

Introduction

This document is intended to provide guidelines for the public, property owners, and the municipality that will assist in the preparation, submission, review and approval of sign permit applications the Township of Selwyn.

The Township of Selwyn Sign Permit Guidelines are intended to explain and illustrate reasonable standards for signs in the municipality. The Guidelines will assist property owners and business owners in understanding the Township's expectations, while encouraging creative and innovative approaches to signs within the established framework of this document.

Through application of the Township of Selwyn Sign Permit Guidelines, the visual quality of the municipality will be protected, especially along its roadways and in the core commercial areas of Bridgenorth, Ennismore, Lakefield, and Young's Point.

The Township of Selwyn Sign Permit Guidelines consist of three parts:

- Sign categories and types identify four broad categories of signs and describes the typical characteristics of the existing types within each;
- Permitted sign category/type by location in the municipality are maps identifying five kinds of locations and the permitted signs in each;
- Guidelines provide general and specific considerations with respect to size, material, colour, lighting and

landscape context for each one of the sign categories and types.

- The Township of Selwyn Sign Permit Guidelines should be read in conjunction with the Township of Selwyn Sign By-law that sets out the procedure for gaining approval of a sign.

The Permit Process

A Sign Permit application will be available from the Building and Planning Department.

An applicant would be required to submit the application together with all necessary plans and drawings, and pay any applicable fees.

The type of information which an applicant will be asked to provide is as follows:

- A site plan illustrating the location of the sign and its relation to lot lines, buildings, driveways and other signs.
- The type and size of the sign.
- The minimum clear height and the maximum height of the sign.
- The type and operation of lighting, if any, of the sign.
- The means of support and manner of erection of the sign.
- The location and size of other signs on the lots and on lots within the vicinity of the subject lot.



Permit Fees will be as follows:

- Ground Sign \$80.00
- Awning or Fascia Sign \$50.00
- Sandwich Board Sign \$30.00
- Mobile Sign \$50.00 All
- Other Signs \$50.00
- Variance – A variance application, subject to a \$100.00 fee, may be submitted to Council, which may authorize a variance from the provisions of this By-law provided that in the opinion of Council, the general intent and purpose of this By-law and the Corporation’s Official Plan are maintained.

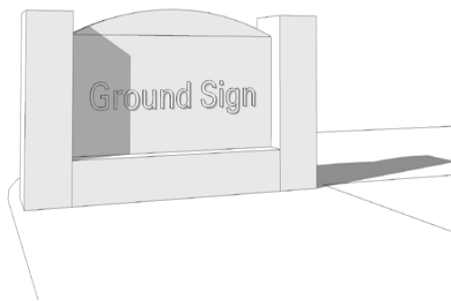
- Size – maximum height of 5.5 metres and maximum area of 5.5 square metres with 30 metres of frontage.
- For each additional 5 metres of frontage 0.5 metre of height is permitted to a maximum of 8.0 metres, and 0.5 square metres of area permitted to a maximum of 7.0 square meters.
- Setbacks:

Residential	3.0 metres
Commercial	1.5 metres
Industrial	1.5 metres
Community Facility	1.5 metres

Sign Definitions and Highlights

Ground Signs

Definition: 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.



Regulation Highlights:

- Permitted in commercial, industrial and community facility zones.
- One sign permitted for each frontage on municipal highway.
- Off- premise sign is permitted on undeveloped properties.

Sandwich Board Signs

Definition: A sign which is secured but not permanently affixed to the ground. Being self supportive, it forms the shape of an ‘A’ when erected.

Regulation Highlights:

- Permitted on Township of Selwyn property during regular business hours provided an encroachment agreement has been entered into.
- A maximum of one sandwich board sign per business may be erected or displayed within the municipal limits.
- Size - a maximum of 1.2 metres in height and 0.6 metres in width for each sign face.

Mobile Signs

Definition: 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. The most common type of mobile sign is the, Black Fluorescent Sign, which is defined as a permanent sign or mobile sign containing large coloured changeable letters.

Regulation Highlights:

- A mobile sign may be displayed for a period of ninety (90) days per calendar year.
- A maximum of one (1) mobile sign shall be permitted on a lot having a street frontage of 121 metres or less.
- A maximum of two (2) mobile signs shall be permitted on a lot having a street frontage exceeding 121 metres and less than 242 metres.
- A maximum of three (3) mobile signs shall be permitted on a lot having a street frontage of 242 metres or more.
- A mobile sign is to be located on private property;
- It will display a message that logically and clearly indicates that the use is for the person who originally applied for the permit;
- It has no more than two (2) sign faces for which the maximum sign face area will not exceed 4.6 square metres in which no one dimension is greater than 2.4 metres.
- Where a business is located on a lot occupied by two (2) or more businesses, only one mobile sign will be permitted at any given time.

- 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
- A blank mobile sign shall not be permitted.

Fascia Signs

Definition: A Fascia Sign is single faced accessory sign which is 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 is considered to be a fascia sign for the purposes of this By-law.

Regulation Highlights:

- A fascia sign may only be displayed on the portion of an exterior wall which is adjacent to the business it is advertising, and only when the wall faces a street, public lane, public parking lot or private parking lot.
- A fascia sign is permitted in any commercial, industrial and community facility zone.
- A fascia sign is only permitted for the purpose of providing a notice of the use or occupancy of the building for which it is attached.
- A fascia sign may be erected above the first storey of any building, but there will be no signs extending beyond the bottom window line of the next story.
- The total maximum sign area of all fascia signs on a building will be 25



percent of the wall area of the first storey.

- Directional fascia signs will be permitted in the parking areas of restaurants, multiple unit retail establishments, industrial areas and multiple unit residential buildings.
- Each lot will be limited to two (2) fascia signs or one fascia sign for each business operation.
- A fascia sign will not exceed the height of the wall to which it is attached.

Awning & Projecting Signs

Definition: An awning is 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.

A projecting or overhanging sign is any sign whose sign face is not parallel with the surface of the structure to which it is attached.

Regulation Highlights:

- For the purposes of the sign by-law, awning signs will be considered as fascia signs, and therefore are subject to the regulations for fascia signs.
- Projected or overhanging signs are prohibited.

Banner Signs

Definition: A banner sign is a temporary sign made of vinyl, cloth, canvas or other like material, mounted on brackets and affixed to utility poles. It typically is intended to promote special events.

Regulation Highlights:

- Banner signs, other than banners located within a public road allowance which has been given approval by Council are prohibited.
- Banner signs will not be constructed of, or supported by, any metallic or other material that is capable of conducting electricity.

Directory Signs

Definition: Directory Sign is 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.

Regulation Highlights:

- Directory signs do not require a permit from the Township of Selwyn.

Election Signs

Definition: An Election Sign is a sign which is used to promote the running candidate for public office in a federal, provincial or municipal election period.



Regulation Highlights:

- Election signs must be removed within forty-eight (48) hours after election polls close.
- Election signs will not be greater than 5.0 square metres in sign area and 1.2 metres in height.
- Sandwich boards, portable/mobile signs, electronic message display signs and readograph signs are prohibited for election use.
- Election signs are not permitted within any municipal road allowance.
- Election signs will not be located as to interfere with the safe operation of vehicular and pedestrian traffic.
- Election signs will not be erected on any municipal property.
- The Township will have the authority to remove any election sign that is not in compliance with the requirements of the sign by-law.

For further information on Sign Permits, or to book an appointment please contact the Building & Planning Department at (705) 292-9507.

This pamphlet has no legal status and cannot be used as an official interpretation of the various bylaws, codes and regulations currently in effect. The Township of Selwyn accepts no responsibility to persons relying solely on this information.

Pamphlets are updated periodically. Contact the Building & Planning Department at 705.292.9507 to determine if you have the most recent edition.