

The Corporation of the Town of Tecumseh

By-Law Number 2025-118

Being a By-Law to regulate and govern signs with the Town of Tecumseh.

Whereas Sections 8, 9, 11, and 99 of the *Municipal Act*, 2001, S.O. 2001, c.25, as amended (the “**Municipal Act**”), provides that a municipality may prohibit or regulate signs and as part of the power to prohibit or regulate, may require persons to do things respecting signs, provide for a system of permits, approvals, registrations, and impose conditions as a requirement of obtaining, continuing to hold, or renew a permit, approval, or registration; and may be general or specific in its application and may differentiate in any way and on any basis a municipality considers appropriate;

And Whereas Section 446 of the *Municipal Act* provides that if a municipality has the authority under a By-Law under this or any other Act to direct or require a person to do a matter or thing, the municipality may also provide that, in default of its being done by the person directed or required to do it, the matter or thing shall be done at the person’s expense;

And Whereas the *Municipal Act* also provides that a municipality may remove a Sign if it is erected or displayed in contravention of a By-Law respecting signs;

And Whereas Section 436.1 of the *Municipal Act* states that a municipality has the power to pass By-Laws providing that the municipality may enter the land at any reasonable time for the purposes of carrying out an inspection;

And Whereas Section 434.1 of the *Municipal Act*, authorizes a municipality to require persons to pay an administrative penalty if the municipality is satisfied that the person has failed to comply with a municipal By-Law passed, subject to conditions as the municipality considers appropriate;

And Whereas Section 429 of the *Municipal Act*, provides that a municipality may establish a system of fines for offences under a By-Law of the municipality passed under the *Municipal Act*;

And Whereas By-Law 2018-33 is the Town’s current By-Law regulating signs within the municipality;

And Whereas By-Law 2024-054 is a By-Law to amend By-Law 2018-33, the Town’s By-Law regarding signs within the Municipality;

And Whereas the Council of The Corporation of the Town of Tecumseh considers it necessary and advisable to make such other amendments to regulate the erection or display of signs in the Town of Tecumseh and to further consolidate the Town’s current By-Laws regulating signs within the municipality by way of passage of this By-Law and repeal as further described herein.

Now Therefore the Council of The Corporation of The Town of Tecumseh enacts as follows:

Section 1 - Definitions

- 1.1 **“Area”** or **“Area of the Sign”** shall mean the number of square metres/feet on the face of a Sign, including the border and frame if applicable. In the case of a Projecting Sign or Double-Faced Sign, the Area is the area of the surface of one side of the Sign face, including the border and frame, if applicable.
- 1.2 **“Average Finished Grade”** shall mean the average elevation of the whole of a Lot. The determination of the Average Finished Grade shall be solely at the discretion of the Town.
- 1.3 **“Council”** shall mean the Council of The Corporation of the Town of Tecumseh.
- 1.4 **“Defined Area”** shall have the same meaning as found in the applicable Zoning By-Law of the Town.
- 1.5 **“Exposed Building Face”** shall mean a building face that is visible from an adjacent Street or from a primary parking area or internal roadway on a Property. The determination as to which faces of a building are an Exposed Building Face shall be at the Town's sole discretion.
- 1.6 **“Erect”** shall mean to attach, build, construct or reconstruct, enlarge, locate or relocate any Sign or to paint a Wall Sign or to maintain any Sign but does not include copy changes on any approved Sign face.
- 1.7 **“Height of the Sign”** shall mean the vertical distance from the Average Finished Grade to the highest extremity of the Sign including the border or frame and any supporting Structure.
- 1.8 **“Legal Non-Conforming Use”** shall mean a use that legally existed on a property prior to the passing of a Zoning By-Law governing the property, and that continues to operate out of conformity with the governing Zoning By-Law regulations.
- 1.9 **“Lot”** shall mean any parcel of land capable of being separately conveyed.
- 1.10 **“Lot Line”** shall mean any boundary of a Lot.
- 1.11 **“Owner”** when used in reference to a Sign shall mean that person who owns, rents or leases the Sign. When there is no known Owner of the Sign or such person cannot be determined with certainty, the Owner shall be deemed to be the Person having authority over the associated use or deriving the majority benefit from the Sign. If such person is unknown, the Owner shall be deemed to be the registered Owner of the Land upon which the Sign is situated.
- 1.12 **“Permit”** shall mean a permit issued by the Town under this By-Law.
- 1.13 **“Property”** shall mean a property as listed on the last revised assessment roll of the Town.

- 1.14 **“Sign”** shall mean any device, including all its component parts and supporting Structure, erected for the purpose of conveying information or attracting the attention of the public by means of letters, numerals, symbols, characters, logos, lights, colours, designs, textures or objects. Without limiting, the generality of the foregoing, Signs may be classified by their design, means of support, ownership, or purpose and may be described as follows:
- 1.14.1 **“Accessory Event Sign”** shall mean a Sign erected for the purpose of advertising an approved special event taking place on Property being leased from the Town.
- 1.14.2 **“Animated Sign”** shall mean any Sign that includes action or motion of all or any part of a Sign and includes a Sign containing intermittent or flashing light source.
- 1.14.3 **“Banner Sign”** shall mean any Sign made of wood, plastic, fabric or other material similar in nature, with its main body supported by a fence, ropes, posts, wires or cords.
- 1.14.4 **“Billboard”** or **“Billboard Sign”** shall mean any Sign other than a Real Estate Sign or Portable Sign, that measures more than 1.8 square metres (6.0 square feet) in Area that directs attention to products, goods and services, activities or facilities not provided on the Property on which the Sign is located, whether rented or leased.
- 1.14.5 **“Double Faced Sign”** shall mean a Sign on a single supporting Structure having two Sign faces.
- 1.14.6 **“Construction Sign”** shall mean a Sign erected for the for the purpose of identifying or advertising a major construction project, the determination of which shall be at the Town's sole discretion.
- 1.14.7 **“Election Sign”** shall means any Sign advertising or promoting a candidate in a federal, provincial or municipal election, including an election of a local board or commission; or any Sign intended to influence persons to vote for or against any candidate or any question or By-Law submitted to the electors under Section 8 of the *Municipal Elections Act*, 1996.
- 1.14.8 **“Exempt Sign”** shall mean any Sign exempted pursuant to this By-Law.
- 1.14.9 **“Existing Sign”** shall mean a Sign that legally existed prior to the date of the adoption of this By-Law.
- 1.14.10 **“Fascia Sign”** shall mean a Sign painted on or attached to and parallel to an Exposed Building Face.

- 1.14.11 “**Flashing Sign**” shall mean any Illuminated Sign or Animated Sign upon which the source of artificial light is not stationary, or, the intensity or colour is not constant, or, where the illumination is projected in an intermittent sequence.
- 1.14.12 “**Gateway Sign**” shall mean a Sign erected by the municipality at an entrance to the municipality for the purpose of identifying the entrance and may include an area provided by the municipality for the attachment of an Accessory Event Sign.
- 1.14.13 “**Ground Sign**” shall mean any Sign with its main body supported by posts, a foundation or the ground.
- 1.14.14 “**Ground Flag Sign**” shall mean any Sign, supporting a flag at ground level or otherwise.
- 1.14.15 “**Illuminated Sign**” shall mean a lighted Sign which emits light from the Sign face, or a Sign which reflects light from a source intentionally directed upon it.
- 1.14.16 “**Inflatable Sign**” shall mean a Sign filled with air or gas and designed to be airborne and/or tethered to the ground, a Vehicle or any other Structure and shall include balloons and any other inflatable advertising device.
- 1.14.17 “**Institutional Accessory Sign**” shall mean a Sign indicating the location of or directions to be followed to an institutional use as defined in the Town’s Zoning By-Law.
- 1.14.18 “**Light Standard Banner Sign**” shall mean a Banner Sign designed to be attached to that area of a municipal light standard provided for the accommodation of a Banner Sign.
- 1.14.19 “**Off-Site Sign**” shall mean a Sign displaying any message or advertisement in respect of any person, business, activity, event or other thing or item which is located, carried on, taking place, scheduled or proposed to take place outside the geographic boundaries of the City of Windsor and Essex County, Ontario.
- 1.14.20 “**Pedestal Sign**” shall mean a temporary and/or movable Sign supported by a column and base so as to allow the Sign to stand in an upright position.
- 1.14.21 “**Placard Sign**” shall mean a Sign constructed of a poster supported in the ground by means of a wire frame or other similar material or attached to any other Structure, including a fence.
- 1.14.22 “**Portable Sign**” shall mean any Sign which is designed to facilitate its movement from place to place, whether fixed to the ground, mounted

- on a Vehicle or affixed to a freestanding Structure but does not include a Sandwich Board Sign.
- 1.14.23 “**Projecting Sign**” shall mean a Sign, other than a Wall Sign, attached to and projecting from the wall of a building.
- 1.14.24 “**Pylon Sign**” shall mean a Ground Sign supported upon one or more poles or standards.
- 1.14.25 “**Real Estate Sign**” shall mean a Sign erected for the purpose of identifying the sale, rental or lease of a Property or advertising a major development on a Property.
- 1.14.26 “**Roof Sign**” shall mean a Sign that is erected on the roof of a building, or on any wall extending above the juncture of the wall and roof.
- 1.14.27 “**Sandwich Board Sign**” shall mean a Sign consisting of two (2) flat surfaces joined on one (1) end, which is supported by the ground and able to be transported by a single individual.
- 1.14.28 “**Temporary Sign**” shall mean a Sign or advertising device which is intended to be displayed for a limited time period.
- 1.14.29 “**Wall Sign**” shall mean a single faced Sign which is painted on or affixed to an exterior wall of a building such that the Sign face is approximately parallel to the wall.
- 1.15 “**Officer**” means the Town’s appointed By-Law enforcement Officer(s) or a police officer employed by the Ontario Provincial Police or any other police service having jurisdiction in the Town.
- 1.16 “**Order**” shall mean a written direction or Order issued pursuant to the provisions of this By-Law.
- 1.17 “**Vehicle**” shall mean a motor vehicle, tractor, trailer, truck, camper, boat, motorcycle, motorized snow vehicle, mechanical equipment or any vehicle drawn, propelled or driven by any kind of power.
- 1.18 “**Street**” shall mean a common and public street, road, alley, lane or highway as defined in the Municipal Act and includes a bridge but does not include a private road.
- 1.19 “**Street Line**” shall mean the Lot Line dividing a Lot from a Street.
- 1.20 “**Structure**” shall mean the foundation, supports, uprights, bracing and framework of a Sign.
- 1.21 “**Town**” shall mean The Corporation of the Town of Tecumseh.

- 1.22 **“Town Administration”** shall mean any of the Town’s Clerk, Legislative and Clerk Services, Chief Building Official or their designates.
- 1.23 **“Width of the Sign”** shall mean the distance between the edges of the Sign including any border or frame, measured horizontally.
- 1.24 **“Zone”** shall have the same meaning as it has in the applicable Town Zoning Bylaw.
- 1.25 **“Zoning By-Law”** shall mean the Zoning By-Law in effect for the Town of Tecumseh.

Section 2 - General

2.1 Short Title

This By-Law may be referred to variously as the *“Sign By-Law”* or the *“Tecumseh Sign By-Law”*.

2.2 Application

The provisions of this By-Law shall apply to all lands within the boundaries of the Town as are now or hereafter legally constituted.

2.3 Use of Zoning By-Law Terms

References in this By-Law to zones, zoning terms, classification or uses permitted on a Property shall have the same meaning and attributes as determined by reference to the applicable Town’s Zoning By-Law.

2.4 Conformance to By-Law

No Signs shall be erected, displayed, structurally altered or used except in conformity with the provisions of this By-Law.

2.5 Conformance to Other Law

Nothing in this By-Law shall serve to relieve any person from the obligation to comply with all other applicable laws and regulations

2.6 Exempt Signs

Notwithstanding the s. 2.4 of this By-Law, the following signs shall be exempt from the provisions of this By-Law:

- 2.6.1 flags, emblems or insignias of any nation , election signs, crop identification plates, garage and yard sale signs, holiday decorations, municipal numbers, plaques or nameplates, building corner stones, grave markers, trademarks or brand names incidental to the Structure or equipment on which they are located;

- 2.6.2 signs required by law or otherwise intended solely for the safety and convenience of the public such as entrance or delivery signs or traffic signs;
- 2.6.3 signs erected by the Town;
- 2.6.4 signs erected by The Corporation of the County of Essex;
- 2.6.5 signs erected by the Government of the Province of Ontario;
- 2.6.6 signs erected by the Government of Canada.

All signs erected pursuant to the provisions of this subsection shall not be erected or displayed on a highway, Property owned by the Town or Property managed or controlled by a public utility or local board

2.7 **Validity**

If any court of competent jurisdiction finds any provision of this By-Law invalid or ultra vires of the jurisdiction of the Town, such provision shall be deemed severable and shall not invalidate any of the other provisions of this By-Law.

2.8 **Repeal of Existing By-Laws**

By-Law 2018-33 and By-Law 2024-054 are hereby repealed.

2.9 **Imperial Measurements**

Imperial measurements, provided in brackets, are shown for convenience only and do not form part of this By-Law.

2.10 **Effective Date**

This By-Law comes into full force and effect on the day it is finally passed.

2.11 **Schedules**

All schedules affixed to this By-Law are included in this By-Law and form part of this By-Law by reference.

2.12 **Classification of Signs**

Only Signs that can be categorized within the provisions of this By-Law may be a permitted Sign and any Sign that cannot be categorized in accordance with the provisions of this By-Law shall be a prohibited Sign at the sole determination of the Town.

2.13 **Determination by the Town**

Any determination(s) required in the application of this By-Law shall be at the sole determination of the Town and such determination (s) shall be final and binding.

Section 3 - General Sign Provisions and Requirements

3.1 **Application to all Signs**

The provisions of this section shall apply to all Signs within the limits of the Town.

3.2 **General Prohibition**

No person shall Erect, display, alter or repair any Sign, unless it is in conformity with the provisions of this By-Law, the provisions of the applicable Zoning By-Law of the Town, the provisions of the Ontario Building Code and all other applicable laws.

3.3 **Permits Required**

No person shall Erect, display, alter or repair any Sign without a permit unless the requirement for a permit has been specifically waived by this By-Law.

3.4 **Signs Not Requiring Permit**

Notwithstanding subsection 3.3 above, the following Signs shall be exempt from the provisions of this By-Law:

- 3.4.1 flags, emblems or insignias of any nation or political subdivision;
- 3.4.2 crop identification plates;
- 3.4.3 garage/yard sale Signs;
- 3.4.4 holiday decorations;
- 3.4.5 municipal numbers, plaques or nameplates;
- 3.4.6 building cornerstones;
- 3.4.7 grave markers;
- 3.4.8 a Real Estate Sign provided that the Area of the Sign shall not exceed 1.8 sq metres (6 sq feet);
- 3.4.9 direction signs indicating the location of an institutional facility;
- 3.4.10 trademarks or brand names incidental to the Structure or equipment on which they are located;

- 3.4.11 Signs required by law or otherwise intended solely for the safety and convenience of the public such as entrance, delivery or traffic signs;
- 3.4.12 Signs erected by the Town, the Corporation of the County of Essex, the Province of Ontario or the Government of Canada.

3.5 Prohibited Signs

Unless otherwise permitted pursuant to the terms of this By-Law no Sign shall be erected and/or displayed anywhere within the limits of the Town:

- 3.5.1 on or over any Municipal, County or Provincial Street;
- 3.5.2 on or over Property owned by the Town;
- 3.5.3 attached to a tree, tree grating, protector, utility pole or light standard;
- 3.5.4 on a roof;
- 3.5.5 erected or painted on a Vehicle where the Vehicle is parked or located in such a manner so as to make the Vehicle visible from a Street and as such causes the Vehicle to function as a Sign;
- 3.5.6 that is not in conformity with a By-Law of the County of Essex, a policy of the Ministry of Transportation or any other applicable law;
- 3.5.7 a Billboard Sign, save and except as provided for and described in Schedule "A" hereto; as may be amended from time to time;
- 3.5.8 an Off-Site Sign;
- 3.5.9 a Sign that will encroach upon any spatial clearance required by Ontario Hydro, Essex Power or the Town, vertically or horizontally for any electrical wires, poles, or light standards;
- 3.5.10 a Sign on or over Property managed or controlled by a public utility or local board;
- 3.5.11 a Sign which advertises a business no longer conducted, or product no longer sold;
- 3.5.12 a Sign which:
 - (a) is obscene as that term is understood under the *Criminal Code*, R.S.C. 1985, c. C-46, as amended;
 - (b) publishes defamatory statements, and/or by its words, symbols, or images is discriminatory, degrading or dehumanizing of an individual or group particularly, but not limited to, on the basis of grounds protected under the Human Rights Code (Ontario);

3.5.13 a Sign which, in the sole discretion of the Officer, causes a safety hazard of any kind, causes a nuisance, or is not in compliance with the intent of this By-Law.

3.6 Existing Signs (Grandfathering)

It is hereby acknowledged and confirmed that the grandfathering provisions previously contained in Section 99 of the Municipal Act, have been repealed. Accordingly, all Signs within the Town's boundaries shall now be required to conform to the provisions of this By-Law regardless of any previous status afforded to the Sign under any previous By-Law or legislation.

3.7 Variances/Exemptions

The Town's Clerk, Legislative and Clerk Services ("Clerk") may, upon an application from the Owner of a Property, authorize a minor variance or exemption from the provisions or requirements of this By-Law. The form and manner of such application shall be determined by the Clerk at the Clerk's sole discretion. The Clerk may authorize a minor variance or exemption if, in the opinion of Town Administration, the general intent and purpose of the By-Law is maintained and the impact on abutting properties is minor in nature. At the sole discretion of the Clerk, the application may alternatively be referred to Council for a determination. Any determination(s) made in regard to such application shall be final and binding.

3.8 Removal of Signs

3.8.1 Subject to subsection 3.8.2, the Owner of any Sign that is no longer in use shall remove the Sign, and any supporting Structure, within thirty (30) days of the cessation of its use.

3.8.2 The Owner of a Property on which is erected or displayed a Sign, which no longer relates to a permitted use operating on the Property, shall remove the Sign or cause the Sign to be removed within thirty (30) days of service of an Order from the Town to remove the Sign.

3.8.3 No Sign shall be located or constructed in such a manner that it creates an unsafe condition. Any Sign deemed unsafe (said determination being at the sole discretion of the Town), may be immediately removed and disposed of by the Town, without notice.

Section 4 - Administration and Enforcement

4.1 Administrator

This By-Law shall be administered by the Clerk and/or where and as appropriate the Chief Building Official. This By-Law shall be enforced by the Officer as may be applicable.

4.2 **Determination of Any Matter or Thing**

Where any matter or thing is to be determined in the application of or enforcement of this By-Law, the determination of such matter or thing shall be at the sole discretion of the Town.

4.3 **Entry Upon Lands**

An Officer may enter any premises or upon any lands at any reasonable time to inspect any Sign, regardless of whether the Sign is one for which a permit is required, for the purposes of determining or effecting compliance with this By-Law.

4.4 **Orders to Comply**

An Officer may Order the Owner of the Sign or Property on which a Sign has been erected as being in contravention of this By-Law and/or any person who has erected or caused or permitted a Sign to be erected in contravention of this By-Law to bring such Sign into compliance with this By-Law or to remove such Sign within the prescribed timeframe. Upon failure to comply with such an Order, the Town may cause the Sign to be removed at the expense of the person notified.

4.5 **Town May Remove**

4.5.1 Any Sign erected on Property owned by the Town, County of Essex or Province of Ontario or on Property managed or controlled by a public utility or local board without consent, may be immediately pulled down, removed, stored or disposed of by the Town or its agents without prior notice, at the expense of the Owner.

4.5.2 Where the Town has charged the expense of removing a Sign to the Owner, a copy of the invoice for the removal, together with a statement from the Town indicating that no payment or insufficient payment of the invoice shall be sufficient authority to enter the amount of the unpaid balance on the collector's roll to be collected in the same manner as taxes.

4.6 **Obstruction of a By-Law Enforcement Officer**

No person shall obstruct a By-Law Enforcement Officer or any agent of the *Town* while they are carrying out their duties under this By-Law.

4.7 **Order Provisions**

An Order issued under this By-Law shall contain:

4.7.1 the municipal address or the legal description of the Property;

4.7.2 notice that the Sign must comply with the provisions of this By-Law, or the Sign shall be removed within the time period specified; and

4.7.3 notice that if compliance with the Order is not achieved, the Sign may be pulled down/removed, stored and/or disposed of at the expense of the Owner and, the Town, in addition to all other remedies it may have, may enter onto the Property with its employees and/or agents for this purpose.

4.8 **Service**

An Order issued pursuant to subsection 4.4 above shall be served personally on the Owner or by prepaid registered mail to the last known address of the Owner.

4.9 **Deemed Service – Registered Mail**

If a notice or Order is served by registered mail, the service shall be deemed to have been made on the fifth (5th) day after the day of the mailing.

4.10 **Costs as Taxes**

Any costs incurred by the Town in the enforcement of this By-Law shall be recovered in like manner and with the same priority as municipal taxes or alternatively as a lien in accordance with the *Repair and Storage Liens Act, 2006, c. 32, Schedule A, s. 39*, as a debt owed by the Owner of the Sign.

Section 5 - Offences and Penalties

5.1 Every Person who contravenes any of the provisions of this By-Law is guilty of an offence and on conviction is liable to a fine for each day or part of a day that the offence continues as provided for in the *Provincial Offences Act, R.S.O. 1990, c. P.33*, as amended.;

5.2 Every Person who contravenes any provision of this By-Law is guilty of an offence and can, at the option of the Officer be issued a penalty notice in respect thereof requiring the payment of a penalty pursuant to the Towns Administrative Monetary Penalties System (AMPS) By-Law 2024-048 as amended from time to time.

5.3 Pursuant to Section 431 of the Municipal Act, if a person has been convicted of an offence under this By-Law, a court of competent jurisdiction may, in addition to any fine or penalty imposed on the person convicted, issue an Order,

5.3.1 prohibiting the continuation of repetition of the offence by the person convicted; and

5.3.2 requiring the person convicted to correct the contravention in the manner and within the period stated.

- 5.4 If a person is required to pay an administrative penalty in respect of each contravention of this By-Law, the person shall not be charged with an offence in respect of the same contravention.
- 5.5 In accordance with Section 398(2) of the Municipal Act, the Town may add unpaid fees, charges and fines under this By-Law to the tax roll and collect them in the same manner as municipal taxes.

5.6 Continuation & Repetition Prohibited by Order

The court in which the conviction has been entered, and any court of competent jurisdiction, thereafter, may make an Order prohibiting the continuation or repetition of the offence by the Person convicted, and such Order shall be in addition to any other penalty imposed on the Person.

5.7 Administrative Penalties

- 5.7.1 Instead of laying a charge under the *Provincial Offences Act* for any breach of any provision of this By-Law, an Officer, may issue an Administrative Penalty to the Person who has contravened this By-Law provided the authority for the Town to issue Administrative Penalties has been granted by municipal By-Law.
- 5.7.2 An Officer has the discretion to either proceed by way of an Administrative Penalty (if prescribed) or a charge laid under the *Provincial Offences Act*. If an Administrative Penalty is issued to a Person for a contravention of this By-Law, no charge shall be laid against that same Person for the same contravention.
- 5.7.3 The amount of the Administrative Penalty for a contravention of a provision of this By-Law is fixed as set out in an Administrative Penalty By-Law of the Town, as amended from time to time, or any successor By-Law.
- 5.7.4 If an Officer issues a penalty notice under AMPS, the Property Owner may appeal the penalty through the Administrative Monetary Penalties System appeal process outlined in By-Law 2024-048 as amended.
- 5.7.5 A Person who is issued an Administrative Penalty shall be subject to the procedures as provided for in the Administrative Penalty By-Law of the Town, as amended from time to time, or any successor By-Law.
- 5.7.6 An Administrative Penalty imposed on a Person pursuant to this By-Law this is not paid within fifteen (15) days after the day it becomes due and payable, constitutes a debt of the Person to the Town and may be added to a municipal tax roll and collected in the same manner as municipal taxes.

5.8 Collection of Unpaid Fines

- 5.8.1 Where a fine is in default, the Town may proceed with civil enforcement against the Person upon whom the fine has been imposed, pursuant to the Provincial Offences Act.
- 5.8.2 The Town may make a request to the Treasurer of a local municipality to add any part of a fine that is in default to the tax roll for any Property in the local municipality for which all the Owners are responsible for paying the fine and collect it in the same manner as municipal taxes

Section 6 - Permit Applications

- 6.1 Every application for a Permit shall be submitted to the Clerk and/or Chief Building Official as applicable and be accompanied by the following (unless deemed unnecessary):
 - 6.1.1 drawings and specifications showing:
 - 6.1.2 the major (permanent or temporary) and minor type, number of and location of the Sign/Signs to be erected;
 - 6.1.3 the construction details, including the type of materials;
 - 6.1.4 the supporting framework;
 - 6.1.5 the foundation;
 - 6.1.6 illumination details;
 - 6.1.7 the height and weight of the Sign;
 - 6.1.8 the length and width of the Sign face;
 - 6.1.9 the location of the Sign on the Property;
 - 6.1.10 the elevation of the Sign;
 - 6.1.11 the location of the Sign in relationship to adjacent buildings;
 - 6.1.12 the Sign type; and
 - 6.1.13 the zoning classification of the Property;
 - 6.1.14 in the case of Signs affixed to any wall, plans showing the elevation of the wall of the building on which the proposed Sign is to be erected showing all doors, windows and other openings and the location of the proposed Sign;

- 6.1.15 the Permit fee as may be prescribed and applicable in the Town's Fees and Charges By-Law 2024-097, as amended and replaced from time to time.
- 6.2 Where a Sign will front on a County Road or Provincial Highway, copies of the application shall be forwarded by the applicant to the appropriate authority for approval prior to the issuance of the Permit.
- 6.3 **Issuance of Permits**
- The Town shall issue a Permit to an applicant where the Clerk and/or Chief Building Official as applicable is satisfied that the application meets the requirements of this By-Law and any other applicable laws/legislation and that the Sign to be erected will conform to the application and regulation standards specified in this By-Law.
- 6.4 **Revocation of Permits**
- A Sign Permit that has been issued may be revoked after a period of one (1) year from the date of the issuance if the Sign installation has not been completed.
- 6.5 **Notice of Completion**
- 6.6 Every person who has been issued a Sign Permit to Erect, display, alter or repair a permanent Sign, shall notify the Town within seven (7) days that such erection, display, alteration or repair has been completed.

Section 7 - Relief from By-Law

- 7.1 A person may apply, and Council upon receipt of a report and recommendation from Town Administration:
- 7.1.1 may refuse to grant relief from the regulations contained in this By-Law; or
- 7.1.2 may grant such relief as it considers appropriate, either absolutely or subject to conditions,
- provided that, in the opinion of Council, the relief is minor, and the general intent and purpose of this By-Law are maintained.
- 7.2 Application for relief from the regulations contained in this By-Law shall be in writing on the form prescribed by the Town and shall indicate the relief requested and the reason(s) such relief is required.
- 7.3 Applications for relief from the regulations contained in this By-Law shall be submitted to the Town's Clerk together with the applicable fee as set out, if applicable, in the Town's Fees and Charges By-Law as may be amended from time to time.

- 7.4 Upon receipt of an application for relief from the regulations contained in this By-Law and the application fee (if applicable), the Town's Clerk shall place the matter on the agenda for the next available regular meeting of Council.

Section 8 - Erection

- 8.1 All Signs, including Signs that do not require a permit, shall be erected in conformity with the provisions of this By-Law, including the regulations and standards identified in Schedule "B" hereto and otherwise in compliance with the Ontario Building Code.
- 8.2 All electrical work in or on any Sign shall be in conformity with all applicable codes, regulations and permit requirements.

Section 9 - Illuminated Signs

All permitted Illuminated Signs shall be constructed so as to direct light away from any adjacent Property and shall not otherwise create a nuisance as determined by the Officer in their sole and absolute discretion, acting reasonably.

Section 10 - Maintenance of Signs

- 10.1 All Signs shall be maintained in good repair, be structurally sound and not exhibit signs of weathering in accordance with the following requirements:
- 10.1.1 all exposed surfaces shall be covered with a weather resistant protective finish;
 - 10.1.2 repainting or refinishing shall be undertaken as often as necessary to prevent peeling or flaking paint or corrosion;
 - 10.1.3 broken or cracked parts of the Sign or its Structure shall be replaced;
 - 10.1.4 artificial sources of illumination in Illuminated Signs shall be replaced as required; and
 - 10.1.5 the immediate Property occupied by the Sign shall be kept clean and free of debris.
- 10.2 Signs not conforming to the requirements of this section shall be repaired to bring them into compliance with this subsection or be removed from the Property.

Section 11 - Permanent Signs

11.1 Residential Zone Signs

11.1.1 Application

In addition to all other requirements of this By-Law, the requirements of these sections shall apply to all permanent signs erected or displayed on a Property in a Residential Zone.

11.1.2 Permanent Signs

Permanent signs shall be permitted on a Property in a Residential Zone for the purpose of:

- (a) Identifying a permitted home occupation use operating on a Property; or
- (b) Identifying or advertising a permitted Defined Area use or Legal Non-Conforming use operating on a Property.

11.1.3 Types of Signs Permitted for Home Occupation Uses

The following signs shall be permitted on a Property:

- (a) one (1) Fascia Sign; or
- (b) one (1) Ground Sign.

11.1.4 Regulations for Home Occupation Signs

Signs permitted shall:

- (a) not be illuminated;
- (b) not contain any flashing components;
- (c) identify, but not advertise the permitted home occupation;
- (d) not exceed 0.8 square metres (8.62 square feet) in Area; and
- (e) if a Ground Sign:
 - i. not exceed 1.2 metres (3.94 feet) in height above the Average Finished Grade; and
 - ii. not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.1.5 Types of Signs Permitted for Defined Area or Legal Non-Conforming Uses

The following signs shall be permitted on a Property:

- (a) one (1) Fascia Sign;
- (b) one (1) Projecting Sign; and
- (c) one (1) Ground Sign.

11.1.6 Regulations for Defined Area or Legal Non-Conforming Use Signs

Signs permitted shall:

- (a) not be illuminated;
- (b) not contain flashing components;
- (c) if a Fascia Sign shall:
 - i. not exceed 2 square metres (21.53 square feet) in Area;
 - ii. not extend above the top of the exposed building face to which it is attached;
 - iii. not extend beyond the ends of the exposed building face to which it is attached;
- (d) if a Projecting Sign shall:
 - i. not project more than 1.5 metres (4.92 feet) from the exposed building face to which it is attached;
 - ii. not be less than 3.0 metres (9.84 feet) above average finished grade; and
 - iii. not exceed 1.0 square metre (10.76 square feet) in Area;
- (e) if a Ground Sign shall:
 - i. not exceed 2.0 square metres (21.53 square feet) in Area;
 - ii. not exceed 2.0 metres (6.56 feet) in height from the Average Finished Grade; and
 - iii. not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.2 **Agricultural and Holding Zone Signs**

11.2.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all permanent signs erected or displayed on Property in an Agricultural Zone or Holding Zone.

11.2.2 **Permitted Sign**

Permanent signs shall be permitted on a Property in a Holding Zone or Agricultural Zone for the purpose of:

- (a) identifying or advertising a permitted home occupation or agricultural home occupation use operating on a Property;
- (b) identifying or advertising a permitted Agricultural Zone use operating on a Property;
- (c) identifying or advertising a permitted Defined Area use or Legal Non-Conforming use operating on a Property; and
- (d) identifying or advertising a permitted Holding Zone use operating on a Property.

11.2.3 **Types of Signs Permitted for Home and Agricultural Home Occupation Uses**

The following signs shall be permitted on a Property:

- (a) one (1) Fascia Sign; or
- (b) one (1) Ground Sign.

11.2.4 **Regulations for Home Occupation and Agricultural Home Occupation Use Signs**

Signs permitted shall:

- (a) not be illuminated;
- (b) not contain flashing components;
- (c) identify, but not advertise, the permitted home occupation or agricultural home occupation;
- (d) not exceed 0.8 square metres (8.62 square feet) in Area;
- (e) if a Ground Sign:

- i. not exceed 1.2 metres (3.94 feet) in height above the Average Finished Grade; and
- ii. not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.2.5 **Types of Signs Permitted for an Agricultural Use**

The following signs shall be permitted:

- (a) one (1) Fascia Sign;
- (b) one (1) Projecting Sign; and
- (c) one (1) Ground Sign.

11.2.6 **Regulations for Agricultural Use Signs**

Signs permitted shall:

- (a) not be illuminated;
- (b) not contain flashing components;
- (c) if a Fascia Sign:
 - i. not exceed twenty percent (20%) of the available area of the exposed building face which it is on or attached to;
 - ii. not extend above the top of the exposed building face to which it is attached; and
 - iii. not extend beyond the ends of the exposed building face to which the Sign is attached:
- (d) if a Projecting Sign:
 - i. not project more than 1.5 metres (4.92 feet) from the exposed building face, which it is attached to;
 - ii. not be less than 3.0 metres (9.84 feet) above Average Finished Grade; and
 - iii. not exceed 1.0 square metre (10.76 square feet) in Area;
- (e) if a Ground Sign:
 - i. not exceed 3.0 square metres (32.29 square feet) in Area;

- ii. not exceed 2.0 metres (6.56 feet) in height from Average Finished Grade; and
- iii. not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.3 Commercial, Industrial, Business Park and Highway Service Centre Zone Signs

11.3.1 Application

In addition to all other requirements of this By-Law, the requirements of this section shall apply to all permanent signs erected or displayed on a Property in a Commercial, Industrial, Business Park, or Highway Service Centre Zone.

11.3.2 Permitted Signs

Permanent signs shall be permitted in a Commercial, Industrial, Business Park, or Highway Service Centre Zone for the purpose of:

- (a) identifying or advertising a permitted Commercial, Industrial, Business Park, or Highway Service Centre use, operating on the Property or within the City of Windsor and/or Essex county, Ontario, and
- (b) identifying or advertising a Defined Area or Legal Non-Conforming use operating on a Property or within the City of Windsor and/or Essex County, Ontario .

11.3.3 Types of Signs Permitted for Commercial, Industrial, Business Park or Highway Service Centre Uses, Defined Area or Legal Non-Conforming Uses

The following signs shall be permitted on a Property:

- (a) one (1) Fascia Sign per exposed building face for each building or suite on a Property;
- (b) one (1) Ground Sign per Property; except where there are two (2) or more major entrances to a Property and the Property is greater than 0.5 hectares (1.24 acres) in size, a maximum of two (2) Ground Signs shall be permitted; and
- (c) one (1) Projecting Sign per building or suite on a Property.

11.3.4 **Regulations for Commercial, Industrial, Business Park, Highway Service Centre Use, Defined Area Use or Legal Non-conforming Use Sign**

The signs permitted shall:

- (a) if a Fascia Sign:
 - i. not exceed 25 percent (25%) of the available area of the exposed building face which it is on or attached to;
 - ii. not extend above the top of the exposed building face to which it is attached; and
 - iii. not extend beyond the ends of the exposed building face to which the Sign is attached;
- (b) if a Projecting Sign:
 - i. not project more than 1.5 metres (4.92 feet) from the exposed building face to which it is attached;
 - ii. not be less than 3.0 metres (9.84 feet) in height above Average Finished Grade; and
 - iii. not exceed 1.5 square metre (4.92 square feet) in Area; and
- (c) if a Ground Sign:
 - i. not exceed 20.0 square metres (215.28 square feet) in Area;
 - ii. not exceed 12.0 metres (39.37 feet) in height from Average Finished Grade; and
 - iii. not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.3.5 **Additional Regulations for Ground Signs Adjacent to County Road 22 and Provincial Highways**

Notwithstanding the other provisions of this By-Law, where a Ground Sign is erected or displayed on a Property and the Ground Sign is adjacent to a County Road or a Provincial Highway, then the Ground Sign shall:

- (a) not exceed 24.0 square metres (258.34 square feet) in Area;
- (b) not exceed 15.0 metres (49.21 feet) in height from Average Finished Grade; and

- (c) not be closer than 3.0 metres (9.84 feet) to any Lot line.

11.4 Institutional and Parks and Open Space Zone Signs

11.4.1 Application

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all permanent signs erected or displayed on a Property in an Institutional or Parks and Open Space Zone.

11.4.2 Permitted Signs

Permanent signs shall be permitted in an Institutional or Parks and Open Space Zone for the purpose of:

- (a) identifying or advertising permitted Institutional or Parks and Open Space Zone uses, operating on a Property, and
- (b) identifying or advertising a Defined Area or Legal Non-Conforming use operating on a Property.

11.4.3 Types of Signs Permitted for Institutional or Parks and Open Space Uses

The following signs shall be permitted:

- (a) one (1) Fascia Sign; and
- (b) one (1) Ground Sign.

11.4.4 Regulations for Institutional or Parks and Open Space Use Signs

Signs permitted by this subsection shall:

- (a) not be illuminated between the hours of 12:00 p.m. and 6:00 a.m.;
- (b) not contain flashing components; and
- (c) if a Fascia Sign:
 - i. not exceed 20 percent (20%) of the available area of the exposed building face which it is on or attached to;
 - ii. not extend above the top of the exposed building face to which it is attached; and

- iii. not extend beyond the ends of the exposed building face to which it is attached; and
- (d) if a Ground Sign:
 - i. not exceed 10.0 square metres (107.64 square feet) in Area;
 - ii. not exceed 9.0 metres (29.53 feet) in height from Average Finished Grade; and
 - iii. not be closer than 3.0 metres (9.84 feet) to any Lot Line.

Section 12 - Temporary Signs

12.1 Portable Signs

12.1.1 Application

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Portable Signs.

12.1.2 Zones Where Portable Signs May Be Displayed

Portable Signs shall be permitted on a temporary basis in a Commercial, Industrial, Business Park, Institutional or Parks and Open Space Zone for the purposes of identification of or advertising related to a permitted use operating on a property.

12.1.3 Permitted Display Period

Portable Signs shall be permitted only on the following basis:

- (a) one (1) Portable Sign per property for a maximum of sixty (60) days once in a calendar year unless extended to such display period as may be approved in writing by the Town; or
- (b) one (1) Portable Sign per property for a maximum of thirty (30) days twice in a calendar year unless extended to such display period as may be approved in writing by the Town.

12.1.4 Properties With Multiple Tenancies

Notwithstanding the provisions of this section where there are multiple tenancies on a property one (1) Portable Sign shall be permitted per tenancy subject to the condition that no more than three (3) signs may be erected or displayed on a property at any one time.

12.1.5 **Zones Where Inflatable Signs May Be Displayed**

Notwithstanding the requirements of these sections, an Inflatable Sign may be erected without a Permit on a property in any Zone for a maximum of three (3) days, once in any calendar year, subject to all other provisions of this By-Law.

12.1.6 **Regulations for Portable Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) if other than an Inflatable Sign, not exceed the following dimensions:
 - i. 3.0 square metres (32.29 square feet) in Area;
 - ii. 2.0 metres (6.56 feet) in height from average finished grade; and
 - iii. not be closer than 0.3 metres (.98 feet) to any Lot Line; and
 - iv. not be located in any parking space that is required pursuant to the Town's Zoning By-Law(s).
- (c) if an Inflatable Sign, not exceed the following dimensions:
 - i. not be closer than 3.0 metres (9.84 feet) to any Lot Line; and
 - ii. not be located in any parking space that is required pursuant to the Town's Zoning By-Law(s).

12.2 **Sandwich Board Signs**

12.2.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Sandwich Board Signs.

12.2.2 **Zones where Sandwich Board Signs may be Displayed**

Sandwich Board Signs shall be permitted on a temporary basis in a Commercial, Industrial, or Business Park Zone for the purposes of the identification of, or advertising related to a permitted use operating on a property.

12.2.3 **Number of Signs Permitted on a Property**

One (1) Sandwich Board Sign shall be permitted per property.

12.2.4 **Properties with Multiple Tenancies**

Notwithstanding this section, where there are multiple tenancies on a property, one (1) Sandwich Board Sign shall be permitted per tenant.

12.2.5 **Regulations for Sandwich Board Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) not be illuminated;
- (c) not contain flashing components;
- (d) only be displayed between the hours of 8:00 am and 11 :00 p.m.;
- (e) not be displayed on any Municipal, County or Provincial highway, Street, alley or right of way; and
- (f) not exceed the following dimensions:
 - i. 75 square metres (8.07 square feet) in Area;
 - ii. 1.2 metres (3.94 feet) in height from Average Finished Grade; and
 - iii. not be closer than 0.3 metres (.98 feet) to any Lot Line.

12.3 **Placard Signs**

12.3.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Placard Signs.

12.3.2 **Zones where Placard Signs may be Displayed**

Placard Signs shall be permitted on a temporary basis in a Commercial, Industrial, or Business Park Zone for the purpose of advertising special events taking place on the property.

12.3.3 **Number of Signs Permitted on a Property**

Placard Signs shall be permitted on the basis of one (1) Placard Sign for every 6 metres (19.69 feet) of property line abutting a Street for the purposes of subsection 12.3.2.

12.3.4 **Properties with Multiple Tenancies**

Notwithstanding this section where there are multiple tenancies on a property and there are multiple tenants displaying Placard Signs during the same time period then each tenant may display the number of signs determined above divided by the number of tenants displaying Placard Signs on the Property during the same time period.

12.3.5 **Regulations for Placard Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) not be displayed for more than one (1) week per event;
- (c) not be displayed by any one (1) tenant more than three (3) times per year;
- (d) not be displayed on any Municipal, County or Provincial highway, Street, alley or right of way; and
- (e) not exceed the following dimensions:
 - i. 8 square metres (8.61 square feet) in Area;
 - ii. 1.2 metres (3.94 feet) in height from Average Finished Grade; and
 - iii. not be closer than 0.3 metres (.98 feet) to any Lot Line.

12.4 **Ground Flag Signs**

12.4.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Ground Flag Signs.

12.4.2 **Zones where Ground Flag Signs may be Displayed**

Ground Flag Signs shall be permitted on a temporary basis in a Commercial, Industrial, or Business Park Zone for the purpose of advertising special events taking place on a property.

12.4.3 **Number of Signs Permitted on a Property**

Ground Flag Signs shall be permitted on the basis of one (1) Ground Flag Sign per 15 metres (49.21 feet) of property line abutting a Street for the purposes of subsection 12.4.2.

12.4.4 **Properties with Multiple Tenancies**

Notwithstanding this section where there are multiple tenancies on a property and there are multiple tenants displaying Ground Flag Signs during the same time period then each tenant may display the number of signs determined above divided by the number of tenants displaying Ground Flag Signs during the same time period.

12.4.5 **Regulations for Ground Flag Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) not be displayed for more than one (1) week per event;
- (c) not be displayed by any one tenant more than three (3) times per year;
- (d) not be displayed on any Municipal, County or Provincial highway, Street, alley or right of way; and
- (e) not exceed the following dimensions:
 - i. 1.8 square meters (19.37 square feet) in Area;
 - ii. 3 metres (9.84 feet) in height from Average Finished Grade; and
 - iii. not be closer than 0.3 metres (.98 feet) to any Lot Line.

12.5 **Banner Signs**

12.5.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Banners Signs.

12.5.2 **Zones where Banner Signs may be Displayed**

Banner Signs shall be permitted by Permit only in a Commercial, Industrial or Business Park Zone for the purpose of advertising special events taking place on a property.

12.5.3 Permitted Display Period

Banner Signs shall be permitted as follows:

- (a) one (1) Banner Sign per property for a maximum of sixty (60) days once in a calendar year unless extended to such display period as may be approved in writing by the Town; or
- (b) one (1) Banner Sign per property for a maximum of thirty (30) days twice in a calendar year unless extended to such display period as may be approved in writing by the Town.

12.5.4 Properties with Multiple Tenancies

Notwithstanding this section where there are multiple tenancies on a property one (1) Banner Sign shall be permitted per tenancy subject to the condition that no more than three (3) Banner Signs may be displayed on any one (1) property at any time.

12.5.5 Regulations for Banner Signs

The signs permitted by this subsection shall:

- (a) Not require a Permit;
- (b) not be illuminated;
- (c) not be displayed on any Municipal, County or Provincial highway, Street, alley or right of way; and
- (d) not exceed the following dimensions:
 - i. 6.0 square metres (64.58 square feet) in Area; and
 - ii. 8.0 metres (26.25 feet) in height from Average Finished Grade.

12.6 Construction Signs

12.6.1 Application

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Construction Signs.

12.6.2 Zones where Construction Signs may be Displayed

Construction Signs shall be permitted in any Zone for the purpose of identifying or advertising a construction project on the property on which the Sign is located.

12.6.3 **Types of Signs Permitted**

Construction Signs shall be permitted for the purpose of identifying or advertising a construction project:

- (a) a maximum of two (2) Ground Signs per property; or
- (b) a maximum of two (2) Banner Signs per property.

12.6.4 **Regulations for Construction Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) not be illuminated;
- (c) not contain flashing components;
- (d) only be displayed during the period in which construction is actively occurring on the property as determined by the Town; and
- (e) not exceed the following dimensions:
 - i. 6.0 square metres (64.58 square feet) in Area;
 - ii. 4.0 metres (13.12 feet) in height from average finished grade; and
 - iii. not be closer than 3.0 metre (9.84 feet) to any Lot Line.

12.7 **Real Estate Signs**

12.7.1 **Application**

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Real Estate Signs.

12.7.2 **Zones where Real Estate Signs may be Displayed**

Real Estate Signs shall be permitted on a property in any Zone for the purpose of identifying:

- (a) the development of the property; or
- (b) advertising the sale or lease of the property.

12.7.3 **Types of Signs Permitted**

The following signs shall be permitted for the purposes of this section a maximum of two (2) Ground Signs per property.

12.7.4 **Regulations for Real Estate Signs**

The signs permitted by this subsection shall:

- (a) not require a Permit;
- (b) not be illuminated;
- (c) not contain flashing components;
- (d) only be displayed during the period for which the property is being actively offered for sale or lease or actively being developed, the determination of which shall be at the Town's sole discretion;
- (e) if a Ground Sign, erected or displayed for the purpose of this section, not exceed the following dimensions:
 - i. 6.0 square metres (64.58 square feet) in Area;
 - ii. 4.0 metres (13.12 feet) in height from Average Finished Grade; and
 - iii. not be closer than 3.0 metres (9.84 feet) to any Lot Line;
- (f) if a Ground Sign erected or displayed for the purpose of this section, not exceed the following dimensions:
- (g) 1.0 square metre (10.76 square feet) in Area in a Residential Zone,
 - i. 1.2 metres (3.94 feet) in height from Average Finished Grade, in a Residential Zone;
 - ii. 3.0 square metres (32.29 square feet) in Area in a Zone other than a Residential Zone;
 - iii. 2.5 metres (8.20 feet) in height from Average Finished Grade, in a Zone other than a Residential Zone; and
 - iv. not be closer than .3 metres (.94 feet) to any Lot Line.

12.8 Election Signs

In accordance with the provisions of this By-Law, Election Signs are exempt from the provisions of this By-Law. Election Signs are however subject to the provisions of the Town's Election Sign By-Law as amended.

12.9 Accessory Event Signs

12.9.1 Application

In addition to all other requirements of this By-Law, the requirements of this subsection shall apply to all Accessory Event Signs.

12.9.2 Zones where Accessory Event Signs may be Displayed

The provisions of this subsection shall be administered by the Director, Community and Recreation Services or their designate. Nothing in this subsection shall be construed as to create a right by any party or organization to a Permit under this subsection and any application for a Permit may be arbitrarily refused or any Permit issued may be arbitrarily revoked at the Town's sole discretion.

12.9.3 Types of Signs Permitted

Accessory Event Signs may be permitted in any Zone for the purpose of advertising events taking place on Town owned facilities at the sole discretion of the Town.

12.9.4 Regulations for Accessory Event Signs

The following signs may be permitted for the purposes of this subsection, Banner Signs, Light Standard Banner Signs, Portable Signs, Placard Signs and Gateway Signs.

12.9.5 Accessory Event Signs Application Information

The signs permitted by this subsection shall:

- (a) require a Permit;
- (b) only be erected in conformity with the conditions of the Permit;
- (c) not be required to conform to the requirements of the section of this By-Law relating to Prohibited Signs, at the Town's sole discretion;
- (d) be subject to immediate removal and disposal if displayed in contravention of the conditions of a Permit;

- (e) be subject to the Town's sole discretion and approval, as to number, location, and size;
- (f) if a Banner Sign be limited to a maximum of four (4) signs;
- (g) if a Placard Sign be limited to a maximum of thirty (30) signs;
- (h) if a Light Standard Banner Sign be permitted to be erected in those areas providing for their display subject to the Town's sole discretion and approval;
- (i) if a Portable Sign be limited to a maximum of two (2) signs; and
- (j) if a Gateway Sign may be permitted to be erected in those areas providing for their display subject to the Town's sole discretion and approval;
- (k) not be erected or displayed more than three (3) weeks prior to the start of the event; and
- (l) be removed within one (1) week of the finish of the event.

12.9.6 Accessory Event Signs - Application

An applicant for an Accessory Event Sign Permit shall:

- (a) submit a Display Plan and Permit Application in the form prescribed by the Town; and
- (b) pay the required Permit fee as set by the Town.

12.9.7 Accessory Event Signs – Town’s Right to Deny

An application for an Accessory Event Sign Permit may be approved, modified, or denied by the Town and the decision shall be final and binding upon the applicant.

Read a first, second, third time and finally passed this 9th day of December, 2025.



Gary McNamara, Mayor

Robert Auger, Clerk

Schedule "A"

Billboard Signs along Walker Road/County Road 11 between King's Highway 401 and McCord Lane.

Notwithstanding the provisions of this By-Law, a Billboard Sign or an Off-Site Sign may be permitted on a property having a frontage/flankage on Walker Road/County Road 11 between King's Highway 401 and McCord Lane are subject to the following regulations:

1. Locational Requirements

The following location requirements shall apply:

- a. prohibited in the following locations:
 - i. Within 60 metres (200 feet) of a residentially zoned property.
 - ii. Adjacent to a controlled access divided highway whether or not a frontage road exists.
 - iii. Within or overhanging a day lighting area.
 - iv. Within 91.4 metres (300 feet) of the limit of a road, Street, or railway that intersects County Road 11/Walker Road at a grade.
 - v. Adjacent to a highway on a curve more than 1 degree 30 minutes.
 - vi. A location that requires left hand exposure only.
 - vii. Within 304.8 metres (1000 feet) of another Billboard Sign or Off-Site Sign, regardless of which side of the roadway the other Sign is located.

This rule has the following exceptions:

- b. When 2 Billboard Signs or Off-Site Signs are facing the same direction, and placed at one location, provided the length of the combined signs does not exceed 16.15 metres (53 feet).
- c. When a maximum of 2 Billboard Signs or Off-Site Signs are placed back-to-back to the signs noted immediately above, provided the length does not exceed 16.15 metres (53 feet).

2. Size Requirements

The maximum allowable dimensions are as follows:

Maximum Length	16.1 metres (53 feet)
Maximum Height	7.6 metres (25 feet)
Maximum Area	60.3 sq. metres (650 sq. feet)

3. Setback Requirements

The following setback requirements shall apply:

Size of Sign	Setback From Centreline of Road
12.9.8 Less than 11.8 sq. m (128 sq. ft)	41.1 metres (135 feet)
12.9.9 11.8 sq. m (128 sq. ft) to 30.1 sq. m (325 sq. ft)	64.0 metres (210 feet)
12.9.10 30.1 sq. m (325 sq. ft) to 60.3 sq. m (650 sq. ft)	102.1 metres (335 feet)

Notwithstanding the setbacks noted above, the setback of a Sign may be reduced when an established building line has been approved by the County of Essex and a reduced setback is approved by the County of Essex. In this event, the Sign may be placed no closer to the Street centreline than that which is approved by the County of Essex.

4. Lighting Specifications

If applicable, the following lighting specifications shall apply:

- a. shall have an intensity of illumination and luminance not to exceed the lesser of:
 - i. 3 lux (0.3-foot candles), or 300 nits (300 cd/m²) above ambient light conditions, during the hours between dusk and dawn; and
 - ii. 3 lux (0.3-foot candles), or 5000 nits (5000 cd/m²) above ambient light conditions, during the daytime hours.

5. Display/Message Specifications

The following specifications shall apply to all signs that display a changeable/ alternating message:

- a. Minimum Dwell Time (MDT) – is the minimum amount of time, in seconds, which a static message must be displayed for.
- b. Maximum Transition Time (MTT) – is the maximum amount of time, in seconds, which shall be allowed between consecutively displayed static messages.

Type of Message Display	MDT (Seconds)	MTT (Seconds)
Mechanical	20	2
Electronic	20	1

- c. The purpose of the MTT is to ensure a near instantaneous change between fully displayed messages. Transition effects such as wipe, slide, fade, or pixelate shall not be permitted.
- d. A Sign that alternates solely between current time and current temperature shall be permitted an MDT equal to 15 seconds. The MTT shall be as listed in the table above, dependent on whether the Sign is mechanical or electronic in nature.
- e. All signs must be designed to ensure that in the event of a malfunction, the display image becomes fixed or blacks out.
- f. Signs may be illuminated per the specifications noted in this Schedule.

6. Additional Requirements

As part of any building Permit application for a Sign, a County of Essex Permit/approval shall be required.