m of any municipally owned sidewalk</li> <li>(ii) be within 1.5m of any side lot line other than a front lot line</li> <li>(iii) be within a sight triangle as set out in Section 4.4.</li> </ul>			

7.7.1 **Additional Signs** - Notwithstanding Table 7.7, more than one (1) sign per street frontage is permitted where there is a minimum **150m** between the temporary real estate signs adjacent to the same street frontage.

7.7.2 **Real Estate Banner Signs Displayed on Building Walls** - Notwithstanding Table 7.7, one (1), non-illuminated real estate sign in the form of a banner sign per building wall may be located above the first storey of a building. The signs may have a combined total sign face area of up to **5%** of the wall area of the largest building wall. The real estate sign in the form of a banner sign is prohibited to obstruct any window, or opening required for emergency access or egress, natural light or ventilation.

## 7.8 Other Temporary First Party Signs on Private Property

No person shall erect, display, or use any temporary first party sign on private property, or cause or permit any temporary first party sign on private property to be erected, displayed or used except in conformity with the Section 4 of this By-law and the additional regulations set out below.

7.8.1 **Special Events** - Notwithstanding the regulations of Section 6.1, ground signs used in conjunction with a special event held by a charity or non-profit organization, including signs for exhibitions and fairs are permitted, provided such signs do not have a sign face area exceeding **6m<sup>2</sup>** nor shall they be placed on a residential Group Use premises. Such signs shall not be erected sooner than 6 weeks prior to the starting date of the event, nor remain erected 72 hours after the closing date of the event.

7.8.2 **Temporary Window Signs** - Temporary first party signs in windows are permitted provided;

- a) That the total sign face area of such temporary window signs do not cover more than 50% of the window's glazed surface regardless of product perforation;
- b) The signs are restricted to the windows on the 1<sup>st</sup> and 2<sup>nd</sup> storey, and;
- c) Where any portion of a window sign features electronic changing copy, the maximum sign face area shall not exceed **0.48m<sup>2</sup>** and shall comply with the regulations of Section 4.2.

## Section 8 - Permanent Third Party Signs

### 8.1 Regulations for Permanent Third Party Billboard Signs

No person shall erect, display, or use any permanent third party billboard sign, or cause or permit any permanent third party billboard sign to be erected, displayed or used except in conformity with the regulations set out in Table 8.1 and the additional regulations set out below.

**Table 8.1**  
**Permanent Third Party Billboard Signs**

Column	A	B
1	PERMITTED SIGN TYPE	Billboard Signs
2	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs
3	NUMBER OF SIGN STRUCTURES CITY-WIDE	The maximum number of third party sign structures shall not exceed the population of the City - as established by the most recent Statistics Canada Census data - divided by 1300.
4	MAXIMUM SIGN FACE AREA	<b>30m<sup>2</sup></b> , and the ratio of the height to width or of the width to the height of the sign face shall not exceed 2.5:1.
5	MAXIMUM SIGN HEIGHT	<b>8m</b>
6	MAXIMUM CHANGING COPY AREA	100%
7	CHANGING COPY TYPE	Manual, Rotating or Electronic which shall be restricted to static copy
8	ANIMATION	Prohibited
9	ILLUMINATION	Internal or external except that any external illumination fixture shall be located not more than 1.5m from the sign face. Flashing is prohibited.
10	SIGN LOCATION RESTRICTIONS	No part of any billboard sign shall: <ul style="list-style-type: none"> <li>(i) be closer than <b>3.0m</b> from any property line;</li> <li>(ii) be less than <b>100m</b> from another third party billboard sign located on either side of the same street. The minimum separation distance shall be measured along the centreline of the street;</li> <li>(iii) be closer than <b>30m</b> to any residential zone, except where the residential zone is on the opposite side of a street;</li> <li>(iv) project more than <b>0.6m</b> from the face of the wall to which it is attached, if it is a fascia sign;</li> <li>(v) be within a sight triangle as set out in Section 4.5;</li> <li>(vi) be permitted except abutting a street frontage as set out on in Schedule "E" of this By-law.</li> </ul>
11	GENERAL DESIGN CRITERIA	Billboard signs having a sign face capable of being viewed from opposite directions shall be double faced or a metal or other approved covering shall be substituted for the omitted sign

	<p>face, such covering to be located as prescribed for sign faces in the definition of a double faced sign.</p> <p>Billboard signs shall be designed and constructed to exclude scaffolding, platforms or similar features for the purpose of maintenance or sign replacement, except where the distance from grade to the underside of the face exceeds <b>3.0m</b>.</p>
--	---

- 8.1.1 **City Population** - For the purpose of determining the maximum number of third party billboard sign structures permitted within the City, the population shall be as determined by the most current available Census data as published by Statistics Canada. For those years in which the Statistics Canada data does not conduct a Census, the population to be used to determine the maximum number of all third party sign structures shall be a projection based upon the average population growth of the past three Censuses.
- 8.1.2 **Prohibited on a Public Road Allowance** - Permanent third party billboard signs are prohibited from being over or on a Public Road Allowance, except as authorized by City Engineer.
- 8.1.3 **Sports Field Exemption** – Third party signs on sports field fencing, backstops, and accessory structures are exempt from the regulations of Section 8.1 so long as they are not visible off the premises.
- 8.1.4 **Existing Permanent Third Party Billboard Signs** - Notwithstanding the sign location restrictions in Table 8.1, any lawfully erected permanent third party sign may be replaced in the same location provided that the replacement sign otherwise complies with the regulations of this By-law and a permit is obtained.
- 8.1.5 **Application for Permanent Third Party Billboard Signs**

In addition to the requirements of section 3 of this By-law, the issuance of sign permits for permanent third party signs shall be in conformity with the regulations set out below:

- a) Upon receipt of a complete application to the satisfaction of the City, the Permanent Third Party Sign application will be assigned a number and will be maintained in a Register of Completed Applications for permanent third party signs.
- b) In the event that the population of the City of London increases, thereby increasing the number of permitted permanent third party signs (as per Table 8.1, Line 3), the Chief Building Official will randomly select applications from the Register of Completed Applications until the capacity is filled.
- c) In the event that the number of permanent third party signs falls below the maximum number permitted in Line 3 of Table 8.1 at any time owing to a reduction in the number of existing permanent third party signs by reason of the removal of a sign which is not replaced pursuant to section 8.1.5(e) or by reason of the revocation of a permit pursuant to section 3.8, the Chief Building Official shall within one month of the removal of the sign or the revocation of a permit, as the case may be, randomly select from the Register of Completed Applications one application for each sign that is removed or permit that is revoked.
- d) An applicant whose application is added to the Register of Completed Applications will be notified, as per the contact information provided with their application, when the City is ready to issue a permit. It being noted that construction of the permanent third party sign must be completed within six months of the issuance of the permit or the permit will be revoked in accordance with section 3.8 of this By-law.
- e) An applicant may request to have an application withdrawn from the Register of Completed Applications for permanent third party signs. Such request shall be made in writing to the Chief Building Official.
- f) In the event that a permit is revoked pursuant to paragraph (d), or an application is withdrawn pursuant to paragraph (e), the fees submitted as part of the application will not be refunded regardless of section 3.9.
- g) The number of applications received for any premises shall not exceed the number of signs that can be erected or displayed on that premises as per Table 8.1.
- h) Notwithstanding anything contained in this section, all applications for permanent third party signs which were received and accepted prior to the date of enactment of this By-law shall be considered in the order in which they were submitted, and prior to any application received under this By-law.

## 8.2 Regulations for Permanent Third Party Railway Overpass Signs

No person shall erect, display, or use any permanent railway overpass sign, or cause or permit any permanent railway overpass sign to be erected, displayed or used except in conformity with the regulations set out in Table 8.2 and the additional regulations set out below.

**Table 8.2**  
**Permanent Third Party Railway Overpass Signs**

Column	A	B
1	PERMITTED SIGN TYPE	Railway Overpass Signs
2	PERMITTED SIGN CLASSIFICATION	Identification, Information and Advertising Signs
3	MAXIMUM SIGN FACE AREA	Not to exceed the physical limits of the railway overpass structure
4	MAXIMUM SIGN HEIGHT	Not to exceed the physical limits of the railway overpass structure
5	MAXIMUM CHANGING COPY AREA	100%
6	CHANGING COPY TYPE	Manual, Rotating or Electronic which shall be restricted to static copy
7	ANIMATION	Prohibited
8	ILLUMINATION	Internal or external except that any external illumination fixture shall be located not more than 1.5m from the sign face. Flashing is prohibited.
9	SIGN LOCATION RESTRICTIONS	No part of any railway overpass sign shall: (i) be permitted except abutting as set out on the attached Schedule "F" of this By-law.

8.2.1 **Agreement with City** - No railway overpass sign shall be permitted over the public road allowance unless the sign owner has entered into an agreement with the City and has also satisfied the City's requirements for liability insurance.

### 8.3 Regulations for Permanent Third Party Industrial Park Signs

No person shall erect, display, or use any permanent industrial park sign, or cause or permit any permanent industrial park sign to be erected, displayed or used except in conformity with the regulations set out in Table 8.2 and the additional regulations set out below.

**Table 8.3**  
**Permanent Third Party Industrial Park Signs**

Column	A	B
1	PERMITTED SIGN TYPE	Industrial Park Signs
2	PERMITTED SIGN CLASSIFICATION	Directional Signs
3	NUMBER OF SIGN STRUCTURES	One (1) per lot
4	MAXIMUM SIGN FACE AREA	<b>8m<sup>2</sup></b>
5	MAXIMUM SIGN HEIGHT	<b>6m</b>
9	ILLUMINATION	Internal or external except that any external illumination fixture shall be located not more than 1.5m from the sign face. Flashing is prohibited.
10	SIGN LOCATION RESTRICTIONS	No part of any industrial park sign shall: (i) be closer than <b>15.0m</b> from any property line except a front property line; (ii) be less than <b>100m</b> from another industrial park sign located on either side of the same street. The minimum separation distance shall be measured along the centreline of the street; (iii) be closer than <b>30m</b> to any residential zone, except where the residential zone is on the opposite side of a street; (iv) be within a sight triangle as set out in Section 4.5; (v) be permitted on any lands except lands zoned industrial as per the City of London's current zoning By-Law .

8.3.1 **Prohibited on a Public Road Allowance** - Permanent third party industrial park signs are prohibited from being over or on a Public Road Allowance, except as authorized by the City.

## Section 9 - Temporary Third Party Signs

### 9.1 Regulations for Temporary Third Party Real Estate Directional Signs over or on Public Road Allowance

No person shall erect, display, or use any third party real estate directional signs over or on public road allowance, or cause or permit any third party real estate directional signs over or on public road allowance to be erected, displayed or used except in conformity with the regulations set out in Table 9.1.

**Table 9.1**  
**Temporary Third Party Real Estate Directional Signs over or on Public Road Allowance**

Column A		B	C
1	GROUP USE	Group 1	Group 2
2	PERMITTED SIGN TYPE	Real Estate Directional Signs	
3	PERMITTED SIGN CLASSIFICATION	Advertising Sign devoted exclusively to the sale, lease or rental of the specific premises, occupancy, building or property	
4	NUMBER OF SIGNS	No Restriction	
5	MAXIMUM SIGN FACE AREA	0.4m <sup>2</sup>	
6	MAXIMUM SIGN HEIGHT	0.6m	
7	ANIMATION	Prohibited	
8	ILLUMINATION	Prohibited	
9	TIME LIMITS	Between the hours of <b>8:00am</b> and <b>6:00pm</b> provided the model home is open, or the open house is operating.	
10	SIGN LOCATION RESTRICTIONS	No part of any real estate directional sign shall: <ul style="list-style-type: none"> <li>(i) be on a median, island or any other location on a street that obstructs a sight line, interferes with street maintenance, impedes the movement of pedestrian or vehicular traffic, or otherwise creates a hazard</li> <li>(ii) be closer than <b>10.0m</b> to a transit stop</li> <li>(iii) be closer than <b>3.0m</b> to a driveway intersection with front lot line</li> <li>(iv) be within <b>1.0m</b> of a municipal sidewalk</li> </ul>	

### 9.2 Regulations for Temporary Third Party New Home Development Signs over or on Public Road Allowance

No person shall erect, display, or use any temporary third party new home development signs over or on public road allowance, or cause or permit any temporary third party new home development signs over or on public road allowance to be erected, displayed or used except in conformity with the regulations set out in Table 9.2 and the additional regulations set out below.

**Table 9.2**  
**Temporary Third Party New Home Development Signs over or on Public Road Allowance**

Column	A	B	C
	GROUP USE	Group 1	Group 2
	PERMITTED SIGN TYPE	New Home Development Signs	
1	PERMITTED SIGN CLASSIFICATION	Advertising Signs devoted exclusively to the sale of new home developments	
2	NUMBER OF SIGNS	limited to groupings of up to 2 signs or a maximum of 1 sign per builder where there are more than 2 builders for the subdivision	
3	NUMBER OF SIGN FACES	Single and/or Double	
4	MAXIMUM SIGN FACE AREA	0.6m <sup>2</sup>	
5	MAXIMUM SIGN HEIGHT	1.1m	
6	ANIMATION	Prohibited	
7	ILLUMINATION	Prohibited	

8	TIME LIMITS	Not before <b>4:00 p.m.</b> on a Friday, and all such signs shall be removed no later than <b>9:00 a.m.</b> of the immediately following Monday, provided that where a Friday or a Monday is a statutory holiday, the hours shall be extended only to the extent necessary to include the statutory holiday.
9	SIGN LOCATION RESTRICTIONS	No part of any new home development sign shall: <ul style="list-style-type: none"> <li>(i) be in groupings of more than <b>2</b> signs per development and located on more than two corners of a street intersection;</li> <li>(ii) be placed closer than <b>100m</b> from any other grouping of New Home Development Portable Signs;</li> <li>(iii) be placed adjacent to residential property except for the rear property line of the lot or a lot that is undeveloped;</li> <li>(iv) be on a median, island or any other location on a street that obstructs a sight line, interferes with street maintenance, impedes the movement of pedestrian or vehicular traffic, or otherwise creates a hazard</li> <li>(v) be closer than <b>10m</b> to a transit stop</li> <li>(vi) be closer than <b>3.0m</b> to a driveway intersection with a public road allowance</li> <li>(vii) be within <b>1.0m</b> of a municipal sidewalk</li> </ul>

9.2.1 **Licencing Agreement** - No permit for a new home development sign on public road allowance shall be issued until the owner of the property has entered into a licencing agreement with the City and has satisfied the City's requirements for liability insurance. The licencing agreement shall be in accordance with Table 3.15.

### 9.3 Other Temporary Third Party Signs

No person shall erect, display, or use any temporary third party sign, or cause or permit any temporary third party sign to be erected, displayed or used except in conformity with section 4 of this By-law and the additional regulations set out below.

9.3.1 **Special Events** - Temporary signs that are used in conjunction with a special event held by a charity or not-for-profit organization, including an exhibition or fair, are permitted in all locations except on a public road allowance and except on an exclusively residential premises, provided:

- (a) Not more than one (1) such sign is erected per premises, per street frontage;
- (b) Such signs do not have any sign face exceeding **6m<sup>2</sup>** in area;
- (c) The signs are not erected sooner than six weeks prior to the starting date of the special event to which they refer, and;
- (d) Said signs do not remain erected or displayed for more than 72 hours after the closing date of the event.

9.3.2 **Directional Information Signs** – Third party directional information signs located on a public road allowance and intended to provide direction to a recreational or institutional premises otherwise not visible from a main thoroughfare are permitted with approval from the City Engineer.

9.3.3 **Signs on Vehicles or Trailers** – notwithstanding Section 3.3.1 (k), third party signs attached to or painted on a vehicle are exempt from the regulations of this subsection provided the vehicle is in weekly operation for transportation and is not parked or located in a manner so as to make the sign visible from a street for the purpose of functioning as an advertising device when not being driven.

9.3.4 **Directional Information Construction Signs** – Notwithstanding the regulations set out in Table 7.6 and any other regulations of this By-law, a maximum of two (2) third party directional information signs pertaining to a plan of subdivision, or a plan of condominium, or a building or building complex, may be erected or displayed for the period of time set out in Table 7.6, Line 8 provided that the sign does not exceed **3m<sup>2</sup>** in sign face area, 4 metres in height, is erected with the property owner's permission in a location except on a private road allowance and the sign message is limited to the name and location of the construction.

## SECTION 10 SPECIAL DISTRICTS

### 10.1 Regulations for Signs in Special Districts

Within the Sign By-law, certain parts of the City are identified as areas where the overall character and appearance should be retained and enhanced. In keeping with and enriching the policies of the City of London, various Special Districts were identified as parts of the City that have characteristics which warrant exemptions,



limitations and experimentation with signs and advertising devices in order to improve upon the visual quality of the overall community image. These Special Districts include the following (refer to schedules for districts map):

- a) Bishop Hellmuth – Schedule “H”
- b) Blackfriars-Petersville - Schedule “I”
- c) Downtown – Schedule “J”
- d) East & West Woodfield – Schedule “K”
- e) Old East London – Schedule “L”
- f) Old South-Wortley Village - Schedule “M”

## **10.2 Regulations for Signs in the Downtown Special District:**

10.2.1 No person shall erect, cause to erect, display or cause to display any of the following signs within the boundaries of Downtown Special District:

- (a) Third Party Billboard Signs;
- (b) Signs with flashing illumination, with the exception of permanent signs for the following commercial uses: Place of Entertainment or Recreation; Hotel or Motel; Restaurant; and Theatre;

## **10.3 Regulations for Signs in the Bishop Hellmuth, Blackfriars-Petersville, East & West Woodfield, Old East London, and Old South-Wortley Village Special Districts;**

10.3.1 No person shall erect, cause to erect, display or cause to display any of the following signs within the Bishop Hellmuth, Blackfriars-Petersville, East & West Woodfield, Old East London, and Old South-Wortley Village Special Districts;

- a) Third party billboard signs;
- b) Signs with flashing illumination, with the exception of permanent signs for the following commercial uses: Place of Entertainment or Recreation; Hotel or Motel; Restaurant; and Theatre;
- c) Inflatable signs;
- d) Signs with animation;
- e) Signs with electronic changing copy;
- f) Signs with flashing illumination;
- g) Read-o-graph mobile signs;

## **Section 11: Sign By-law Minor Variances**

Any owner may apply for a variance from this By-law or any provision thereof.

11.1 An application for variance shall be made on forms prescribed by the Chief Building Official and shall be accompanied by the applicable fee and materials as set out on the prescribed forms.

11.2 Subject to section 11.3 the Chief Building Official may authorize a variance if in his or her opinion the general intent and purpose of the By-law are maintained and the variance is minor in nature.

11.3 In considering an application for a variance, the Chief Building Official shall have regard for:

- (a) Any special circumstances or conditions relating to the land, building or use identified in the application;
- (b) Whether strict application of the provisions of this By-law, in the context of the special circumstances applying to the land, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
- (c) Whether such special circumstances or conditions are pre-existing and not created by the sign owner or applicant;
- (d) Whether the sign that is the subject of the variance will alter the essential character of the area in which the sign will be located; and

11.4 Variances will be considered using the following criteria:

- (a) Design guidelines for signs, advertising devices or neighbourhood character set out in secondary plans and area-specific policies of the Official Plan;
- (b) Heritage Act objectives, where applicable;
- (c) Council-approved Special Districts and their design guidelines;
- (d) Physical impediments or obstructions;
- (e) Topography;
- (f) Sign visibility;
- (g) Public safety;
- (h) Potential impacts on existing adjacent land use;
- (i) The application of Ministry of Transportation sign regulations;
- (j) Whether the minor variance is desirable in the circumstances.

11.5 The Chief Building Official may impose terms, provisions or restrictions as conditions of granting a minor variance to this By-law which will be tied to the associated sign permit.

**11.6 Complete Application For Variance**

11.6.1 Where an application for variance is incomplete, or does not provide enough information, the Chief Building Official may refuse to accept the application or may return the application.

11.6.2 For the purpose of subsection 11.6.1, an application is incomplete where;

- (a) it is not in the form prescribed by the Chief Building Official or a reasonable facsimile thereof; or
- (b) it is not accompanied by;
  - (i) the full application fee for a minor variance; and
  - (ii) such information required as set out on the prescribed form by the Chief Building Official

11.7 **Appeal to the Hearings Officer** - An applicant may appeal the variance decision within 21 days of the date of the decision of the Chief Building Official to the Hearings Officer.

11.8 The City Clerk shall notify the applicant once a hearing date has been fixed. If the applicant does not attend at the appointed time and place, the hearing may proceed in the absence of the applicant and the applicant shall not be entitled to further notice of the proceedings.

11.9 The decision of the Hearings Officer shall be considered final and not subject to further appeal

11.10 A variance from this By-law shall expire six (6) months from the date of issuance of a permit associated with a variance unless the sign is erected or displayed as granted, within that time period. Furthermore upon removal or substantial alteration of the subject sign, the variance shall also expire.

**Section 12 Commencement**

12.1 This By-law shall come into force and effect on the day it is passed.

**SCHEDULE "A"  
TO BY-LAW NO. S-XXX-XX**

**LICENSING AGREEMENT BY OWNER OF AN A-FRAME SIGN**

Whereas the Municipal Act, 2001 authorizes the Council of every local municipality to license the use of the untravelled portion of highways under the jurisdiction of the Council to owners and occupants of adjoining property for such consideration and upon such terms and conditions as may be agreed.

In consideration of permission to construct or maintain an A-frame sign or canopy upon property owned by the City;

1. The owner agrees that the permission granted,
  - (a) is in the nature of a license to occupy and does not confer any interest in the property of the City to the owner,
  - (b) may be withdrawn at any time upon ten days notice in writing to the owner,
  - (c) does not alter in any respect the owner's obligation to comply with the Building Code Act.
2. The owner agrees that he/she is responsible at all times,
  - (a) for the construction, maintenance and removal of the sign,
  - (b) for all charges of any sort arising from the construction, maintenance or removal of the sign,

- (c) to ensure the sign does not constitute a danger to the public and
- (d) for any injury or loss to any person which results from the construction maintenance or removal of the sign.

3. The owner of the property undertakes where applicable to notify the City of any change of ownership of the business to which the sign herein described pertains.

4. The owner represents and agrees,

- (a) that he/she is the property owner of lands which abut the location proposed for the sign and will notify the City (through the Chief Official) of any change,
- (b) that he/she shall immediately alter, remove or relocate the sign upon notice in writing by the Corporation of the City of London (through the Chief Official) that such is required for any reason,
- (c) that should he/she not remove the sign as required by the Chief Official, such work may be done at the direction of the Chief Official and the owner will pay the whole cost of all such work,
- (d) that he/she will indemnify and save the Corporation of the City of London harmless from and against all actions which may be brought or made against it, and from all loss, costs, damages and expense which may be paid, sustained or incurred by it in consequence of the construction, removal, maintenance or use of the sign, and will submit a completed City of London Standard Certificate of Insurance,
- (e) that he/she will not alter the sign without notice to the Chief Official,
- (f) that the particulars of the within application are as follows:

- i) address of property owner's premises, \_\_\_\_\_
- ii) legal description for property owner's lands, \_\_\_\_\_
- iii) dimensions proposed for sign \_\_\_\_\_ number of sign faces \_\_\_\_\_ total area \_\_\_\_\_,
- iv) lettering, logo, graphic or message which is to appear on the sign \_\_\_\_\_,

Date: \_\_\_\_\_  
(year / day / month)

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
(Please print name of Property Owner)

\_\_\_\_\_  
(Please print name of Witness)

\_\_\_\_\_  
(Address and phone number of Property Owner)

\_\_\_\_\_  
(Address and phone number of Witness)

**SCHEDULE "B"  
TO BY-LAW NO. S-XXXX-XX**

**LICENSING AGREEMENT BY OWNER OF A NEW HOME DEVELOPMENT PORTABLE SIGN**

Whereas Section 310 of the Municipal Act authorizes the Council of every local municipality to license the use of the untravelled portion of highways under the jurisdiction of the Council to owners and occupants of adjoining property for such consideration and upon such terms and conditions as may be agreed.

In consideration of permission to construct or maintain a sign or canopy upon property owned by the City;

1. The sign owner agrees that the permission granted,
  - (a) is in the nature of a license to occupy and does not confer any interest in the property of the City to the owner,
  - (b) may be withdrawn at any time upon ten days notice in writing to the owner,
  - (c) does not alter in any respect the owner's obligation to comply with the Building Code Act.
  - (d) provided the annual fee is paid.
2. The sign owner agrees that he/she is responsible at all times,
  - (a) for the construction, maintenance and removal of the sign or canopy,
  - (b) for all charges of any sort arising from the construction, maintenance or removal of the sign or canopy,
  - (c) to ensure the sign does not constitute a danger to the public and

- (d) for any injury or loss to any person which results from the construction maintenance or removal of the sign or canopy.
- 3. The sign owner undertakes where applicable to notify the City of any change of ownership of the business to which the sign or canopy herein described pertains.
- 4. The sign owner represents and agrees,
  - (a) that he/she shall immediately alter, remove or relocate the sign or canopy upon notice in writing by the Corporation of the City of London (through the Chief Official) that such is required for any reason,
  - (b) that should he/she not remove the sign or canopy as required by the Chief Official, such work may be done at the direction of the Chief Official and the owner will pay the whole cost of all such work,
  - (c) that he/she will indemnify and save the Corporation of the City of London harmless from and against all actions which may be brought or made against it, and from all loss, costs, damages and expense which may be paid, sustained or incurred by it in consequence of the construction, removal, maintenance or use of the sign or canopy, and will submit a completed City of London Standard Certificate of Insurance,
  - (d) that he/she will not alter the sign or canopy without notice to the Chief Official,
  - (e) that the particulars of the within application are as follows:

I. Address of premises to which the sign relates, \_\_\_\_\_

II. Dimension proposed for sign \_\_\_\_\_ number of sign faces \_\_\_\_\_ total area \_\_\_\_\_

III. Lettering, logo, graphic or message which is to appear on the sign, \_\_\_\_\_,

Date: \_\_\_\_\_  
(year / day / month)

\_\_\_\_\_  
Signature of Sign Owner

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
(Please print name of Sign Owner)

\_\_\_\_\_  
(Please print name of Witness)

\_\_\_\_\_  
(Address and phone number of Sign Owner)

\_\_\_\_\_  
(Address and phone number of Witness)

**SCHEDULE "C"**  
**TO BY-LAW NO. S-XXXX-XX**

**LICENSING AGREEMENT BY OWNER OF A PROPERTY**

Whereas Section 310 of the Municipal Act authorizes the Council of every local municipality to license the use of the untravelled portion of highways under the jurisdiction of the Council to owners and occupants of adjoining property for such consideration and upon such terms and conditions as may be agreed.

In consideration of permission to construct or maintain a sign or canopy upon property owned by the City;

1. The property owner agrees that the permission granted,
  - (a) is in the nature of a license to occupy and does not confer any interest in the property of the City to the owner,
  - (b) may be withdrawn at any time upon ten days notice in writing to the owner,
  - (c) does not alter in any respect the owner's obligation to comply with the Building Code Act.
  - (d) provided the annual fee is paid.
  
2. The property owner agrees that he/she is responsible at all times,
  - (a) for the construction, maintenance and removal of the sign or canopy,
  - (b) for all charges of any sort arising from the construction, maintenance or removal of the sign or canopy,
  - (c) to ensure the sign does not constitute a danger to the public and
  - (d) for any injury or loss to any person which results from the construction maintenance or removal of the sign or canopy.
  
3. The property owner of the property undertakes where applicable to notify the City of any change of ownership of the business to which the sign or canopy herein described pertains.
  
4. The property owner represents and agrees,
  - (a) that he/she is the owner of which about the location proposed for the sign or canopy and will notify the City (through the Chief Official) of any change,
  - (b) that he/she shall immediately alter, remove or relocate the sign or canopy upon notice in writing by the Corporation of the City of London (through the Chief Official) that such is required for any reason,
  - (c) that should he/she not remove the sign or canopy as required by the Chief Official, such work may be done at the direction of the Chief Official and the owner will pay the whole cost of all such work,
  - (d) that he/she will indemnify and save the Corporation of the City of London harmless from and against all actions which may be brought or made against it, and from all loss, costs, damages and expense which may be paid, sustained or incurred by it in consequence of the construction, removal, maintenance or use of the sign or canopy, and will submit a completed City of London Standard Certificate of Insurance,
  - (e) that he/she will not alter the sign or canopy without notice to the Chief Official,
  - (f) that the particulars of the within application are as follows:
    - i) address of property owner's premises, \_\_\_\_\_
    - ii) legal description for property owner's lands, \_\_\_\_\_
    - iii) dimensions proposed for sign \_\_\_\_\_ number of sign faces \_\_\_\_\_ total area \_\_\_\_\_,
    - iv) lettering, logo, graphic or message which is to appear on the sign, \_\_\_\_\_,

Date: \_\_\_\_\_  
(year / day / month)

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
(Please print name of Property Owner)

\_\_\_\_\_  
(Please print name of Witness)

\_\_\_\_\_  
(Address and phone number of Property Owner)

\_\_\_\_\_  
(Address and phone number of Witness)

**SCHEDULE "D"**  
**TO BY-LAW NO. S.-XXXX-XX**

**SIGNAGE MASTER PLAN SUBMISSION BY OWNER**

In the matter of the Sign By-law and in particular Section 4.4 thereof as follows:

A Signage Master Plan as defined in Section 2 of this By-law together with a Signage Master Plan Submission by the owner in the form of Schedule "D" to this by-law shall be filed with the City in compliance with this By-law prior to sign permit issuance when;

- (i) there is more than one occupancy within a premises and development occurs on lands which are subject to a Site Plan Control By-law, passed pursuant to the Planning Act;
- (ii) fascia wall signs regulated as per occupancy are proposed to be located in other than the first storey; and
- (iii) ground sign face area is transferred from one street to another

Once a Signage Master Plan is approved as in compliance with this By-law, all permits issued thereafter and signs erected or displayed pursuant to such permits shall comply in all aspects with the accepted signage master plan, or if later amended on the request of the owner, the accepted signage master plan as amended.

And in the matter of a Signage Master Plan for all signage at the premises municipally known as;

\_\_\_\_\_

in the City of London, such property being owned by;

\_\_\_\_\_

I, \_\_\_\_\_ Telephone \_\_\_\_\_

(Name of Owner of Property or Company Signing Officer)

submit a Signage Master Plan for all signage at the above-noted address as set out in the attached drawings and as set out below. Any and all signage now and in the future requiring permits shall bear my signature or the company seal and the signature of at least one of the following signing officers, which signatures are for the purpose of certifying compliance of the proposed signage with the Signage Master Plan.

Name and Corporate Title

Signature

\_\_\_\_\_

\_\_\_\_\_

**SCHEDULE "E"**  
**TO BY-LAW NO. S.-XXXX-XX**

**THIRD PARTY BILLBOARD SIGN LOCATIONS**

<u>STREET</u>	<u>FROM</u>	<u>TO</u>	<u>SIDE</u>
Adelaide Street	150m S/O Fanshawe Park Rd	150m N/O Mapledrive Ave	E/S
Adelaide Street	Glenora Dr.	300m N/O Windemere Dr	E/S
Adelaide Street	King Street	140m S/O Horton St	W/S

Adelaide Street	York Street	Little Simcoe St	E/S
Adelaide Street	60m N/O River	Nelson St	B/S
Adelaide Street	Commissioners Rd	Thompson Rd	W/S
Adelaide Street	Commissioners Rd	120m S/O Thompson Rd	E/S
Airport Road	100m S/O Dundas St	140m S/O Oxford Street	W/S
Airport Road	600m N/O River Rd	80m S/O Oxford St	E/S
Airport Road	560m N/O River Rd	Gore Road	W/S
Bradley Avenue	780m E/O Wellington Rd	60m E/O Highbury Ave	S/S
Colonel Talbot Drive	Diane Crescent	150m S/O Clayton Walk	E/S
Colonel Talbot Drive	Southdale Rd.	500m S/O Cherrygrove Dr.	E/S
Clarke Side Road	Fanshawe Park Rd	Kilally Rd.	B/S
Clarke Side Road	680m N/O Huron St	60m N/O CPR Tracks	E/S
Clarke Side Road	230m N/O Huron St	460m S/O Oxford Street	W/S
Clarke Side Road	100m S/O Gore Rd	Hamilton Road	W/S
Clarke Side Road	Hamilton Rd	Trafalgar Street	E/S
Clarke Side Road	100m S/O Trafalgar St	Gore Road	W/S
Commissioners Road	40m W/O CNR Line	280m W/O CNR Line	S/S
Commissioners Road	CNR Line	20m E/O Leathorne St	N/S
Commissioners Road	320m E/O Highbury Ave	960m E/O Highbury Ave	S/S
Commissioners Road	Jackson Rd	150m E/O Chelton Rd	N/S
Dundas Street	60m W/O Eva St	Ashland Ave	S/S
Dundas Street	Burbrook Place	Ashland Avenue	N/S
Dundas Street	30m W/O Bonaventure	Crumlin Road	S/S
Dundas Street	80m E/O Speight Blvd	60m W/O Carlyle Drive	S/S
Dundas Street	40m E/O Arvilla Blvd	Crumlin Road	N/S
Dundas Street	Creamery Rd.	300m E/O Kostos Ave	B/S
Exeter Road	Greenfield Dr	300m E/O Bessemer Rd	N/S
Exeter Road	Old City Limit(pre 1991)	340m E/O Meg Dr	S/S
Exeter Road	480m W/O Wellington Rd	Bessemer Rd	S/S
Exeter Road	100m E/O White Oaks Rd	White Oak Rd	S/S
Exeter Road	200m E/O Breck Ave	350m E/O Meadowbrook Dr.	S/S
Exeter Road	350m E/O Meadowbrook Dr.	100m E/O Meadowbrook Dr.	N/S
Exeter Road	300m E/O Wonderland Rd.	Wonderland Rd	N/S
Exeter Road	400m E/O Wonderland Rd.	Wonderland Rd.	S/S
Exeter Road	100m E/O Wharncliffe	Wharncliffe Rd.	S/S
Florence Street	Eleanor Street	40m W/O Kellog Ln	B/S
Florence Street	Rectory Street	Egerton St	S/S
Gore Road	Firestone Blvd	200m E/O Braesyde Ave	N/S
Gore Road	Airport Road	Crumlin Road	N/S
Gore Road	220m W/O Firestone Blvd	CN Rail	N/S
Gore Road	Clarke Side Road	Crumlin Road	S/S
Highbury Avenue	Oakland Ave	Brydges Street	W/S
Highbury Avenue	Trafalgar Street	40m S/O Brydges Street	E/S
Highbury Avenue	380m S/O Commissioners	220m S/O Commissioners	E/S
Highbury Avenue	CPR Tracks	230m S/O Oxford Street	W/S

Highbury Avenue	Bradley Avenue	600m S/O Bradley Ave	B/S
Highbury Avenue	Oxford St.	250m S/O Oxford St.	E/S
Highbury Avenue	300m S/O Hamilton Rd	Commissioners Rd	B/S
Highbury Avenue	200m S/O Commissioners Rd	Bradley Ave.	B/S
Highbury Avenue	50m S/O Bradley Ave.	100m N/O Highway 401	E/S
Horton Street	Thames Street	100m E/O Clarence St	N/S
Horton Street	Colborne St	Adelaide Street	N/S
Horton Street	Ridout Street	Richmond Street	S/S
Huron Street	250m W/O Clarke Side	Wager Road	N/S
Huron Street	160m W/O Clarke Side	Wager Road	S/S
Hyde Park Road	250m N/O Fanshawe Park Rd	Dyer Dr.	W/S
Oxford Street	CNR Tracks	240m E/O Wonderland	N/S
Oxford Street	40m E/O Airport Road	Crumlin Road	B/S
Oxford Street	CNR Tracks	Wonderland Road	S/S
Oxford Street	60m E/O Second Street	100m E/O Industrial Rd	B/S
Oxford Street	100m W/O Roehampton Ave	Highbury Ave	S/S
Oxford Street	100m W/O Kains Rd.	300m E/O Riverbend Rd	N/S
Richmond Street	Horton Street	CNR Tracks	E/S
Richmond Street	Grey St	CNR Tracks	W/S
River Road	Gore Road	1400m S/O Gore Rd	B/S
Sise Road	Old City Limits (pre 1991)	300m N/O old City limits	B/S
Southdale Road	100m W/O Pine Valley Blvd	200m E/O Wonderland Rd	N/S
Southdale Road	350m W/O Wellington Rd	Willow Dr.	N/S
Southdale Road	250m W/O Wharncliffe Rd	100m E/O Notre Dame Dr.	S/S
Southdale Road	Colonel Talbot Dr.	150m E/O Byronhills Dr.	S/S
Southdale Road	200m E/O Boler Rd	200m W/O Boler Rd.	S/S
Trafalgar Street	Hume Street	Oakland Avenue	N/S
Trafalgar Street	Highbury Avenue	Hale St	N/S
Trafalgar Street	Airport Road	Crumlin Road	B/S
Trafalgar Street	Clarke Side	110m E/O Clarke Side	S/S
Trafalgar Street	50m W/O Falcon St	220m W/O Clarke Side	S/S
Trafalgar Street	200m W/O Vancouver St.	Thorne Ave.	N/S
Wager Road	Huron Street	old City Limits (pre 1991)	B/S
Wellington Road	Holiday Avenue	Exeter Road	W/S
Wellington Road	200m S/O Bradley Ave	Exeter Road	E/S
Wellington Road	200m S/O Commissioners	400m S/O Wilkins St	W/S
Wellington Road	Creston Street	Southdale Road	W/S
Wellington Road	Southdale Road	250m S/O Southdale Rd	E/S
Wharncliffe Road	60m N/O Highview Ave	140m S/O Highview Ave	E/S
Wharncliffe Road	440m N/O Ferndale Ave	320m S/O Ferndale Ave	E/S
Wharncliffe Road	180m N/O Belmont Dr	480m N/O Belmont Dr	W/S
Wharncliffe Road	Emery Street	140m S/O Commissioners	E/S
Wharncliffe Road	Emery Street	Commissioners Road	B/S
Wharncliffe Road	Rogers Ave	Riverside Drive	W/S
Wharncliffe Road	Mount Pleasant Ave	Riverside Drive	E/S



Wharnccliffe Road	100m W/O Savoy St.	350m W/O Savoy St.	S/S
Wharnccliffe Road	Exeter Rd.	150m e/O Savoy St	S/S
Wharnccliffe Road	250m W/O Morgan Ave	200m E/O Morgan Ave	S/S
Wharnccliffe Road	450m E/O Morgan Ave	200m E/O Morgan Ave	N/S
Wilton Grove Road	Tracks	old City limits	N/S
Wilton Grove Road	Tracks	Hubrey Rd	S/S
Wonderland Road	Fanshawe Park Road	Aldersbrook Road	W/S
Wonderland Road	CPR Tracks	280m S/O CPR Tracks	W/S
Wonderland Road	CPR Tracks	Beaverbrook Avenue	E/S
Wonderland Road	180m N/O Southdale Rd	Southdale Road	E/S
Wonderland Road	180m N/O Oxford Street	CNR Tracks	W/S
Wonderland Road	70m S/O Beaverbrook	Oxford Street	E/S
Wonderland Road	60m N/O Pine Valley Blvd	Southdale Rd	W/S
York Street	Colborne Street	Rectory Street	S/S
York Street	Burwell St	Adelaide St	N/S

Note: The letters set out under the column titled SIDE shall have the following meaning:

N/S - North Side S/S - South Side E/S - East Side W/S - West Side B/S - Both Sides

**SCHEDULE "F"**  
**TO BY-LAW NO. S-XXXX-XX**

**THIRD PARTY RAILWAY OVERPASS SIGN LOCATIONS**

- 1) Wellington Street south of York Street
- 2) Oxford Street west of Wonderland Road North
- 3) *Richmond St north of Horton St*
- 4) *Wonderland Rd south of Oxford St*
- 5) *Veterans Memorial Parkway south of Gore Rd*
- 6) *Wharncliffe Rd north of Horton St*
- 7) *Wortley Rd north of Horton St*
- 8) *Thames St north of Horton St*

DRAFT

**SCHEDULE "G"  
TO BY-LAW NO. S.-XXXX-XX**

**READ-O-GRAPH MOBILE SIGN VALIDATION  
STICKER LOCATION AND SIGN ORIENTATION**

**DRAFT**

SCHEDULE "H"  
TO BY-LAW NO. S.-XXXX-XX

BISHOP HELLMUTH HERITAGE CONSERVATION SPECIAL DISTRICT



**SCHEDULE "I"**

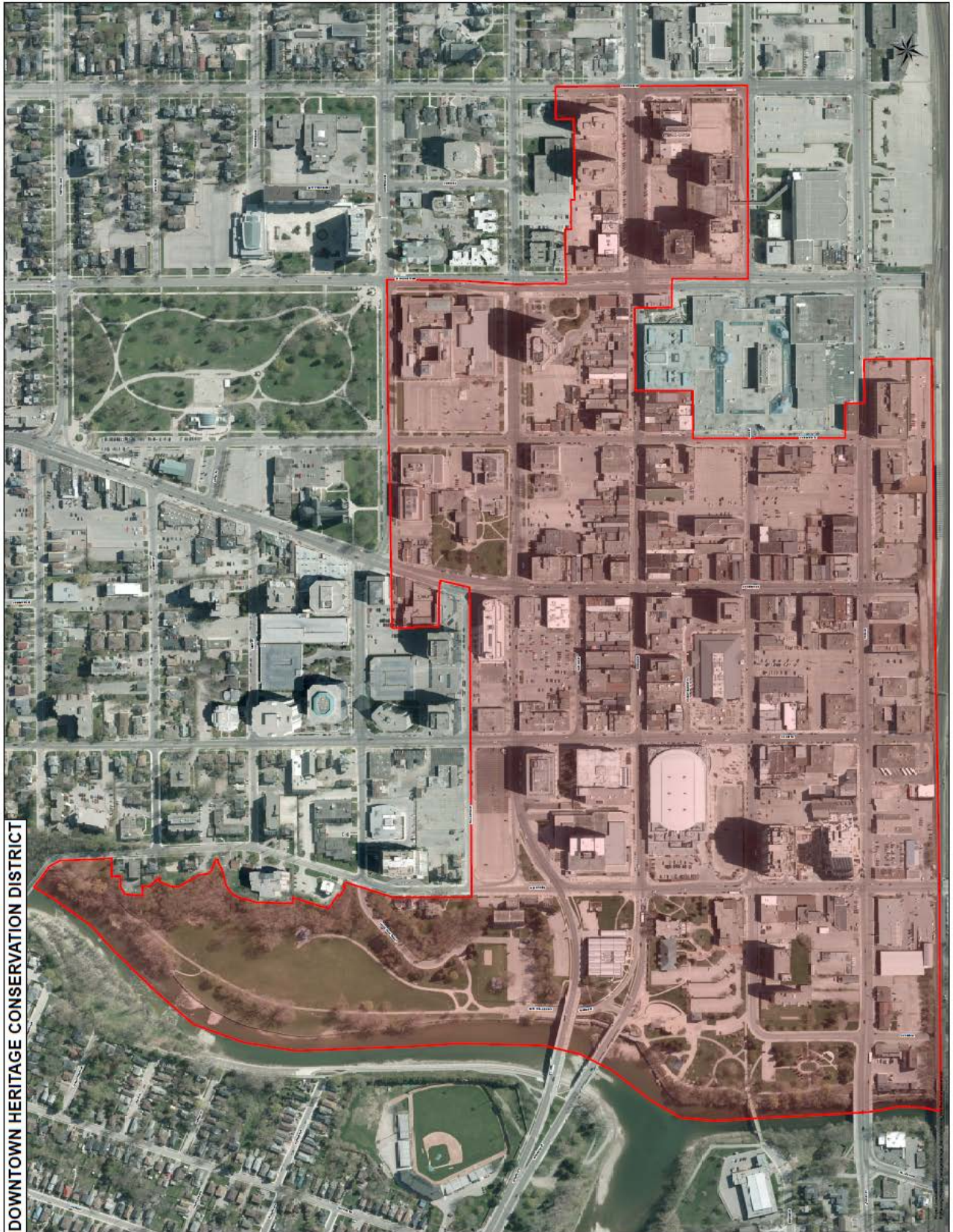
**TO BY-LAW NO. S.-XXXX-XX**

**BLACKFRIARS/PETERSVILLE HERITAGE CONSERVATION SPECIAL DISTRICT**



SCHEDULE "J"  
TO BY-LAW NO. S.-XXXX-XX

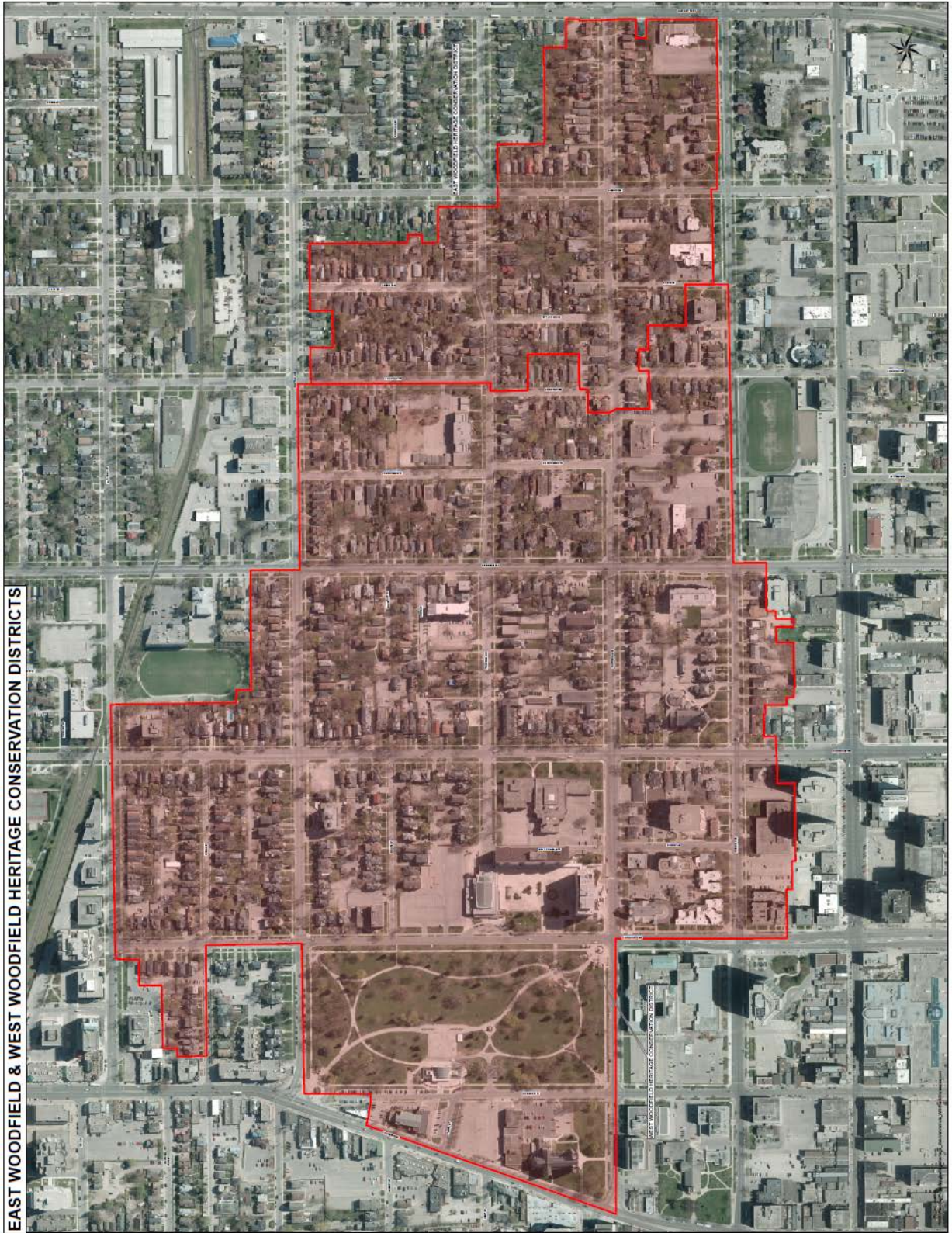
DOWNTOWN LONDON HERITAGE CONSERVATION SPECIAL DISTRICT



SCHEDULE "K"

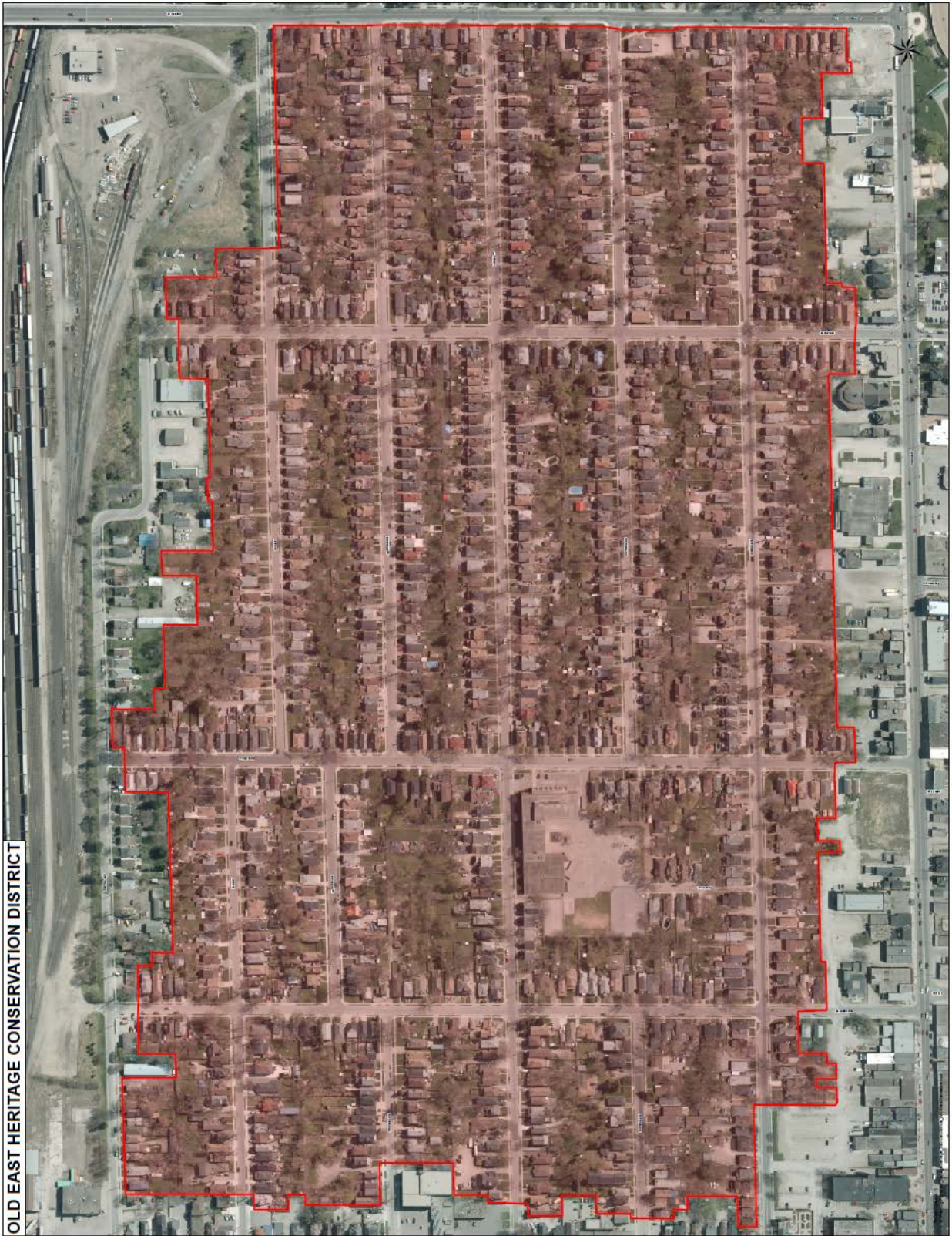
TO BY-LAW NO. S.-XXXX-XX

EAST & WEST WOODFIELD HERITAGE CONSERVATION DISTRICT



SCHEDULE "L"  
TO BY-LAW NO. S.-XXXX-XX

OLD EAST LONDON HERITAGE CONSERVATION SPECIAL DISTRICT





SCHEDULE "M"  
TO BY-LAW NO. S.-XXXX-XX

WORTLEY VILLAGE – OLD SOUTH HERITAGE CONSERVATION SPECIAL DISTRICT



WORTLEY VILLAGE - OLD SOUTH HERITAGE CONSERVATION DISTRICT