

The Corporation of the Township of Smith-Ennismore-Lakefield

By-law 2012-092

Sign By-law

**A By-law to Regulate the Use and Erection of Signs in
the Corporation of the Township of Smith-Ennismore-Lakefield**

Whereas The *Municipal Act, 2001*, Section 99 authorizes municipal councils to pass By-laws respecting advertising devices including signs;

And Whereas The *Municipal Act, 2001*, Section 391 authorizes fees and charges to be imposed on persons for the use of its property including property under its control;

And Whereas The *Municipal Act, 2001*, Section 446 authorizes entry onto property to enforce Township By-laws;

And Whereas The *Municipal Act, 2001*, Section 63(1) authorizes the removal and impounding of objects that contravene the By-law;

And Whereas Council considers it desirable to regulate certain types of advertising devices including signs within the Corporation of the Township of Smith-Ennismore-Lakefield;

Now Therefore the Council of the Corporation of the Township of Smith-Ennismore-Lakefield hereby enacts as follows:

1. Short Title

This By-law may be cited as “The Sign By-law” for the Corporation of the Township of Smith-Ennismore-Lakefield.

2. Definitions

For the purposes of this By-law, the following definitions shall apply:

2.1 “Alter, Altered, or Alteration” shall mean any change to a sign with the exception of:

- a. a change in the message displayed by a sign;
- b. the rearrangement of numbers, letters or copy applied directly to the face of a sign and specifically designed and intended to be periodically rearranged; or
- c. repair and maintenance, including replacement by identical components; unless such works change the size, height or location of the sign or otherwise affect the structure of the sign.

2.2 “Applicant” shall mean a person who is applying for a sign permit under the terms of this By-law.

2.3 “Awning” shall mean a retractable or non-retractable roof-like structure constructed of canvas or canvas-like material (which may have displayed thereon a message) supported by a frame that projects from, is attached to and is supported by a building.

2.4 “Building Code” shall mean the Ontario Building Code Act, as amended and includes any regulations thereunder.

- 2.5 “Clear Height”** shall mean the distance between the highest elevation of the ground beneath a sign or awning and the lowest point of the sign (excluding support poles) or awning, as the case may be.
- 2.6 “Council”** shall mean the Council of the Corporation of the Township of Smith-Ennismore-Lakefield.
- 2.7 “Corporation”** shall mean the Corporation of the Township of Smith-Ennismore-Lakefield.
- 2.8 “Erect”** shall mean to attach, display, alter, build, construct, reconstruct, enlarge, or move, but does not include any change in the message displayed on an sign or any act performed to maintain a sign.
- 2.9 “Highway”** shall have the same meaning as that word is defined in the Municipal Act.
- 2.10 “Lot”** shall mean a parcel or tract of land which is held under separate ownership of adjacent lands according to registration thereof in the Land Registry or Land Titles Office, or is a whole lot on a Registered Plan of Subdivision, or more than one lot on a Registered Plan of Subdivision constituting of a single development parcel.
- 2.11 “Marquee”** shall mean a permanent roof structure constructed of metal, wood, plastic, plaster or similar materials projecting from, attached to and supported by a building, upon which there may be one or more sign faces.
- 2.12 “Municipal Property”** shall mean property owned by or under control of the Corporation of the Township of Smith-Ennismore-Lakefield.
- 2.13 “Sign”** Shall mean any device or display upon which there is printed, projected or attached any announcement, declaration, or insignia, use for direction, information, identification, advertisement, business promotion, or promotion of products, or availability or services whether intended to be permanent or temporary capable of being readily moved or relocated, and includes an inflatable model placed on a lot for the purpose of advertising, and also includes banners and vehicles used strictly as advertising devices, and shall include sign structures and the sign face, but shall not include flags or embellishments to a lot or building that are strictly for design or architectural purposes. A single faced sign means a sign containing only one sign face and a double faced sign means a sign containing two sign faces opposite each other.
- 2.14 “Sign Area”** shall mean the area of the copy surface. For the purpose of this By-law, any double sided sign shall be deemed to have only one face, provided that the faces are identical, contiguous, and/or diverging at an angle of not more than fifteen (15) degrees.
- 2.15 “Sign Classifications”**
- a. **“Abandoned Sign”** shall mean a sign located on property which becomes vacant and unoccupied for a period of ninety (90) days or more, or any sign which pertains to a time, event or purpose 48 hours after which it no longer applies.
 - b. **“Animated Sign”** shall mean a sign whose sign face moves in whole or in part and includes flashing, chase lighting, or electronic message which is stagnant for less than sixty (60) seconds or rotating sign but does not include a clock, a time, date or temperature display.

- c. **“Banner Sign”** shall mean a temporary sign made of vinyl, cloth, canvas or other like material.
- d. **“Billboard Sign”** shall mean a sign structure to which advertising copy is fastened in such a manner as to permit its periodic replacement and which displays goods, products, services or facilities that are not available at the location of the sign and/or which directs or invites a person to location different from which the sign is located, and does not exceed 60 square metres in size.
- e. **“Black Fluorescent Sign”** shall mean a permanent sign or mobile sign containing large coloured changeable letters.
- f. **“Civic Address Sign”** shall mean a standardized sign supplied by the municipality and which is installed at or near the street line.
- g. **“Contractor’s Sign”** shall mean a single or double faced temporary on-premise sign containing the name of the contractor or the name of the product being used for an on-going construction, renovation or maintenance project on a lot, where such sign shall be removed upon completion of the work.
- h. **“Developer’s Sign”** shall mean a single or double faced temporary on-premise sign used to identify a development or redevelopment project on a lot or establishment or a subdivision, where such sign is removed upon completion of the development project. It shall have a maximum sign area of 9 square metres.
- i. **“Directional Sign, Off-premise”** shall mean an off-premise sign that is used to guide vehicular and pedestrian traffic to a lot or business. The sign shall contain only the name of the business or enterprise, the logo and an arrow or other form of directional indicator and shall have a maximum sign area of 3 square metres.
- j. **“Directional Sign, On-premise”** shall mean an on-premise sign that is used to guide vehicular and pedestrian traffic on a lot, such as entry or exit signage, or on-site parking signage and includes menu signage and similar on-site instructional signage, but shall not include any advertising matter. The sign shall have a maximum sign area of 0.5 square metres.
- k. **“Directory Sign”** shall mean a sign listing the tenants of a multi-tenant commercial or industrial building containing at least two (2) distinct tenant units which sign includes only the municipal address and a list of tenants or occupancies for identification purposes.
- l. **“Double Faced Sign”** shall mean a sign having two (2) sign faces of equal area and proportions which are located exactly opposite each other on the sign structure. (see Sign Area Section 2.15)
- m. **“Election Sign”** shall mean a sign which is used to promote the running candidate for public office in a federal, provincial or municipal election period and signs used in relation to a referendum.
- n. **“Electronic Message Display”** shall mean a sign or part of a sign which is electronically controlled to display information in a pre-arranged sequence.
- o. **“Fascia Sign”** shall mean a single faced accessory sign which is painted directly onto a building façade or attached directly to the wall of a building

and which does not project more than 0.3 metres from the building. Any message displayed on an awning or marquee, whether projecting over a street or not, shall be deemed a fascia sign for the purposes of this By-law.

- p. **“Fence Sign”** shall mean a single or double faced sign which has been affixed to a fence.
- q. **“Ground Sign”** shall mean a single or double faced on-premise sign which rests on the ground or is mounted on one or more poles where the sign has a clear height of less than 3.0 metres.
- r. **“Hanging Sign”** shall mean a sign which is attached perpendicular to the wall of a building, which overhangs a sidewalk or other pedestrian walkway and is fixed to prevent swinging.
- s. **“Home Occupation Sign”** shall mean a sign for the identification of a home occupation, and shall adhere to the requirements of the Township’s Comprehensive Zoning By-law.
- t. **“Illuminated Sign”** shall mean a sign which is illuminated directly, indirectly, internally or externally by fluorescent lamps or luminous tubes.
- u. **“Inflatable Sign”** shall mean a sign designed to be airborne and tethered to the ground, a vehicle, or any other structure and shall include balloons and any other inflatable Sign.
- v. **“Mobile Sign”** shall mean a sign mounted on or connected to a trailer or other type of structure which is not permanently anchored in the ground and is designed in such a manner as to facilitate its movement from place to place for the purpose of advertising on a temporary basis including inflatable signs, but shall not include a sandwich board, or real estate sign.
- w. **“Multi-faced Sign”** shall mean a ground sign having more than two (2) sign faces up to a maximum of four (4) sign faces, each face being of equal area and proportion to the other.
- x. **“Off-Premise Sign”** shall mean a sign identifying or advertising a business, person, activity, goods, products or service, which is not related to, or available at the premises where the sign is located.
- y. **“On-premise Sign”** shall mean a sign identifying, advertising, or directing attention to a business, profession, commodity, subject service, or entertainment which is conducted, sold or offered at the lot upon which the sign is located
- z. **“Personal Identification Sign”** shall mean a single or double-faced on-premise sign that identifies the residential occupants of the lot.
- aa. **“Poster Panel Sign”** shall mean a single or double faced off-premise sign which is used for the display of a message produced on a sheet of paper that may be either self supporting or affixed to a building or other structure for support.
- bb. **“Private Warning Sign”** shall mean a single faced on-premise sign that directs a warning to the public such as no trespassing, beware of dog, no hunting or similar warnings.
- cc. **“Projecting or Overhanging Sign”** shall mean any sign whose sign face is not parallel with the surface of the structure to which it is attached.

- dd. **“Public Information Sign”** shall mean any sign erected for or at the direction of any government authority, agency, board or committee for the purpose of providing information to the public concerning such authority, agency, board or committee or any proceedings thereof and shall include signs that advertise Planning Act applications.
- ee. **“Readograph”** shall mean a sign or part of a sign on which copy is changed manually with letters or pictorial panels.
- ff. **“Real Estate Sign”** shall mean a temporary sign located on a lot for the purpose of announcing a sale, lease, or rental of such lot or a building or structure located thereon,.
- gg. **“Sandwich Board”** shall mean a sign which is secured but not permanently affixed to the ground. Being self supportive, it forms the shape of an ‘A’ when erected. Its size and shape shall be limited to a maximum of 1.2 metres in height and 0.6 metres in width for each sign face.
- hh. **“Temporary Sign”** shall mean a sign which is intended to advertise community events or civic projects, or promote patriotic, religious or charitable events on a temporary basis.
- ii. **“Yard Sale Sign”** shall mean a sign which is used solely for the purpose of directing traffic to the location of a yard, garage, household, or auction sale. Such signs may include the name of the event holder, and the location and/or time of the event but shall contain no other message. Such sign shall be removed immediately following the closure of the event.

2.16 “Sign Face” shall mean that portion of a sign on which a message is intended to be displayed.

2.17 “Sign Structure” shall mean those parts of a sign consisting of the supports or framework for the support of the sign.

2.18 “Street” shall mean a highway as defined in the Municipal Act, 2001 and includes the travelled and non-travelled portion of a street allowance.

2.19 “Street Frontage” shall mean the limit of the street allowance and is the dividing line between a lot and a street.

2.20 “Third Party Advertising” shall mean a sign erected on or at a business premise intended to advertise a business that is conducted at another location.

2.21 “Zoning By-law” shall mean any zoning By-law of the Corporation passed under Section 34 of the Planning Act, R.S.O., 1990, as amended.

3. General Provisions

3.1 Scope

Unless otherwise specifically exempt, all lands within the limits of the Corporation of the Township of Smith-Ennismore-Lakefield are subject to the provisions of this By-law.

3.2 Effect of this By-law

No person shall erect, display or alter, or cause the same, any sign within the corporate limits of the Township of Smith-Ennismore-Lakefield that is in contravention of any provision of this By-law.

This By-law shall not be effective to reduce or mitigate any restrictions lawfully imposed by a governmental authority having jurisdiction to make such restrictions. The most restrictive of all the regulations shall prevail.

3.3 Permit Required

No person shall erect, display or alter, or cause to be erected, displayed, or altered a sign within the municipal limits of the Corporation except in accordance with a sign permit issued by the Manager of Building and Planning or his/her designate, unless the sign permit requirement has been specifically exempted by this By-law.

3.4 Issuance of Permit

When the requirements of this By-law have been complied with and the Manager of Building and Planning or his/her designate accepts and approves the application and all the plans and drawings therewith, and when the necessary fees have been paid, the Manager of Building and Planning or his/her designate shall issue a permit for the erection of the sign. **The Corporation will endeavour to issue sign permits within 10 days of receipt of a complete application.**

The Manager of Building and Planning or his/her designate shall not issue a sign permit for a proposed sign, awning or marquee, which would contravene any provision of this By-law, the Building Code Act or any other applicable statute.

3.5 Sign Permits and Fees

- a. Every applicant for a sign permit shall complete a sign permit application provided by the Building and Planning Department, submit all necessary plans and drawings, and pay all applicable fees as set out in Schedule 'A' – Fees.
- b. The applicant for a sign permit shall provide the following information by drawings or in writing as may be required by the Manager of Building and Planning or his/her designate in his/her sole discretion:
 - i. A key plan illustrating the general location of the land on which the proposed sign is to be located;
 - ii. A Site Plan depicting the location of all existing buildings and their entrances and the location of the proposed sign;
 - iii. The type, size and weight of the sign;
 - iv. The minimum clear height and the maximum height of the sign;
 - v. The type and operation of lighting, if any, of the sign;
 - vi. The means of support and manner of erection of the sign;
 - vii. The location and size of other signs on the lot and on lots within the vicinity of the subject lot;
 - viii. Existing and proposed use(s) of the premises;

- ix. The zone category of the premises;
 - x. The municipal address of the premises;
 - xi. The name and addresses of the owner of the sign;
 - xii. The name and address of the erector of the sign;
 - xiii. Other information as determined by the Manager of Building and Planning or his/her designate with respect to the building including architectural and structural drawings as may be necessary to determine if the building is structurally capable, under the Ontario Building Code, of supporting the sign.
- c. The Manager of Building and Planning or his/her designate may require approval on the structural details of a proposed sign, , awning or marquee that will project over a street, from a professional engineer or architect prior to the issuance of a building permit.
 - d. The fee schedule for all Sign Permits shall be as provided in Schedule 'A' - Fees to this By-law. All fees paid are non-refundable.

3.6 Revocation of a Sign Permit

The Township may revoke a permit under the following circumstances:

- a. When six (6) months after its issuance, the erection, display, alteration of the sign in respect of which the permit has been issued has not, in the opinion of the Chief Building Official, been seriously commenced or has been substantially suspended or discontinued.
- b. Where the sign does not conform to this By-law, the Ontario Building Code or and other applicable regulation or legislation; or
- c. Where the permit has been issued as the result of false, mistaken, incorrect, or misleading statements, or undertakings on the application.

3.7 Inspection

Upon completion of the erection, display, alteration or repair of a sign for which a permit has been issued, the person to whom the permit was issued shall notify the Manager of Building and Planning or his/her designate, who shall within thirty (30) days from the date of such notice, inspect the sign and sign structure to ensure that it has been erected, displayed, altered or repaired in accordance with the approved plans in respect of which the permit was issued, the requirements of this By-law, the Ontario Building Code, and any other applicable laws.

3.8 Exemptions

No permit shall be required for any of the following:

- a. Personal identification signs having a maximum sign area of 0.2 metres.
- b. Real estate.
- c. Private Warning signs or other such directional signs regulating the use of the property.

- d. Directory signs.
- e. On-premise directional signage.
- f. Memorial or commemorative signs or tablets, ground mounted or permanently attached or architecturally integrated into a building.
- g. Signs erected by a government or municipal agency.
- h. Signs erected upon commercial or industrial premises which list only the hours of operation, municipal address, unit number, telephone number, **webpage and or email address**, providing that the number of such signs does not exceed one per business establishment and that the sign area does not exceed 0.2 square metres.
- i. All signs in the interior of buildings, whether they can be seen from the outside or not, including window painted signs.
- j. Election signs.
- k. Temporary signs, subject to their removal within one (1) week of the conclusion of the special event.
- l. Signs that are used to advertise the sale of fresh farm products provided the total area of the sign does not exceed 1.5 square metres.
- m. Civic address signs not exceeding 0.2 square metres in sign area.

3.9 Enforcement

This By-law shall be administered by the Manager of Building and Planning or his/her designate, as appointed by the Council of the Corporation of the Township of Smith-Ennismore-Lakefield.

3.10 Location of Signs

No sign shall be located in such a manner as to impede the view of any highway intersection or railroad grade crossing or any ingress and/or egress from private or public property or where, in the opinion of the road authority having jurisdiction, it may be confused with or impair the view of any authorized traffic sign, signal or device.

3.11 Number of Signs

- a. Off-premise Signs

A maximum of one (1) off-premise sign may be erected or displayed on one lot subject to the provisions of this By-law.

3.12 Existing Signs

- a. This By-law shall not apply so as to require any sign, other than a sign located on municipal property, that was lawfully erected or displayed on the date this By-law comes into full force and effect that does not comply with the provisions of this By-law, to be made to comply with this By-law so long as the sign is not altered.
- b. If any sign legally existing on the date this By-law comes into full force and effect is removed, relocated or deemed by the Manager of Building and

Planning or his/her designate to be substantially altered, the sign shall be replaced or upgraded only in accordance with all the requirements of this By-law.

3.13 Maintenance

Every sign shall be kept clean, neatly painted, well maintained and in good state of repair as to safety and appearance. No person shall permit any sign to become unsafe.

3.14 Illumination

- a. Signs may be illuminated unless otherwise expressly prohibited by this By-law.
- b. No illumination of a sign shall spill beyond the face of the sign such that light interferes with the enjoyment of neighbouring lands or interferes with the visibility on nearby streets.

3.15 Prohibited Signs

Any sign not expressly permitted by the By-law is prohibited and without limiting the generality of the foregoing, the following signs are specifically prohibited:

- a. Abandoned sign;
- b. Animated sign;
- c. A banner, other than a banner located within a public road allowance which has been given approval by Council.
- d. An inflatable advertising sign;
- e. A sign erected or painted on a vehicle or trailer where the vehicle or trailer is not in weekly operation for transportation and is parked in a manner so as to make the sign visible from a street for the purpose of functioning as an identification, information or advertising sign.
- f. A sign located so as to obstruct the view of any pedestrian or motor vehicle driver so as to cause an unsafe condition;
- g. A sign located within a site triangle;
- h. A sign interfering with or obstructing the view of an authorized traffic sign, traffic signal, or an official sign or any sign capable of being confused with such traffic sign traffic signal or official sign;
- i. Any sign which may interfere with or damage any above or below ground municipal or utility services which have been lawfully placed at the location;
- j. Any sign structure in a state of disrepair or in an unsafe, damaged or hazardous condition;
- k. Any mobile sign structure anchored by concrete blocks, sandbags, or any other hazardous or unsightly objects;
- l. Any sign or part of any sign on or within any Municipal Road Allowance (unless accompanied by an encroachment agreement), public park, or municipally owned lands;

- m. Any sign so illuminated that it interferes with the effectiveness of, or obscures a traffic control sign, device or signal;
- n. Any sign, which obstructs or interferes with any maintenance operations provided by the Township;
- o. Any sign which obstructs any fire escape, fire exit, fire hydrant or standpipe;
- p. Any mobile sign located on any property or vacant lot not under his or her control without the prior written authorization from the owner of the property or vacant lot;
- q. Except for a public information sign, banner or sign pertaining to public safety, no person shall attach or display any sign or advertisement on a utility pole, light standard, fence or tree except as provided for hereafter; and
- r. A fence sign

3.16 Corporation Property

Except for sandwich board signs which have been authorized by the Corporation pursuant to the provisions of the By-law and those signs described in Sections 3.8 f, g, j, k, and l of this By-law, no other sign shall be located on any Corporation street, square, walkway, park, sidewalk, boulevard or parking lot. No sign shall be attached to a tree or utility pole or a Corporation owned sign.

4. Special Provisions

4.1 Mobile Signs

A permitted mobile sign may be displayed for a period of ninety (90) days per calendar year (Jan 1, to Dec 31st).

Number of Signs

- a. A maximum of 1 mobile sign shall be permitted on a lot having a street frontage of 121 metres or less.
- b. A maximum of 2 mobile signs shall be permitted on a lot having a street frontage exceeding 121 metres and less than 242 metres.
- c. A maximum of 3 mobile signs shall be permitted on a lot having a street frontage of 242 metres or more.

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- d. It is located on private property;
- e. It is displaying a message that logically and clearly indicates that the use is for the person who originally applied for the permit;
- f. It is in good repair and has not become unsafe, unsightly or dangerous;
- g. It is situated at grade;
- h. Where it has been leased or rented from a sign company, the name and telephone number of the sign company is affixed to the sign at a clearly visible location;

- i. It has no more than two (2) sign faces for which the maximum sign face area shall not exceed 4.6 square metres in which no one dimension is greater than 2.4 metres.
- j. Where a business is located on a lot occupied by two (2) or more businesses, no application shall be approved if the total number of signs permitted on that lot would be exceeded until a permit has expired;
- k. It is located a minimum of 3 metres from the closest edge of a sidewalk or lot line and at least 23 metres from the closest edge of another mobile sign; and
- l. A blank mobile sign shall not be permitted.

4.2 Readographs, and Electronic Message Displays,

- a. Readographs and Electronic Message Displays shall be permitted in commercial, industrial and institutional zones.
- b. A ground sign incorporating a readograph or an electronic message display shall be subject to the provisions of section 4.4 of this By-law, except that the maximum permitted sign area for a ground sign incorporating a readograph or electronic message display shall be 25 percent greater than the maximum permitted sign area that does not incorporate a readograph or a electronic message display.
- c. The intensity of illumination of an electronic message display during a cycle shall be maintained at a constant level. In addition, such signs shall come equipped with automatic dimming technology that automatically adjusts the signs brightness in direct correlation with ambient light conditions.
- d. Notwithstanding the policies contained herein as they relate to message display duration, the policies that apply to sign illumination as regulated by the County of Peterborough shall govern in the areas within which the County has jurisdiction. In those areas outside of the County's jurisdiction (urban areas with speed limits 50 km or lower) the information displayed on an electronic message display shall be static for at least 6 seconds per message.

4.3 Fascia Signs

- a. A fascia sign may only be erected or displayed on that portion of an exterior wall which is adjacent to that business and only when the wall faces a street, public lane, public parking lot or private parking lot.
- b. A fascia sign shall be permitted in any commercial, industrial and community facility zone.
- c. A fascia sign shall only be permitted for the purpose of providing a notice of the use or occupancy of the building for which it is attached.
- d. A fascia sign may be erected above the first storey of any building, with a minimum clear height of 2.7 metres.
- e. The total sign area of all fascia signs on a building shall not exceed 25 percent of the wall area of the first storey.
- f. Directional fascia signs shall be permitted in the parking areas of restaurants, multiple unit retail establishments, industrial areas and

multiple unit residential buildings, which shall not exceed 0.6 square metres in sign area.

- g. Fascia signs shall be anchored safely and securely to the exterior wall of a building that is capable of carrying this additional load by means of approved fastener.
- h. A fascia sign shall not project more than 0.3 metres from the wall of a building to which it is attached.
- i. Each lot shall be limited to two (2) fascia signs or one fascia sign for each business operation. An additional fascia sign is permitted for each additional street frontage.
- j. A fascia sign shall not exceed the height of the wall to which it is attached.

4.4 Ground Signs

- a. Ground signs shall be permitted in any commercial, industrial and community facility zone.
- b. One ground sign shall be permitted on a property with frontage on a municipal highway. If a property has more than one municipal frontage on more than one highway, one sign for each frontage shall be permitted on that property.
- c. A ground sign on a property with frontage of less than 30.0 metres shall not exceed 5.5 metres in height, and shall not exceed 5.5 square metres in sign area.
- d. For each additional 5.0 metres of frontage, an additional 0.5 metres of height shall be permitted, to a maximum height of 8.0 metres. Further, an additional 0.5 square metres in area shall be permitted, to a maximum area of 7.0 square metres.
- e. One off premises ground sign shall be permitted on a property that is undeveloped, which shall not exceed 5.0 square metres in sign area.
- f. A ground sign shall be located at least 3.0 metres from the property line of any adjacent residence.
- g. A ground sign shall be located at least 1.5 metres from the property line of any adjacent commercial, industrial or institutional zone.
- h. A ground sign shall be located at least .3 metres (ground to sky) from any property line adjacent to a municipal highway.
- i. Ground signs shall be set in concrete footings which shall extend below the depth of front penetration and shall be of sufficient size and weight to prevent overturning of the sign.
- j. Where required by the Manager of Building and Planning or his/her designate, ground signs shall be designed by a professional engineer when required by the Ontario Building Code.

4.5 Sandwich Board Signs

- a. A sandwich board sign shall be permitted on Corporation property during regular business hours only where an encroachment agreement has been entered into with the Corporation.

- b. A maximum of one (1) sandwich board sign per business may be erected or displayed within the municipal limits.
- c. **Sandwich board signs must be removed from public property after business hours.**

4.6 Election Signs

Election Signs for Federal, Provincial, Municipal, or School Board elections shall be subjected to the following;

- a. Election signs must be removed within forty-eight (48) hours after election polls close;
- b. No election sign shall be greater than 5.0 square metres in sign area and 1.2 metres in height;
- c. Sandwich boards, portable/mobile signs, electronic message display signs and readograph signs are prohibited for election use;
- d. Election signs are not permitted within any municipal road allowance;
- e. No election sign shall be located as to interfere with the safe operation of vehicular and pedestrian traffic and any sign improperly located may be removed by the Manager of Building and Planning or his/her designate;
- f. No election sign shall be erected in any sight triangle;
- g. No election sign shall be erected at, adjacent to, or within 18 metres of polling stations. The Manager of Building and Planning or his/her designate has the authority to remove these election signs immediately without notice; and
- h. The Manager of Building and Planning has the authority to immediately remove any election sign that is not in compliance with the requirement of this By-law.
- i. No election sign shall be erected within any municipal property.

4.7 Poster Panel Signs

- a. Poster panel signs shall be permitted in any commercial or industrial Zone.
- b. Only one poster panel sign shall be permitted on a property.
- c. The regulations contained within Section 4.4 Ground Signs as they relate to sign height, sign area and location apply equally to Poster Panel Signs.
- d. Where required by the Manager of Building and Planning or his/her designate, ground signs shall be designed by a professional engineer when required by the Ontario Building Code

4.8 Hanging Signs

- a. Hanging signs shall be permitted in any commercial, community facility or industrial zone.
- b. The maximum area of a hanging sign shall not exceed 1.5 square metres.
- c. A hanging sign shall be firmly anchored to a building face.
- d. The sign shall have a minimum clearance above grade of 2.4 metres.

- e. A hanging sign shall not be constructed as a swing sign.

5. Zones Where Signs are Permitted

5.1 Interpretation

Reference made in this By-law to the Zoning By-law of the Corporation of the Township of Smith-Ennismore-Lakefield, shall mean the Comprehensive Zoning By-law of the Township of Smith-Ennismore-Lakefield No. 2010-021, as amended.

5.2 Signs Permitted in all Zones

Real estate signs, contractor's signs, developer's signs, directional signs, warning signs, traffic control signs and public information signs shall be permitted in any zone.

No person shall erect a real estate sign, contractor's sign, developer's sign, directional sign, warning sign, in any zone, except in accordance with the following provisions;

a. Real Estate Signs

- i. Real estate signs shall be permitted in any zone on a lot which is for sale or available for lease or rent, and shall be removed within twenty-one (21) days following the confirmation of a sale or the leasing of the premises;
- ii. Real estate signs shall not have a sign area exceeding 0.5 square metres, except in a commercial or industrial zone, where the sign area shall not exceed 3 square metres; and
- iii. A maximum of one (1) real estate sign per lot shall be permitted, except where there is separate street or water frontage, at which point one additional sign per street or water frontage will be permitted.

b. Contractor's Signs

- i. Contractor's signs shall be permitted in any zone on a lot where there is active and ongoing construction by the business or person so indicated on the sign and shall be removed upon completion of construction;
- ii. Contractor's signs shall not have a sign area exceeding 1.5 square metres; and
- iii. Contractor's signs may be located adjacent to any lot line including a street line.

c. Developer's Signs

- i. Developer's signs may be permitted in any zone on a lot that is subject to a current or proposed development or redevelopment project;
- ii. A maximum of one (1) developer's sign shall be permitted on a lot for each separate street onto which the lot subject to the development project fronts;

- iii. Developer's signs shall be removed within twenty-one (21) days from the date of completion of the development or redevelopment project;
 - iv. The maximum sign area for each developer's sign shall be 0.1 square metres for each 1.5 metres of street frontage, but in no case shall exceed 14 square metres in area;
 - v. Developer's signs shall be deemed to be Ground Signs for setback purposes, and therefore subject to the relevant policies of Section 4.4 of this By-law; and
 - vi. The maximum height of a developer's sign shall be 4.6 metres.
- d. Directional Signs
- i. Directional signs shall be permitted in any Zone along or adjacent to any private thoroughfare; and
 - ii. Directional signs shall not have any face exceeding 0.5 square metres.
- e. Warning Signs
- i. Warning signs shall have a maximum sign area of 0.5 metres
- f. Civic Address Signs
- i. Civic address signs shall have a maximum sign area of 0.2 square metres.

5.3 Residential Zones

No person shall erect, display, or cause or permit to be erected or displayed a sign in a residential zone within the Township. Nothing within this section shall be taken to prohibit or restrict the following classes of signs:

- a. Signs permitted in Section 5.2 of this By-law;
- b. Personal identification signs;
- c. Private warning signs;
- d. Directory signs;
- e. Election signs;
- f. Home occupation signs;
- g. Block Parent or similar signs; and
- h. Yard sale signs.

5.4 Community Facility Zones

No person shall erect or display a sign on any lot in a Community Facility Zone except;

- a. Signs permitted in Section 5.2 of this By-law;
- b. Electronic Message Display signs;

- c. Fascia signs;
- d. Ground signs;
- e. Mobile signs;
- f. Sandwich board signs; and
- g. Temporary signs.

5.5 Commercial and Industrial Zones

No person shall erect or display a sign on any lot in a Commercial or Industrial Zone except:

- a. Signs permitted in Section 5.2 of this By-law;
- b. Electronic Message Display signs;
- c. Fascia signs;
- d. Ground signs
- e. Mobile signs
- f. Poster panel signs;
- g. Readograph signs
- h. Sandwich board signs; and
- i. Temporary signs.

5.6 Rural and Agricultural Zones

No person shall erect or display a sign on any lot in a Rural or Agricultural Zone except:

- a. Signs permitted in Section 5.2 of this By-law;
- b. Billboard signs are permitted on Rural and Agriculturally Zoned parcels with frontage on County roads and Provincial Highways subject to the regulations and permit requirements of the governing road authority. No additional municipal permits are required;
- c. Fascia signs erected on a barn or other accessory building or structure used to advertise the name of the farm or the identify of the operators, having a maximum sign area of 14 square metres;
- d. Ground signs used for personal identification, not exceeding 2.3 square metres;
- e. Temporary signs used to identify crops;
- f. Home occupation signs;
- g. Signs that are used to advertise the sale of fresh farm products provided the total area of the sign does not exceed 1.5 square metres.

5.7 Community Improvement Plan Project Areas

No person shall erect or display a sign on any lot in a Community Improvement Plan Project Area except:

- a. Signs permitted in Section 5.2 of this By-law;
- b. Ground Signs
- c. Sandwich Board Signs
- d. Fascia Signs
- e. Hanging Signs
- f. Window Signs
- g. Awning Signs
- h. Mobile Signs shall be permitted until December 31, 2014 after which time they will be prohibited.

All signs within a Community Improvement Plan Project Areas as illustrated on Schedule 'B' attached hereto and forming part of this By-law, shall be subject to the supplementary regulations as specified in Schedule 'C' attached hereto and forming part of this By-law. These regulations are in addition to those contained elsewhere in the By-law and shall take precedence on those points which conflict.

5.8 Other Zones

No person shall erect or display a sign on a lot in another zone except signs permitted pursuant to section 5.2 of this By-law or for signs for which a permit is not required by this By-law.

6. Administration

6.1 Responsibility

- a. This By-law shall be administered and enforced by the Manager of Building and Planning or his/her designate.
- b. The provisions of this By-law shall not be construed as relieving or limiting the responsibility or liability of any person erecting or maintaining a sign, awning or marquee erected pursuant to this By-law for personal injury, property damage or any loss however accessioned resulting from negligence or wilful acts of such person, his agents or employees, in the erection, maintenance or removal of a sign, awning or marquee erected in accordance with a permit issued by the Corporation under this By-law, nor shall is be construed as imposing upon the Corporation or its officials any responsibility or liability by reason of approval of any sign, awning or marquee under the provisions of this By-law.

6.2 Violations, Penalties and Remedies

- a. Every person who violates a provision of this By-law commits an offence and on conviction is liable to a fine of not more than \$2,000.00 (exclusive of costs).
- b. For the purposes of this By-law, each and every day that a contravention of this By-law continues constitutes a separate and distinct offence under the By-law.
- c. In addition to any other remedy provided for in law, as it relates to signs located on private property, the Corporation, upon the giving of not less than five (5) days of notice to the owner of land or the owner of a sign, awning or

marquee by registered mail or personal service at the address as shown on the last revised assessment roll, may remove or pull down any sign, awning or marquee that is erected or maintained in contravention of this By-law, or that is unsafe and poses a danger to the public, any expenses incurred by the Corporation in so doing may be collected by action or in like manner as municipal taxes.

- d. If, upon inspection, the Manager of Building or his/her delegate, at his or her sole discretion, is satisfied that a sign poses an immediate danger to the health and safety of any person, he or she may cause the sign to be removed by the Township, without giving advance notice, at the expense of the owner of the property on which the sign is located.
- e. If a sign is removed in accordance with section 5.2 d. all costs incurred by the Township, including the administrative and storage costs, may be added to the tax roll and collected in the same manner as taxes.
- f. The Manager of Building and Planning or his/her designate may remove any sandwich board sign that is not in compliance with this By-law.

6.3 Severability

If, for any reason, any section, clause or provision of this By-law is declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of this By-law as a whole or any part thereof, other than the part which was declared to be invalid.

6.4 Interpretation

- a. In the case of conflict between the provisions of this By-law and provisions of other By-laws or statutes, the most restrictive shall apply.
- b. In this By-law, the word “shall” is mandatory; words in the singular include plural; words in the plural include singular; words in the masculine include feminine and words in the feminine include the masculine.

6.5 Variance

- a. Where a person cannot comply with the provisions of this By-law, application may be made to the Council of the Corporation of the Township of Smith-Ennismore-Lakefield for a variance from the provisions of this By-law.
- b. Application to Council for a variance shall clearly set out why the provisions of this By-law can not be met and shall be accompanied by a fee which is set out in Schedule “A”, which shall not be refundable.
- c. Council may, upon receipt of an application for a variance from the provisions of this By-law, authorize such variances as may be requested provided in the opinion of the Council the general intent and purpose of this By-law is maintained.

6.6 Rescind

By-law No. 97-01, being a By-law to regulate signs in the Village of Lakefield, passed by the Corporation of the Village of Lakefield on the 6th day of January, 1997, is hereby repealed

Read a first, second, and third time and finally passed this 11th day of December A.D., 2012.

Mary Smith, Mayor

Angela Chittick, Clerk

Corporate Seal

**Schedule "A" to
By-law No. 2012-092**

Sign Permit Fees

Ground Sign	\$80.00*
Awning or Fascia Sign	\$50.00*
Sandwich Board Sign	\$30.00*
Mobile Sign	\$50.00*
All Other Signs	\$50.00*

***When several sign permit applications are made concurrently on a property that is being redeveloped, only one sign permit fee will be collected (the most expensive).**

Variance Application Fee	\$100.00
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Schedule "C" to
By-law No. 2012-092
Community Improvement Plan Areas

Ground Signs

Design Objective:

Ground signs should complement the character of a building's façade and style, either as the primary or secondary signage, and do not overpower a site in terms of treatment or size.

Design Guidelines:

- a. Ground signs are signs that are permanently, or relatively permanently, installed on a site to advertise a single business or a multi-tenanted development in the form of tenant directory signs.
- b. Conversions of residential buildings to commercial uses should preferably consider ground signs as the primary business signage (rather than fascia signage) in order to preserve the integrity of the existing residential façade.
- c. Durable, weatherproof, high quality materials that complement the overall building façade should be used for ground signs.
- d. Externally mounted lighting should be used where illumination of ground signs is required, installed and oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover. Neon, electronic messages, or fluorescent lighting for illumination should not be used.
- e. Colours that are consistent with the primary building signage style should be used for ground signs.
- f. A simple lettering typeface, similar to the style of the primary building signage that is clear and easy-to-read, and sized to the pedestrian scale should be used for ground signs.

Sandwich Board Signs

Design Objective:

Sandwich Board signs for businesses should complement the signage program of the associated business and that are located in a fashion that minimizes movement conflicts on the sidewalk.

Design Guidelines:

- a. Sandwich Board signs are small signs, typically temporary or seasonal in nature, that are placed at-grade along the streetscape in front of stores as advertisement space. These small Sandwich Board signs should be used to add visual interest and animation to the streetscape in front of storefronts, while advertising for daily events such as menus or sales.
- b. Sandwich Board signs should be visually attractive, should add to the character of the streetscape, and should not disrupt pedestrian movements along the sidewalk.
- c. Sandwich Board signs should be limited to sandwich boards or A-frame styles of signs.

- d. Sandwich Board signs should be located to avoid the “cluttering” of the streetscape and outside of the primary pedestrian route in front of stores, with a minimum clearance of 1.2 metres.
- e. Sandwich Board signs should be designed with durable, weatherproof materials that complement those of the building façade, and not include internally lit, neon or plastic materials as well as electronic messages.
- f. Portable signs should complement the form, colours, and lettering of the primary store signage for the business.
- g. Portable signs should only be used during the hours of operation of the business and should be removed to indoors locations when not in use.

Fascia Signs

Design Objective:

Fascia signs should be located and designed in a traditional fashion while still allowing for creativity and individually of particular businesses.

Design Guidelines:

- a. Fascia signs should be located in a sign band on the façade, a horizontal section that divides the storefront windows from the upper façade. They should be located so as to avoid obscuring or covering façade features, including windows, doors, storefronts, building entrances, cornices, and columns.
- b. Fascia signs should be constructed of durable, weatherproof materials that complement those of the building façade. Internally lit, neon or plastic materials should not be used for fascia signs.
- c. Fascia signage should be attached parallel and flush with the building wall
- d. Fascia signage should be located only on facades that have building entrances. Building signage associated with secondary entrances should be relative to the scale of the primary fascia sign.
- e. Fascia signs should use simple lettering typefaces that are clear and easy-to-read and complemented with graphics or symbols that relate to the business function. Lettering and images on fascia signs should provide depth to the sign, such as raised lettering or individually cut or carved lettering. Lettering and images on fascia signage should balance between the needs of pedestrians and motorists.
- f. Fascia signs should use lettering colours that provide an accent to the overall façade and that enhance readability of the sign relative to the base colour of the sign.
- g. Conversions of residential buildings to commercial uses should preferably consider ground signs or hanging signs as the primary business signage, rather than fascia signage, in order to preserve the integrity of the existing residential façade.
- h. Externally mounted lighting should be used where illumination of fascia signs is required, installed and oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover.

Hanging Signs

Design Objective:

Hanging signs should complement the overall character of the façade and that are located to provide safe passage by pedestrians underneath.

Design Guidelines:

- a. Hanging signs should be installed perpendicular to the façade and hang from a mounted wall brace. Mounting hardware for hanging signs should be attractive, durable, and forms part of the overall sign design, either simple or more decorative.
- b. Hanging signs should be limited to one per business frontage, mounted near the storefront entrance. For multi-tenanted buildings with multiple entrances, one projecting sign per storefront entrance on the façade may be appropriate.
- c. Hanging signs should be designed to add to the façade and business character through their creative design and orientation to pedestrians walking down the sidewalk. They should complement the form, colours, and lettering of any primary wall signage, and should reflect the character of the business.
- d. Hanging signs should feature simple lettering typefaces that are clear and easy-to read and complement with images relating to the business function.
- e. Externally mounted lights to illuminate letters, images, and symbols on hanging signs should be used where illumination is required, installed and oriented in a night-sky friendly fashion that limits horizontal and vertical light spillover.

Window Signs

Design Objective:

Window signs should be located in storefront windows in such a way that complements the overall signage program of the business without unnecessarily restricting visibility to and from the interior of the store.

Design Guidelines:

- a. Window signs may either be permanent or temporary, including advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos. Windows signs are not typically the primary signage for a business, but are intended to complement the primary signage, either long-term or short-term in nature.
- b. Window signs may be etched or painted glass on the windows or signs that are attached to the glass or displayed directly behind it. Materials and paint should be durable and fade resistant to ensure their quality over time. Window signs on windows with low-e coatings should not be used.
- c. Window signs should only be used in storefront windows, and not in upper storey windows.
- d. Window signs should be limited to no more than 25% of a window's surface area and should not obscure the display of goods and viewlines into the store.
- e. Window signs should use a simple lettering typeface, similar to the style of the primary building signage, that is clear and easy-to-read and that is sized to the pedestrian scale.

- f. Lighting of window signs, where necessary, should be limited in nature to reduce spillover. Neon, electronic messages, or fluorescent lighting for illumination should not be used.

Awnings

Design Objective:

Awnings should be designed and located in a traditional fashion providing weather protection, additional opportunities for building signage, sunlight control entering storefront windows, and visual interest to the façade.

Design Guidelines:

- a. Awnings should be sized to the pedestrian scale, preferably as a traditional square or triangular shape rather than more contemporary rounded or bubbled shapes.
- b. Awnings should be retractable given they can accommodate different seasons and weather patterns, and they should be of fabric material rather than synthetic materials.
- c. Awnings should be located in consideration of the overall façade's composition and should span the façade's window openings and not the entire façade, so as to avoid dominating the storefront façade and diminishing other architectural features.
- d. Awnings should be mounted in the storefront portion of the façade, and should be located to avoid covering display windows, piers, columns, pilasters, clerestory windows, architectural expression lines or details.
- e. Multiple awnings should be used for larger building frontages rather than a single continuous awning, and different patterns and colours can reflect different businesses in multi-tenanted buildings.
- f. Awning height should be no more than two-thirds the depth of the awning, with the height of the valance (the front face) no more than 0.5 metres in height.
- g. Lettering on the awning should be limited to the awning valance and should be consistent with the primary building signage style.