

## Request for Decision

### Amendment to Sign By-law 2007-250

Presented To:	Policy Committee
Presented:	Wednesday, Jul 14, 2010
Report Date	Wednesday, Jun 30, 2010
Type:	Presentations

### Recommendation

It is recommended that Council accept this report to complete and adopt the new proposed Sign By-law #2007-250 which addresses amendments required to consolidate the sign provisions from the existing seven Zoning By-laws which presently regulate commercial and advertising signs, and permit a more liberal regulation of signs as found in the former City of Sudbury.

AND THAT, staff review the suggested industry modifications to the established community standards as it relates to commercial and advertising signs and provide Council recommendations by the end of this year.

## BACKGROUND

A Request for Decision was brought to Policy Committee on May 19, 2010 to direct staff to hold a Public Hearing in order to hear concerns and ideas submitted by the Public and stakeholders with regards to the proposed amendments to the Sign By-law #2007-250. Policy Committee also requested that staff bring back to Council an amended Sign By-law after the Public Input Meeting for Council approval.

A Public Hearing was held on May 27, 2010 at Tom Davies Square. A number of Sign companies attended the meeting to voice their opinions and ideas regarding the proposed amendment to the Sign By-law #2007-250. One property owner who was unable to attend the Public Hearing sent in her comments via e-mail. The meeting was very informative and there were **no objections to the proposed amendment to the Sign By-law**. The comments and e-mail from the Public Hearing were recorded and highlighted and are attached below.

#### Signed By

##### Report Prepared By

Dave Brouse  
Acting Manager of Compliance and Enforcement  
*Digitally Signed Jun 30, 10*

##### Division Review

Guido Mazza  
Director of Building Services/Chief Building Official  
*Digitally Signed Jun 30, 10*

##### Recommended by the Department

Bill Lautenbach  
General Manager of Growth and Development  
*Digitally Signed Jun 30, 10*

##### Recommended by the C.A.O.

Doug Nadorozny  
Chief Administrative Officer  
*Digitally Signed Jul 2, 10*

**Permanent Sign Provisions - Public Hearing Synopsis**  
**Public Hearing on May 27, 2010 - 6:00 p.m.**  
**HIGHLIGHTS OF PUBLIC HEARING**

- 1) Pylon signs in City of Greater Sudbury are presently set at a maximum of 15 sq m in total sign area (counting both sides of the sign). The Industry would like to see pylons enlarged to at least 25 sq m in total sign area. Research is required to determine what is allowed in other municipalities.
- 2) Fascia signs are presently only allowed in the exterior yard area (front yard) in many zones in the CGS. The Industry would like to see fascia signs allowed along the sides of buildings as well. Research is required to determine what is allowed in other municipalities.
- 3) Fascia signs are presently restricted by the amount of frontage a property has in the CGS. Some municipalities place a sign restriction on the walls of buildings by % of face coverage. The Industry would like to see this in new sign by-law. Research is required to determine what is allowed in other municipalities.
- 4) Existing pylon signs that were approved many years ago do not meet standards set by today's sign by-law in the CGS. When the CGS widens a road and the old pylon sign is forced to move for the new road construction. The sign should not have to meet today's standards but instead be able to move to a new location. Research is required to determine what is allowed in other municipalities.
- 5) Advertising signs along CGS roads are restricted in size and distance between each advertising sign. It is requested that pylon signs (business and advertising signs) should not have to meet such large distance separations when the speed limit of a road lessens. Research is required to determine what is allowed in other municipalities.
- 6) Pylon signs are presently restricted in size according to the sign face area. Any part of a pylon sign which is over 21" in width is counted as sign area (support posts are boxed in and made wider). It is requested by the Industry that the "cladding" of a support post not be counted as sign area no matter what width. Research is required to determine what is allowed in other municipalities.
- 7) Awning signs with a business name on the awning are counted as signs in the CGS. The sign area is presently counted in the by-law by the entire surface of the awning material where the business name is displayed. It is requested that only the lettering be counted as sign area. Research is required to determine what is allowed in other municipalities.
- 8) Fascia signs under the current CGS sign by-law sometimes are located on zoned properties which only allow for one business sign per business. Some malls wish to have a main business sign for each tenant as well as an additional fascia sign which could be located directly at the business entrance (fascia sign located on a mall canopy and a second fascia sign above the business door under the canopy). This would double the amount of fascia signs allowed presently on a property. Research is required to determine what is allowed in other municipalities.
- 9) Signs which are proposed to be installed on a property and do not meet the sign by-law restrictions have the opportunity to apply to the Committee of Adjustment for a Minor Variance to the by-law. They request a variance to the by-law to allow them an additional sign, a reduced set back requirement, or a larger sign on their property. The process is costly ( \$600 per application ) and the time limit is approx. two months from the date of submitting the application till the final approval from the Committee of Adjustment. It is requested by the Industry that a less costly and speedier process

be implemented into the new sign by-law. Research is required to determine what is allowed in other municipalities.

The majority of the above noted stakeholders concerns require additional review so that the considered amendments to the established community standards are applied to all business and advertising signs.

## **CONCLUSION**

It is the intent that we take a two step approach in bringing forward the revisions to the Sign By-law. The initial step is the standardization of the existing commercial and advertising sign requirements of the existing Zoning By-laws which will eliminate the more restrictive existing sign regulations found in the former area municipalities to the more liberal former City of Sudbury regulations. This will enable Council to carry forward most of the provisions currently permitted within the existing zoning By-laws and have a comprehensive Sign By-law in place when the former Zoning By-laws are repealed. This will simplify the approval process and effectively maintain a status quo. Once a single Sign By-law is in place, other modifications can be considered in due course.

The second step would be for a review by staff of the stakeholders suggestions through an internal review process which would include Planning, Traffic, Building Services and By-law Enforcement. The combined staff effort will bring comments on the suitability of such suggested provisions and report back to Policy Committee.

## **RECOMMENDATION**

It is recommended that Council accept this report to complete and adopt the new proposed Sign By-law #2007-250 which addresses amendments required to consolidate the sign provisions from the existing seven Zoning By-laws which presently regulate commercial and advertising signs, and permit a more liberal regulation of signs as found in the former City of Sudbury.

AND THAT, staff review the suggested industry modifications to the established community standards as it relates to commercial and advertising signs and provide Council recommendations by the end of this year.

## Permanent Sign Provisions

Present: Stephen Walker, Manager of Compliance & Enforcement,  
David Brouse, By-Law Enforcement Officer  
Diane Trottier, Secretary to the Mgr of Compliance & Enforcement  
Mr. Norm Coutu, Ernie's Signs  
Marc Pomerleau, Modern Neon Signs  
John Grandmaison, Modern Neon Signs  
Danny McCourt  
David Petryna, Representing Arrow Signs, Outdoor Exposure & Sign City

Steve Walker made introductions and explained the intent of the meeting.

Currently all permanent signs are regulated by the six Zoning By-laws from the 1983 series, and the one Zoning By-law from 1995

He explained that the Draft Zoning By-law deletes all provisions regarding signage. The regulation of signage is intended to be addressed through a new Sign By-Law passed under the Municipal Act.

All provisions from the 1983 series will be upgraded to those contained with the 1995 by-law and along with public input and consultation with other municipalities a report will be drafted and presented to Council.

Norm Coutu had two issues. 1) Pylons are too small. They are only permitted 15 sq. m. Have to go through the Committee of Adjustment as you are only allowed 15 sq. m. where, 25 sq m. would be better. Most cities don't count both sides, would like a total of 25 sq m which would alleviate going to Committee of Adjustment and 2 months of delay. Some applicants also have the extra lawyer fees. It is his understanding that the billboards stay the same.

2) Fascia signs on buildings, by-law allows enough, but can only put your name on one side of the building. New by-law should allow same main use fascia sign on other sides of buildings as well in Commercial zones.

Dave explained all we did was take the 1983 zoning requirements from the former outlying area municipalities up to 1995 zoning requirements across the board. Norm agrees it's a good idea.

If an area is highly concentrated with tenants, like a mall, more fascia signs are normally required. Even at 1.2 sq m per 1 metre of frontage of property, there doesn't seem to be enough signage available. Valley East sign regulations are smaller, and therefore owners had to come in for minor variance to increase the total sign area allowed on the property. This amendment to the sign by-law will give more room for signs in the former municipalities.

Norm was concerned about small mall properties with lots of tenants, pie shape frontages, and small frontage lots. Can't do anything for smaller frontages? Dave said with regards to pylons all municipalities always consider the frontage. Depending on the frontage of the property which would still include all types of signs on the property, tenants may still not be able to have signs.

John Grandmaison, agrees with Norm that pylons should be larger. The Valley East Industrial Park only allows 65 sq m per side. He feels that 80 sq. m per side would be better – will this be across the board? Dave said the amended by-law would be 80 sq/m per side across the City

Has a problem with pylon signs being grandfathered in. Results in lost sales because a sign may have fallen down or needs to be refurbished and needs a minor variance. The same size should be allowed to be replaced because you may have to relocate the sign due to widen the road. It should not be up to the property owner to have to pay to relocate his sign because of changes the City has made to the road.

John suggests that 100 sq ft a side should be normal, C of A has allowed as big as 150 sq ft per side in some cases after a minor variance is approved. Usually allowed once they have proven their case. Takes time for minor variance and 90 percent of the time it is approved.

Rio Can Centre as an example, corporate accounts, new signs pushed 300 sq. ft. Dave reiterated that the pylon on Barrydowne Rd., Mr. Franzini's property, the sign is almost on the sidewalk. The by-law states now that if it is removed from the property, a new pylon sign would have to meet the present setbacks and size restrictions. John felt that is unfair.

Dave explained that in 1978 sign permits started, the size of these signs previously put up would be grandfathered. Dave clarified advertising signs, lawfully erected or displayed are allowed under this by-law. If the sign is not altered, and the sign is maintained, or rearranged, the sign remains legal non-conforming. If the sign is rectangular shaped, then that's the way it should stay. Sign area is counted if you want to add cladding to the bottom of a pylon sign. Anything over 21" is considered sign area. John asked if it could be replaced, can he use it as sign space. Dave answered yes, if the area has already been counted as sign area.

Dave stated that the Toyota pylon sign had lettering but was very specific in location of the lettering due to the Minor Variance conditions. The By-law says if the pylon is 15 sq m in area you can write anywhere you want. If it is an old pylon sign you can use it even if it is monolith sign type. The way the by-law reads now is If you change the structure you must have permit. Even a legal non-conforming sign must have a permit.

Marc Pomerleau asked if we would give the client more flexibility to increase the size of the pylon sign, add a reader board, which would eliminate the clutter of the portable sign on the same property. Dave stated that this would end up being a larger pylon sign. If you have a mall, with 4-5 tenants, they could put everything on the sign without the portable sign. In many cases the Minor Variance allows reader board but insists that all portable signs must be removed from the property as a condition of approval. This would be a reason to have the larger sign, to eliminate the portable sign. Some municipalities will allow 25% of the exterior facer of a building to be covered with fascia signs ... but they still take the frontage of the property and determine what size of pylon would be allowed. Problem with a large pylon sign is that the size of the pylon sign may take area away from the fascia signs allowed on the building.

Dave Petryna , wants to provide customers with opportunities to advertise and take their message out to their customers. He does not want to clutter the City with signs. National and Provincial companies have defined sign size standards used by corporate Sudbury business with their counterparts. His concern is how to fit these normal standards into our by-law.

His main concern is how the by-law deals with legal non conforming signs.

There are too many restrictions. One product is advertising sign, most cases, in existence for so long, and are grandfathered. If they have to change the face, want to be able to maintain without changing size, the City should not restrict them servicing their customers. If purpose is to integrate the by-laws then he concurs with this. If there is other intentions that he's unaware of he would like this disclosed this evening. Distance of (advertising) signs – 300 metres between signs, on highway ok, driving at 100 k/m but on a 50 or 60/km highway, such as a business section, not right that the first customer who applies gets a sign permit . It's understandable that there shouldn't be a sign every 20 m. .It's nicer to dress up a sign with cladding. By-law should allow brick as opposed to steel poles and not be counted as sign area. Cladding should not be counted as footage as well, same as an awning sign. A 50 x 10 ft awning sign, where there is just a few feet of signage City should only count the lettering, not the entire area of the awning.

Need more By-law Officers to process sign applications. Sometimes it takes a while to receive approval. Vacant land – should no longer be a sign, most billboards should go on vacant land. Most clients are from people that do not use their land for building. Is the definition of “abandoned sign” only considered if on vacant land? Check by-law. Biggest thing is legal non conforming, should be consistent, if the sign is down, should be able to maintain it, Mr. Petryna asked if the Zoning by-laws are on the web as he is still using the hard copies.

Dave stated that the purpose of the 2007-250 sign by-law was for temporary signs. If putting up portable sign, you need a permit. Banners and posters are included in this by-law. Permanent sign regulations would be moved into this existing by-law, hence this public hearing. The legal non-conforming status of any sign is in the existing 2007-250 sign by-law, under section 9 (Existing signs). The definition was quoted from the by-law. The Municipal Act also states that existing signage must remain, having respect for the fact they've (signs) been there for years and should not have to be removed. Purpose of section is to allow owner to preserve, restore, repair broken parts, etc. ... Dave Petryna can check the wording and let us know if he agrees.

Schedules are confusing because planners have changed the zoning throughout the City. Downtown Core was C8 now C6. Just like it was before, the sign by-law will be linked to the new zoning by-law. The new amended sign by-law will allow anyone to go on the schedule (via internet or hard copy) and can see what type of sign is allowed and what isn't on a property. At present, you are looking through zoning maps and each zoning by-law for the former area municipalities and determine what type of sign and where a sign can be located on a property.

Dave stated that the 300 m separation of bill board signs is from the old MTO regulations. The zoning by-laws copied this portion into their text and sign regulations. For example, in an industrial zone in town where they put up advertising sign and it's 60 m apart from any other existing advertising pylon. Yes Dave (Petryna) is correct. Should we look at removing the 300 metre separation from bill board signs in town?

Dave stated that the cladding of a pylon sign under the definition in the zoning by-law and the new sign by-law states that if the pylon face is more than 21 inches it is counted as sign area. Once the property is sold the new owner may add additional signage onto the cladded area to include phone, etc. This is why the by-law includes the area of the cladding as sign area. Will put in the notes from tonight that your request is to allow cladding but not include as sign area .

Dave Petryna , cladding only approves the aesthetic of the sign. If you look at any national sign, brand name / logo goes at the top, very seldom run advertising for the brand at the bottom. An example of this is the Holiday Inn sign is huge, brand at the top.

Dave Brouse explained that Cambrian Ford, Driver's Ed sign, was added to the cladded area and told to take it off. People will add signage to the cladded area if it is there. As for awnings, any brand new awning permit has the entire awning face counted as sign area. This way sign companies and owners can replace the entire awning or just the sign letters without purchasing a new sign permit. It is easier to re-skin it and a permit is not required. If you sell an entire awning with one word, new tenant comes in for a name change or change the colour and requires a new permit. Just like walls signs, the fascia box is paid for with the initial sign permit and then the owner or sign company can just slide the name out and put another one in and it is already paid for. Is this a good thing. DP stated not financial thing, limit of space.

Dave asked if it was better to go with the just measuring the letters on the awnings? Dave Petryna stated he prefers to calculate what is used as signage. No other persons in the meeting stated what they preferred. Dave Petryna stated that he heard in the development of the amended by-law that when he changes a sign face, he will need a permit. Dave said doesn't know where this comes from, it is not in any by-law.

Dave Petryna mentioned that vacant land – definition in amended by-law – example of an old gas station closed, pylon not being used, left there, should be able to force someone to take it down. Vacant land is a great location for advertising sign. Businesses use is actually a business sign. That's why they are assessed and pay taxes on each sign. DB thought the sign becomes vacant, but it's the property that becomes vacant. Definition for abandoned sign should be checked. DB – how long do we leave an abandoned sign – before it's removed from property?

John Grandmaison – what if you put up a deck with an awning, with nothing on it, DB not a sign as long as there is no sign face.

Everything stays the same downtown. Highway Commercial is just commercial

Mr. Coutu stated that the skirt and base on a pylon sign are nice, looks naked on a pole. DB – all issues have been raised already, maybe we can look into allowing a skirt or cladded area but no signage can go below a 4ft marked area on the skirt?

DP – if you only count for the area of the sign that has the most ground sign it takes up sign area - just the business id and logo on the cladding underneath. If you don't count that area you will not have to increase the size of a ground sign, good portion of it is the decorative . Most municipalities don't count cladding.

Coutu – still need larger sign area for logo.

DB – traffic have a lot to say about the monolith signs – site line issues, hard to pull out of an entrance safely

Coutu – side street is maybe a problem

Petryna – ground signs were not permitted in side yard or back yard, was corrected by Dave stated that this is not correct, set back and sight triangles restrictions only.

Judith Park Kelly representing Ward 12, Uptown CANN is working with the Heritage Committee and are looking at erecting signs, the size of No Parking Signs – was informed would not be part of this by-law. She also wanted to know about tourist signs. Dave directed her to the tourism section fo the City for information.

Angela Gillmore representing Downtown Village wanted to know if the sandwich board signs would be addressed in this by-law and was informed that they are included in By-Law #2007-250, whereas they have to be in front of the business, 2 m from the door and only erected during business hours.

Meeting adjourned at 7:10 p.m.



## E-Mail Received in regards to Permanent Sign Public Hearing

We understand that the permanent sign by-laws are currently under review. We would like to bring to your attention some concerns that we have experienced that may be taken under consideration with respect to any changes proposed under new regulations.

### Fascia & Ground Signage

Lease negotiations in recent years, have become very competitive as you are well aware. The second most important condition, after market rent is the ability for a tenant to maximize their full access to both fascia and ground signage. Especially in the case of large anchor tenancies, this is pivotal to their lease requirements. They simply will not consider a location if signage is not to their specifications. Under most circumstances where under the by-law, total allowable square footage is based on frontage, this formula works. However, there are exceptions.

We have a commercial project comprised of 4.5 acres, with a rentable area of 44, 000 square feet, but has limited frontage. In this case the by-law should provide some relief for additional sign allocation.

Structural design should also be considered when granting approval for signage. We have a commercial property where the building design has an extended canopy over the sidewalk in front of the building. Although this feature is beneficial in both summer and winter conditions, it is not enough to allow roofline fascia signage that is only visible from the street or parking areas. Each tenant should have the ability to have wall mounted signage directly above their entrances, under the canopy, that is directional for pedestrians as well, without them having to step out into the parking lot.

### Portable Sign Permits

We understand the concerns where "temporary signs" become "permanent". As a landlord, we are repeatedly told by our tenants that they see a marked increase in their sales with the use of portable road signs. Without this ability, some have expressed that this has a direct impact on their business. At the commercial project mentioned earlier, where there is limited frontage, we are limited to two (2) permits a year. At this project, we currently have twelve (12) tenants. If each took their turn on a rotational basis, they would have to wait six (6) years for their turn. We have difficulty explaining this logic to our tenants.

### Related Costs To Minor Variance Applications

At one of our sites, we had a ground sign that was damaged in a wind storm. The sign had to be replaced. The design build for the new sign required an application for a minor variance. The cost for this process, included the fees for the application, a corporate representative to present the application and permits exceeded \$1000.00. Then there was a two (2) to three (3) month time period as this still had to go through Committee of Adjustments for approval. At this point, we had not even begun to fabricate the sign. There may be an opportunity to expedite this process.

Thank you for taking this under consideration. We hope that feedback from local property owners will give some insight as to our dealings with our tenants and their signage concerns. Any comments or suggestions that you can provide, will be much appreciated. I can be reached at 560 7600.

Best regards,  
Meri-Lynn Butler  
Nickel Range Investments Limited

SCHEDULE "B"  
to By-Law 2007-250 of the City of Greater Sudbury

Sign Data

SIGN TYPE	ZONING													
	R1, R2 & RMH	R3 & R4	C1	C2 & C3	C4	C5	C6	C7	M1, M1-1	M2 & M4	M3	M5 & M6	RU & A	RS & SLS
Name Plate	√	√	√		√								√	√
Name Ground	†	†	†		†		†						†	†
BUSINESS ID														
Wall / Fascia	†	†	√	√	√	√	√	√	√	√	√	√	√	√
Projecting			√	√		√	√	√	√	√	√			
Roof				√		√	√	√	√	√	√			
Ground		†		†	†	†	†	†	†	†	†	†	†	†
ADVERTISING														
Wall / Fascia				√					√		†			
Projecting				√					√					
Roof				†					√					
Ground				†					†		†		†	

NOTE

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denotes signage type allowed

denotes signage type allowed with restrictions

SCHEDULE "C"

to By-Law 2007-250 of the City of Greater Sudbury

RESIDENTIAL ZONINGS

SIGN TYPE	R1, R2 & RMH	R3 & R4
Name Plate  Wall and / or Ground	1 unlit or illuminated area max 0.1m <sup>2</sup> single face	1 unlit or illuminated area max 0.1m <sup>2</sup> single face
	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m
	1 unlit bus id wall sign area max 1.0m <sup>2</sup>	1 unlit bus id wall or ground sign, wall sign max 4.0m <sup>2</sup> in total, ground sign max 2 sign faces, area max 2.0m <sup>2</sup> per face or 4.0m <sup>2</sup> in total, accessory to Convenience Store only
Permitted Non- Residential Use		
R1 (all) R2 (all) R3 (all) R4 RMH	Low Density Residential One Low Density Residential Two Medium Density Residential High Density Residential Residential Mobile Home	

SCHEDULE "D"  
to By-Law 2007 - 250 of the City of Greater Sudbury

COMMERCIAL ZONINGS

SIGN TYPE		C1	C4	C6
Name Plate Wall and / or Ground		1 unlit or illuminated	1 unlit or illuminated	1 unlit or illuminated
		area max 0.1m <sup>2</sup> single face	area max 0.1m <sup>2</sup> single face	area max 0.1m <sup>2</sup> single face
	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total	max area of ground sign 2.0m <sup>2</sup> per sign face (double) and 2.5m <sup>2</sup> (single)		max area of ground sign 2.0m <sup>2</sup> per sign face (double) and 2.5m <sup>2</sup> (single)
	max ground sign height 1.2m	max ground sign height 1.2m		max ground sign height 1.2m
Signage Area Allowed				
	total sign area for property max 0.5m <sup>2</sup> per 1.0m of lot frontage	n/a		total sign area for property max 1.08m <sup>2</sup> per 1.0m of lot frontage and lot flankage; if lot or group of lots occupied by 1 building exceeds 2 storeys in height the total sign area may be increased by 0.27m <sup>2</sup> per metre of lot frontage and lot flankage for each additional storey. Overhanging signs allowed with encroachment agreement between owner and City
Business ID				
wall	wall and fascia signs	1 wall sign for each ground floor use with a separate entrance from the street, max area 0.14m <sup>2</sup> per 1 m of lot frontage	wall and fascia signs	
projecting	1 projecting sign in each exterior yard, max sign area 2.0m <sup>2</sup> per sign face or 4.0m <sup>2</sup> total, no closer than 3.0m from lot line	n/a	projecting signs not exceeding 5.40m <sup>2</sup>	
roof		n/a	1 roof sign	
ground		1 ground sign max 2.25m <sup>2</sup> sign area for each lot occupied by one building, max height of 1.35m, located min of 3.0m from side lot line, 0.0m from front lot line	1 ground sign max 9.0m <sup>2</sup>	
parking		1 business ID sign for parking lot, max 1.08m <sup>2</sup> in area, located min of 3.0m from front lot line	n/a	

- C1 Local Commercial
- C4 Office Commercial
- C6 Downtown Commercial

SCHEDULE "D"  
to By-Law 2007 - 250 of the City of Greater Sudbury

COMMERCIAL ZONINGS

SIGN TYPE	C2 & C3	C5	C7
Signage Area Allowed	total sign area for property max 1.2m <sup>2</sup> per 1.0m of lot frontage or lot flankage (greatest)	total sign area for property max 1.2m <sup>2</sup> per 1.0m of street line	total sign area for property max 1.2m <sup>2</sup> per 1.0m of lot frontage
Business ID			
wall	1 wall sign adjacent to each exterior yard and abutting court per main use	wall and fascia signs	1 wall sign per main use
projecting	1 projecting sign adjacent to each street line, max 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> in total, located min of 3.0m from lot line	1 projecting sign for each 30m of street line, max 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> in total, located min of 3.0m from lot line	1 projecting sign max sign area of 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> on total, located min of 3.0m from lot line
roof	max. 1 roof sign not directly abutting a residential zone	roof signs	1 roof sign not abutting Residential Zone
Ground	ground signs, located min of 3.0m from lot line, 15.0m from Residential Zone *	ground signs, located min of 3.0m from lot line, 15.0m from Residential Zone *	1 ground sign max area of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from lot line, 15.0m from Residential Zone
Advertising Signs			
wall	1 wall sign adjacent to each exterior yard and abutting court per main use	n/a	n/a
projecting	1 projecting sign in each street line, max sign area 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> total, no closer than 3.0m from lot line	n/a	n/a
roof	1 roof sign not abutting a Residential Zone	n/a	n/a
ground	ground signs, located min of 3.0m from lot line, 15.0m from Residential Zone *	n/a	n/a

C2	General Commercial
C3	Limited General Commercial
C5	Shopping Centre Commercial
C7	Resort Comercial

Ground Sign Requirements  
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- 1) lots whose longest street line is less than 15.5m, 1 ground sign only, max. 5.4m<sup>2</sup> in total area
- 2) lots whose longest street line is not less than 15.5m and not greater than 76.5m, max. 1 ground sign not exceeding 15m<sup>2</sup> in total area
- 3) lots whose longest street line is not less than 76.5m but not greater than 137.1m, max. 2 ground signs, each sign not exceeding 15m<sup>2</sup> in total area, and located not less than 60m apart
- 4) lots whose longest street line is greater than 137.1m, max. 3 ground signs, each sign not exceeding 15m<sup>2</sup> in total area, and located not less than 60m apart

SCHEDULE "E"  
to By-Law 2007-250 of the City of Greater Sudbury

INDUSTRIAL ZONINGS

SIGN TYPE		M1 & M1-1	M2
Signage Area Allowed		total sign area for property max 1.2m <sup>2</sup> per 1.0m of lot frontage or lot flankage (greatest)	total sign area for property max 1.0m <sup>2</sup> per 1.0m of lot frontage
Business ID			
wall		1 wall sign adjacent to each exterior yard and abutting court per main use	1 wall sign per main use
projecting		1 projecting sign adjacent to each street line, max sign area 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> total, no closer than 3.0m from lot line	1 projecting sign adjacent to each street line, max 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> in total, located min of 3.0m from lot line
roof		1 roof sign not abutting a Residential Zone	1 roof sign not abutting a Residential Zone
ground		ground signs, located min of 3.0m from lot line, 15.0m from Residential Zone *	1 ground sign in each exterior yard, max of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from any lot line
Advertising Signs			
wall		1 wall sign adjacent to each exterior yard and abutting court per main use	n/a
projecting		1 projecting sign in each street line, max sign area 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> total, no closer than 3.0m from lot line	n/a
roof		1 roof sign not abutting a Residential Zone	n/a
ground		ground signs, located min of 3.0m from lot line, 15.0m from Residential Zone *	n/a

- M1 Mixed Light Industrial / Service Commercial
- M1-1 Business Industrial
- M2 Light Industrial

Ground Sign Requirements \*

- 1) lots whose longest street line is less than 15.5m, 1 ground sign only, max 5.4m<sup>2</sup> in total area
- 2) lots whose longest street line is not less than 15.5m and not greater than 76.5m, max. 1 ground sign not exceeding 15m<sup>2</sup> in total area
- 3) lots whose longest street line is not less than 76.5m but no greater than 137.1m, max. 2 ground signs, each sign not exceeding 15m<sup>2</sup> in total area, and located not less than 60m apart
- 4) lots whose longest street line is greater than 137.1m, max. 3 ground signs, each sign not exceeding 15m<sup>2</sup> in total area, and located not less than 60m apart

SCHEDULE "E"  
to By-Law 2007-250 of the City of Greater Sudbury

INDUSTRIAL ZONINGS

SIGN TYPE		M3	M4
Signage Area Allowed  Business ID		total sign area for property max 1.0m <sup>2</sup> per 1.0m of lot frontage	total sign area for property max 1.0m <sup>2</sup> per 1.0m of lot frontage
	wall	1 wall sign per main use	1 wall sign
	projecting	1 projecting sign adjacent to each street line, max 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> in total, located min of 3.0m from lot line	1 projecting sign adjacent to each street line, max 3.0m <sup>2</sup> per sign face or 6.0m <sup>2</sup> in total, located min of 3.0m from lot line
	roof	1 roof sign not abutting a Residential Zone	1 roof sign not abutting a Residential Zone
	ground	1 ground sign in each exterior yard, max of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from any lot line	1 ground sign in each exterior yard, max of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from any lot line
Advertising Signs			
	wall	1 advertising wall, max of 5.0m vertically and 15.0m horizontally	n/a
	projecting	n/a	n/a
	roof	n/a	n/a
	ground	1 advertising ground sign, max 3 sign faces, each max of 5.0m vertically and 15.0m horizontally ***	n/a

- M3 Heavy Industrial
- M4 Mining Industrial

Ground Sign Requirements  
\*\*\*

- 1) no sign face contains more than 2 separate and distinct sign displays
- 2) no such sign is located closer than 240m, in any direction, to an advertising sign previously established
- 3) no part of sign is located in an exterior yard or closer than 60m to a Residential Zone
- 4) no part of any ground sign is located closer than 3m to any interior lot line
- 5) each sign face is located in such a way as to be fully visible from an arterial road at a distance of at least 75m

SCHEDULE "E"  
to By-Law 2007-250 of the City of Greater Sudbury

INDUSTRIAL ZONINGS

SIGN TYPE		M5	M6
Signage Area Allowed  Business ID		total sign area for property max 1.0m <sup>2</sup> per 1.0m of lot frontage	total sign area for property max 1.0m <sup>2</sup> per 1.0m of lot frontage
	wall projecting roof	1 wall sign per main use, max area of 6.0m <sup>2</sup> n/a n/a	1 wall sign, max area of 6.0m <sup>2</sup> n/a n/a
	ground	1 ground sign in each exterior yard, max of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from any lot line	1 ground sign in each exterior yard, max of 6.0m <sup>2</sup> per sign face or 12.0m <sup>2</sup> in total, located min of 3.0m from any lot line
Advertising Signs		n/a	n/a

- M5 Extractive Industrial
- M6 Disposal Industrial



SCHEDULE "F"  
to By-Law 2007-250 of the City of Greater Sudbury

RURAL ZONINGS

SIGN TYPE		RU	A
Name Plate Wall and / or Ground	1 unlit or illuminated area max 0.2m <sup>2</sup> per face or 0.4m <sup>2</sup> in total		1 unlit or illuminated area max 0.2m <sup>2</sup> per face or 0.4m <sup>2</sup> in total
	area max 0.2m <sup>2</sup> per face or 0.4m <sup>2</sup> in total max ground sign height 1.5m		area max 0.2m <sup>2</sup> per face or 0.4m <sup>2</sup> in total max ground sign height 1.5m
	Signage Area Allowed	n/a	n/a
Business ID			
Wall	1 wall sign, max 2.0m <sup>2</sup> per sign area, adjacent to each exterior yard		1 wall sign, max 2.0m <sup>2</sup> per sign area, adjacent to each exterior yard
	2 unlit wall signs, identifying agricultural use only painted directly on a building		2 unlit wall signs, identifying agricultural use only painted directly on a building
Ground	1 ground sign, max 4.0m <sup>2</sup> per sign face or 8.0m <sup>2</sup> in total, in each exterior yard, located min of 3.0m from any lot line		1 ground sign, max 4.0m <sup>2</sup> per sign face or 8.0m <sup>2</sup> in total, in each exterior yard, located min of 3.0m from any lot line
Advertising Signs	1 advertising ground sign, 1 sign face only, max 60.0m <sup>2</sup> in total sign area *****		1 advertising ground sign, 1 sign face only, max 60.0m <sup>2</sup> in total sign area *****

RU Rural  
A Agricultural

Ground Sign Requirements  
\*\*\*\*\*

- 1) sign is located adjacent to section of arterial road which is straight or has an oncoming maximum curve of 1 ° 30' and has a grade not exceeding 4%, fully visible to traffic for a distance of at least 75m
- 2) no part of such sign is located in a required yard or closer to a street line than:

a) 80m where sign area exceeds 30m<sup>2</sup>

b) 50m where sign area does not exceed 30m<sup>2</sup>

c) 23m where sign area does not exceed 12m<sup>2</sup> and the sign face dimensions are 3m vertically and 4m horizontally
- 3) no such sign is located;

a) closer than 90m to the corner point of a corner lot

b) closer than 60m to a Residential Zone

c) closer than 300m in any direction to an existing advertising sign
- 4) no such sign contains more than 1 separate and distinct sign display

SCHEDULE "F"

to By-Law 2007-250 of the City of Greater Sudbury

RURAL ZONINGS

SIGN TYPE	RS		SLS	
	Name Plate		1 unlit or illuminated	
Wall and / or Ground	area max 0.1m <sup>2</sup> single face		area max 0.1m <sup>2</sup> single face	
	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m		area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m	
Permitted Non-Residential Use	1 unlit bus id wall sign area max 1.0m <sup>2</sup>		1 unlit bus id wall sign area max 1.0m <sup>2</sup>	

RS

SLS

Rural Shoreline

Seasonal Limited Service

SCHEDULE "G"  
to By-Law 2007-250 of the City of Greater Sudbury

OTHER ZONINGS

SIGN TYPE		I	P	OSR
Name Plate Wall and / or Ground		n/a	n/a	1 unlit or illuminated area max 0.1m <sup>2</sup> single face
		n/a	n/a	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m
		n/a	n/a	1 unlit bus id wall sign area max 1.0m <sup>2</sup>
Permitted Non-Residential Use		n/a	n/a	
Signage Area Allowed		total sign area for property max 0.5m <sup>2</sup> per 1.0m of street line	n/a	n/a
Business ID				
wall		wall signs, max 10.0m <sup>2</sup> per sign area	1 wall sign, max 10.0m <sup>2</sup> per sign area adjacent to each exterior yard	1 wall sign, max 10.0m <sup>2</sup> per sign area adjacent to each exterior yard
ground		ground signs, max 10.0m <sup>2</sup> per sign face or 20.0m <sup>2</sup> in total, located min of 3.0m from any lot line	1 ground sign in each exterior yard, max of 10.0m <sup>2</sup> per sign face or 20.0m <sup>2</sup> in total, located min of 3.0m from any lot line	1 ground sign in each exterior yard, max of 10.0m <sup>2</sup> per sign face or 20.0m <sup>2</sup> in total, located min of 3.0m from any lot line

- IInstitutional
- PPark
- OSROpen Space - Recreation

OTHER ZONINGS

SCHEDULE "G"  
to By-Law 2007-250 of the City of Greater Sudbury

SIGN TYPE		OSC & OSP	EP & FD	OSW
Name Plate Wall and / or Ground		1 unlit or illuminated area max 0.1m <sup>2</sup> single face	1 unlit or illuminated area max 0.1m <sup>2</sup> single face	n/a
		area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m	area max 0.1m <sup>2</sup> per face or 0.2m <sup>2</sup> in total max ground sign height 1.2m	n/a
	Signage Area Allowed	n/a	n/a	n/a
Business ID		1 wall sign, max 2.0m <sup>2</sup> per sign area, adjacent to each exterior yard	1 wall sign, max 2.0m <sup>2</sup> per sign area, adjacent to each exterior yard	n/a
	wall	2 unlit wall signs, identifying agricultural use only painted directly on a building	2 unlit wall signs, identifying agricultural use only painted directly on a building	n/a
	ground	1 ground sign, max 4.0m <sup>2</sup> per sign face or 8.0m <sup>2</sup> in total, in each exterior yard, located min of 3.0m from any lot line	1 ground sign, max 4.0m <sup>2</sup> per sign face or 8.0m <sup>2</sup> in total, in each exterior yard, located min of 3.0m from any lot line	n/a
		OSC		
		OSP		
		EP		
		FD		
		OSW		
		Open Space - Conservation		
		Open Space - Private		
		Environmental Protection		
		Future Development		
		Open Space - Waterbody		

**BY-LAW 2010-\*\***

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO  
AMEND BY-LAW 2007-250 A BY-LAW TO REGULATE THE ERECTION OF SIGNS  
AND ADVERTISING DEVICES**

**WHEREAS** the City of Greater Sudbury wishes to amend By-law 2007-250, as amended, being a By-law to Regulate the Erection of Signs and Advertising Devices;

**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY  
HEREBY ENACTS AS FOLLOWS:**

1. By-law 2007-250, a By-law of the City of Greater Sudbury to Regulate the Erection of Signs and Advertising Devices, as amended, is hereby amended by adding the following definitions to Section 1 thereof:

“Abandoned Sign” means a sign located on property which becomes vacant and unoccupied for a period of ninety days or more, or any sign which pertains to a time, event or purpose which no longer applies;

“Advertising Device” means any device or object erected or located so as to attract public attention to any goods or services or facilities or events and includes flags, banners, pennants and lights;

“Animated Sign” means any kinetic or illusionary motion or video of all or any part of a sign and includes the rotation of a sign, but does not include a sign which revolves or appears to revolve, in whole or in part, at a rate not exceeding eight revolutions per minute or which changes its image not more than eight times a minute, provided such sign is not animated in any other way and does not include an electronic variable message centre;

“awning” means a space frame system, moveable or fixed, covered with fabric or like material attached and projecting from a building or structure, but not forming an integral part thereof, and includes a canopy;

“awning sign” means a sign with copy painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of such awning;

“business identification sign” means a sign identifying or advertising a business or other non-residential use located, operated or conducted on the same lot, with or without reference to a product sold, distributed or manufactured on the premises or to an activity occurring in conjunction with such use;

“canopy” means a roof-like structure projecting from the exterior face of a building;

“changing copy sign” means a sign constructed so that the message or copy can be changed by manual, electronic, or electro-mechanical means;

“copy” means the graphic content of a sign surface in either permanent or removable letter, pictorial, symbolic or numeric form;

“directory sign” means a sign listing the tenants of a multi-tenant industrial building containing at least two distinct tenant units which sign includes only the municipal address and a list of tenants or occupancies for identification purposes;

“double faced sign” means a sign having two sign faces of equal area and proportions which are located exactly opposite each other on the sign structure;

“electronic variable message centre” means an illuminated sign or part thereof which is computer controlled and which displays information to the public by way of a prearranged or variable sequence of electronically generated letters, words, light patterns or shapes but does not include an animated sign;

“fascia sign” means a sign attached to, marked and inscribed on, erected or placed against a wall forming part of a building, or supported by or through a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and includes a painted wall sign and an awning sign;

“flashing sign” means a sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source but does not include an automatic changing sign or electronically variable message centre;

“frontage” means the length of the property line of any one lot parallel to and along each legally accessible public street;

“ground sign” means a sign supported by a pole, pylon or other structure embedded directly in the ground;

“height” means the vertical distance measured from the average elevation of the finished grade immediately below a sign to the highest point of the sign and includes any support structure;

“highway” means a common and public highway, street, avenue, parkway, driveway, square, place, bridge, viaduct or trestle, any part of which is intended for or used by the general public for the passage of vehicles and includes the area between the lateral property lines thereof;

“illuminated” when used in reference to a sign or advertising device, shall mean lighted by any artificial means whatsoever, and shall include direct, indirect, internal or external sources of illumination;

“menu board” means a ground sign erected as part of a drive-through facility and used to display and order products and services available in association with a drive-through business;

“multi-faced sign” means a ground sign having more than two sign faces up to a maximum of four faces, each face being of equal area and proportion to the other;

“mural” means a painting, illustration or decoration applied or affixed directly to any external façade of a building or structure which may not include any words of advertisement or any other direct or indirect promotional message or content;

“name plate sign” means a sign identifying the name, address or occupation of an occupant or owner of a dwelling or dwelling unit;

“permanent sign” is a sign that is not a temporary sign;

“place of worship” means any building used primarily as a place of public worship and is also used for administrative offices in conjunction with the place of worship as well as a place of conduct of social, recreational and charitable activities;

“premises” means a lot under registered ownership and includes all buildings and structures thereon;

“projecting sign” means a sign which is affixed to, and projects from, a wall of a building;

“public property” means property, land, or buildings owned by the City, or a local board as defined in the *Municipal Affairs Act*, R.S.O. 1990, c.M.46, as amended, or owned by a Federal or Provincial government;

“pump island sign” means a fascia sign on top of gasoline service pumps or on the columns of a gas bar canopy, on guard posts or freestanding on a gasoline pump apron;

“roof sign” means a sign supported by a structure erected upon the roof-top of a building;

“sight triangle” means in the case of a corner lot, the triangular space formed by the street lines and a line drawn from a point in one street line to a point in the other street line, as set out in a relevant section of the Zoning By-law, or in a site plan agreement, or in a sight triangle otherwise approved by the City;

“storey” means a horizontal division of a building floor from a floor to the ceiling directly above such floor, regardless of whether or not such floor constitutes an overhanging mezzanine, a gallery or a balcony, and includes an attic, basement or cellar but does not include any crawl space or other area that is, for all intents and purposes, unusable by virtue of its inaccessibility;

“unsafe” means a sign which is structurally unsafe, or which constitutes a fire or safety hazard, impedes the movement of vehicular or pedestrian traffic, or which otherwise constitutes a risk to the safety of persons or premises;

“zone” means the area of a defined land use zone in the Zoning By-law; and

“Zoning By-law” means the By-law 2010-100 being the Zoning By-law for the City of Greater Sudbury, as amended from time to time.

2. By-law 2007-250, as amended, being a By-law of the City of Greater Sudbury to Regulate the Erection of Signs and Advertising Devices is hereby amended by repealing Paragraph 10(b).

3. By-law 2007-250, as amended, being a By-law of the City of Greater Sudbury to Regulate the Erection of Signs and Advertising Devices is hereby amended by repealing enacting the following Sections 15A – 15G immediately after Section 15 and before Section 16.

#### Prohibitions

“15A (1) No person being the owner of a property shall fail to remove from his or her property:

(a) an abandoned sign located thereon; or

(b) an unsafe sign located thereon.

(2) No person shall erect, display, alter, maintain or cause or authorize the erection, display, alteration, or maintenance of a flashing or animated sign unless expressly permitted by this By-law;

(3) No person shall erect, display, alter, maintain or cause or authorize the erection, display, alteration, or maintenance of an illuminated sign or lighting fixtures providing exterior illumination of a sign except in a manner:

(a) as to direct or deflect glare or spill-over light away from adjacent lots and roads; and

(b) so as to not impair the vision of person driving vehicles on roads in the City.

(4) No person shall erect, display, alter, maintain or cause or authorize the erection, display, alteration, or maintenance of a sign in proximity to overhead electric power lines unless done so in compliance with all applicable standards of the public utility having jurisdiction.

(5) No person shall erect, display, alter, maintain or cause or authorize the erection, display, alteration, or maintenance of a sign in a location which may interfere with or damage any above or below ground municipal or utility services which have been lawfully placed at the location.

#### Establishment of Sign Classes by Zoning Category

**15B** The zone categories and terms set put below and used herein shall have the same meaning as in the Zoning By-law



**Zone Categories**  
**where zones have the same meaning as in the Zoning By-law**

**Residential Zones**

R1	Low Density Residential One
R2	Low Density Residential Two
R3	Medium Density Residential
R4	High Density Residential
RMH	Residential Mobile Home

**Commercial Zones**

C1	Local Commercial
C2	General Commercial
C3	Limited General Commercial
C4	Office Commercial
C5	Shopping Centre Commercial
C6	Downtown Commercial
C7	Resort Commercial

**Mixed Light Industrial / Service Commercial Zones**

M1-1	Business Industrial
M2	Light Industrial
M3	Heavy Industrial
M4	Mining Industrial
M5	Extractive Industrial
M6	Disposal Industrial

**Rural Zones**

A	Agricultural
RU	Rural
RS	Rural Shoreline
SLS	Seasonal Limited Service

#### Other Zones

I	Institutional
P	Park
OSC	Open Space - Conservation
OSP	Open Space - Private
OSR	Open Space - Recreation
OSW	Open Space - Waterbody
EP	Environmental Protection
FD	Future Development

#### Requirements for Permanent Signs

- 15C.** No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any permanent sign on a property unless the sign:
- (a) is permitted in that Zoning Category for that property in accordance with Schedule A; and
  - (b) is compliant with the regulations and standards applicable to that type of sign within the applicable class of sign as set out in Schedule E for Residential Class Signs, Schedule F for Commercial Class Signs, Schedule G for Industrial Class Signs, Schedule H for Rural Class Signs or Schedule I for Other Class Signs; and
  - (c) is compliant with any other applicable provisions of this By-law.

#### GENERAL PROVISIONS – PERMANENT SIGNS

#### Ground Signs

**15D-(1)** No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a ground sign except on a property within the permitted zoning categories determined in accordance with Schedule A for a ground sign.

- (2) No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a ground sign unless the ground sign meets each of the following criteria:
- (a) the ground sign does not have a height in excess of 7.5 metres;
  - (b) if the ground sign is double-faced or multi-faced, the total sign area does not exceed double the area permitted for one sign face;
  - (c) if the ground sign is double-sided or multi-faced each sign face is attached to the adjacent sign face at an angle no greater than 90 degrees;
  - (d) if the ground sign is in a commercial or industrial zone, the municipal address number is displayed on the ground sign in

numerals and letters that are no less than 150 millimetres in height;

- (e) if the ground sign has an electronic variable message centre, the electronic variable message centre does not occupy more than 50% of each sign face;
- (f) the ground sign is not located within 3 metres of a driveway entrance or exit;
- (g) the ground sign is not located in the rear or side yard of a lot in a commercial or industrial zoned located adjacent to a Provincial Highway; and
- (h) the ground sign is compliant with any applicable provisions for ground signs set out on Schedules B - F for the zoning category applicable to the property on which the sign is erected or displayed.

#### Fascia Signs

**15E** No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a fascia sign on a except on a property within the permitted zoning categories determined in accordance with Schedule A for a fascia sign.

(2) No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a fascia sign unless the fascia sign meets each of the following criteria:

- (a) the fascia sign does not project out from a building by more than 30 centimetres;
- (b) the fascia sign is attached to the building façade which was used to calculate the maximum sign area of the sign;
- (c) the fascia sign is not erected higher than the upper limit of the first storey of a building, unless otherwise permitted in this By-law, or unless the fascia sign is attached to an enclosed shopping centre; and
- (d) the fascia sign is compliant with any applicable provisions for fascia signs set out on Schedules B - F for the zoning category applicable to the property on which the sign is erected or displayed.

(2) Where a building is located in a commercial or industrial zone on a lot that is adjacent to a Provincial Highway, the Provincial Highway shall be considered a street for the purposes of permitting a fascia sign in compliance with this By-law.

#### Advertising Signs

**15F-(1)** Where an advertising sign is permitted, it may be illuminated or non-illuminated.

(2) No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of an advertising sign except on a property within the permitted zoning categories identified on Schedule A for an advertising sign.

(3) No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of an advertising sign unless the advertising sign meets each of the following criteria:

- (a) the advertising sign has no more than two faces;
- (b) no part of the advertising sign is located closer than 300 metres in any direction to another advertising sign;
- (c) no part of the advertising sign is located closer than 60 metres measured in a straight line from a residential zone, determined in accordance with the Zoning By-law;
- (d) no part of the advertising sign is more than 7.5 metres in height; and
- (e) the advertising sign is compliant with any applicable provisions for advertising signs set out on Schedules B - F for the zoning category applicable to the property on which the sign is erected or displayed.

#### Roof Signs

**15H** No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a roof sign except on a property within the permitted zoning categories determined in accordance with Schedule A for a roof sign.

(2) No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of a roof sign unless the roof sign meets each of the following criteria:

- (a) the roof sign is the only roof sign on the lot and the lot does not abut a Residential Zone, determined in accordance with the Zoning By-law.
- (b) the roof sign is compliant with any applicable provisions for roof signs set out on Schedules B - F for the zoning category applicable to the property on which the sign is erected or displayed.

#### Maintenance of Signs

**15G.-(1)** No person being the owner of a sign shall fail to maintain or cause such sign to be maintained in a proper state of repair.

(2) No person being the owner of property on which a sign is placed, erected or constructed shall fail to maintain or cause such sign to be maintained in a proper state of repair.

- (3) A sign shall be deemed to not be in a proper state of repair if the sign is:
  - (a) not completely operative at all times; or
  - (b) unsafe;
  - (c) defective; or
  - (d) dangerous.
- (4) Maintenance or repairs using materials identical to the materials of the component being maintained or repaired does not constitute an alteration so as to require a permit to be issued.

#### Interpretation

4.(1) Whenever this By-law refers to a person or thing with reference to gender or the gender neutral, the intention is to read the By-law with the gender or gender neutral applicable to the circumstances.

(2) References to items in the plural include the singular, as applicable.

(3) The words “include”, “including” and “includes” are not to be read as limiting the phrases or descriptions that precede them.

(4) Headings are inserted for ease of reference only and are not to be used as interpretation aids.

(5) Specific references to statutes in the By-law are printed in italic font and are meant to refer to the current statutes applicable with the Province of Ontario as at the time the By-law was enacted, as they are amended or replaced from time to time, and includes the regulations thereunder.

(6) Any reference to periods of time, stated in numbers of days, shall be deemed applicable on the first business day after a Sunday or Statutory holiday if the expiration of the time period occurs on a Sunday or Statutory holiday.

#### Schedule

5. The following Schedules attached here, are incorporated into and form as part of this By-law:

Schedule A	Sign Classes by Zoning Category	being Schedule B to By-law 2007-250;
Schedule B	Residential Class Signs Regulations and Standards	being Schedule C to By-law 2007-250;
Schedule C	Commercial Class Signs Regulations and Standards	being Schedule D to By-law 2007-250;
Schedule D	Industrial Class Signs Regulations and Standards	being Schedule E to By-law 2007-250;
Schedule E	Rural Class Signs Regulations and Standards	being Schedule F to By-law 2007-250; and
Schedule F	Other Class Signs Regulations and Standards	being Schedule G to By-law 2007-250

Enactment

5. This By-law shall come into force and take effect on \*\*\*\*\*

**READ AND PASSED IN OPEN COUNCIL** this    day of

\_\_\_\_\_ Mayor

\_\_\_\_\_ Clerk