

<b>SUBJECT: SIGN BY-LAW</b>	<b>POLICY #:</b> 2007-0004
	<b>APPROVED:</b> October 22, 2007
<b>CATEGORY: BUILDING DEPARTMENT</b>	<b>REVISED:</b>
<b>POLICY APPLIES TO: SIGNS</b>	<b>PAGE: 1 of 1</b>

**Be aware that a Building Permit will not be issued until such time as an application under the Township of Seguin By-law 2007-116 has been processed and/or approved.**

Please be advised that the following signs are regulated by the Ontario Building Code (OBC) and should a proposed sign fall within the following criteria, it is a building as defined in the Building Code Act (BCA) and Building Permit is required.

**Division C Part 1, Article 1.2.1.1. (11)**

**A sign structure shall be designed by an architect or professional engineer where it is,**

- (a) a ground sign that exceeds 7.5m in height above the adjacent finished ground,**
- (b) a projecting sign that weighs more than 115kg, or**
- (c) a roof sign that has any face that is more than 10 m2.**

**(12) A projecting sign attached or fastened in any manner to a parapet wall shall be designed by an architect or professional engineer.**

**Please refer to Section 2.41 of By-law 2007-116 for clarification of a projecting sign.**

**FURTHER INFORMATION AND CLARIFICATION MAY BE OBTAINED FROM THE  
SEGUIN BUILDING DEPARTMENT**

**CONSOLIDATED as of September 9<sup>th</sup>, 2009**  
**(By-law No. 2007-116 as amended by By-law No.'s 2009-018 & 2009-106)**

**THE CORPORATION OF THE TOWNSHIP OF SEGUIN**

**BY-LAW 2007-116**

Being a By-law to regulate the size, use, location and maintenance of signs and advertising devices within the Township of Seguin.

---

WHEREAS pursuant to paragraph 10 of Section 10(2) and Section 99 of the Municipal Act S.O. 2001, Chapter 25, as amended, a municipality may pass bylaws respecting signs and advertising devices;

AND WHEREAS the Council of The Corporation of the Township of Seguin has a primary objective of reducing the aesthetics, blight and clutter of excessive signage within the Township;

AND WHEREAS the Council of The Corporation of the Township of Seguin must keep its roads and highways within the Township safe and without hazard caused by signage;

AND WHEREAS the Council of The Corporation of the Township of Seguin considers it reasonable and necessary to regulate or prohibit signs including the requirement of fees for permits;

NOW THEREFORE the Council of The Corporation of the Township of Seguin enacts as follows:

**1. The short form of this by-law shall be known as "The Sign By-law"**

**2. DEFINITIONS**

- 2.1 **ALTER** means when used in reference to a sign or sign structure, to change any one or more external dimensions and/or construct material, but shall not include the replacement of the plastic face, painting, repainting, cleaning or other normal maintenance and repair of a sign not involving structural changes.
- 2.2 **BACKLIT SIGN** is a type of Illuminated Sign in which the lighting is within or behind the sign with the light shining through the sign.
- 2.3 **BANNER** means a sign composed of lightweight, flexible material such as cloth, plastic, canvas or other similar material, and which is mounted at each end so as to allow movement by atmosphere conditions.

- 2.4 **BILLBOARD** shall mean a mounting board to which a notice is fastened in such a manner as to permit its periodic replacement, and which advertises goods, products, services or facilities that are not available at the location of the sign, and/or which directs a person to a location different from that where the sign is located.
- 2.5 **COMMERCIAL SIGN** means a sign used to identify or name the business on the property in which the business is housed or located and is used solely to identify or name the business on the same property.
- 2.6 **COMMERCIAL IDENTIFICATION FINGER BOARD SIGN** means a **SIGN** erected by the **TOWNSHIP** for the purposes of identifying and pointing in the direction of the place of business whose name is on such **SIGN**.
- 2.7 **CONTRACTOR'S IDENTIFICATION SIGN** means a sign identifying the contractor involved in the renovation, construction or demolition of a building or structure.
- 2.8 **DIRECTOR** means a person appointed by Council to administer this by-law.
- 2.9 **ELECTION SIGN** means any sign:
- (a) advertising or promoting a candidate in a federal, provincial or municipal election or by-election;
  - (b) or other advertising device, including without limitation, posters, placards, bulletins, banners, notices, pictures or any combination thereof, which promote or relates to any federal, provincial or municipal election, including an election of a local board or commission;
  - (c) or that uses words, pictures or graphics or any combination thereof intended to influence persons to vote for or against any question or by-law submitted to electors under section 8 of the Municipal Elections Act, 1996.
- 2.10 **ERECT** includes the placing or the installation of, arranging for the placing of or installation of, the renting or, or the leasing of a sign.
- 2.11 **ESSENTIAL SERVICE** means hospitals, hotels, motels, hostels, tourist homes, restaurants, food stores, drug store, parking lots and motor vehicle service stations.
- 2.12 **FIELD ADVERTISING SIGN** means a sign that advertises a business or product or service provided elsewhere than upon the property where the sign is located but shall not include Temporary Signs.

- 2.13 **GRADE** means the average elevation of the finished surface of the ground adjacent to the sign, but shall not include any artificial embankment or planter box.
- 2.14 **GROUND SIGN** means any sign supported by uprights or braces which is not attached to any part of a building, and includes a pylon sign or signs commonly known as spanner or spreader-type signs, attached to, or forming part of, light standards or other similar devices located on unprotected gas pump island aprons for a motor vehicle use.
- 2.15 **HIGHWAY** means a common and public highway and includes a street and a bridge forming part of a highway on, over or across which the highway passes.
- 2.16 **ILLUMINATED SIGN** means a sign which is lit from behind, above, or below the sign but is not permitted to be flashing.
- 2.17 **INCIDENTAL SIGN** means a sign of minor consequence and size.
- 2.18 **LEGAL NON-CONFORMING** shall apply to a sign or advertising device that is lawfully erected or displayed on the day the by-law comes into force but does not comply with the requirements of this by-law.
- 2.19 **LOCATION SIGN** means any sign either freestanding or attached to, placed or mounted upon a building, that either names or identifies the property, occupant (s) or owner (s), or a business conducted, or advertises a product or service (s) available, or conveys a message placed solely for guidance on the property on which the sign is located.
- 2.20 **LOT FRONTAGE** means that side or limit of the lot that abuts directly on a street or highway.
- 2.21 **MOTOR VEHICLE FUEL DISPENSING USE** means a property or part of a property where the principal use is the storage and sale of gasoline, propane, or other motor vehicle engine fuel, kerosene or motor oil and lubricants (for the operation of motor vehicles), directly to the public on the premises.
- 2.22 **ONTARIO FEDERAL OF SNOWMOBILE CLUBS (OFSC) Regulatory Signs** (are signs such as stop signs and Trail Route signs) which are standardized and controlled by the OFSC districts across the province.

- 2.23 **OFSC INFORMATION SIGNS** (are signs such as distance to the next town, trail number and available services (gas, restaurants) which are standardized and controlled by the OFSC districts across the province.
- 2.24 **OFSC “You Are Here” SIGNS** are signs that advertise private businesses.
- 2.25 **PORTABLE SIGN** means any sign which is specifically designed or intended to be readily moved from one location to another, and which does not rely on a building or fixed foundation for its structural support, and includes signs commonly know as “A-Board” or “Mobile” sign, and an “inflatable” device tethered to any building, structure, vehicle or other device.
- 2.26 **POSTER SIGN** means a large printed bill or placard posted for advertising.
- 2.27 **PRIVATE ROAD SIGNS** means a sign designating an access road or joint use driveway that is owned by a private individual or group and is not a public road allowance.
- 2.28 **REAL ESTATE SIGN** means a sign which advertises real property for sale, lease or development.
- 2.29 **REAL ESTATE DIRECTIONAL SIGN** is a sign located on property other than the property that is for sale and provides directions to the property being sold.
- 2.30 **RESIDENTIAL** means any lands other than those zoned industrial or commercial, but does not include lands owned by a utility or railroad.
- 2.31 **ROOF SIGN** means any sign which is located on or above any roof of a building or located on the top of, or above the parapet of a building. A roof sign shall not include any sign erected on the wall of a penthouse or other like structure which projects above the roof of a building.
- 2.32 **SANDWICH BOARD SIGN** shall mean a temporary self supporting sign which stands by means of spreading the two sides to form an "A" shape not to exceed a size of 3 feet (0.91 metres) wide X 4 feet (1.22 metres) high.
- 2.33 **SCENIC CORRIDOR** shall mean the area within 365 metres (1200 feet) of any limit of Provincial Highway #69, 141, 518, 612, 632 and 400, Cardwell Road, Hunter Drive, Oastler Park Drive and Rose Point Road.
- 2.34 **SHOPPING CENTRE or PLAZA** means a group of commercial and/or industrial establishments with or without off-street parking.

- 2.35 **SIGHT TRIANGLE** means on 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, each such point being 9 metres (30 feet) measured along the street line from the point of intersection of the street lines. Where the two street lines do not intersect a point, the point of intersection of the street lines shall be deemed to be the intersection of the projection of the street lines or the intersection of the tangents to the street lines.
- 2.36 **SIGN** includes any device: a) located outside of any building which is to be used for the purpose of identifying, advertising or attracting attention to any business, enterprise, organization or project, product or service, including all parts of such device including frames, but excluding supporting sign structure; or b) located on any premises by means of painting on or attaching bills, letters, numerals, pictorial matters or electric or other devices in such a way as to be visible to the public. A Sign also includes any inflatable device tethered to any building, structure, vehicle or other anchor and an announcement, notice, directional matter, name, declaration, demonstration, display, illustration or insignia.
- 2.37 **SIGN AREA** means the area within the entire outer perimeter, including cutouts, if any, and including all visible faces used for sign purposes, but not including the thickness of the sign where same is 40 centimetres (16 inches) or less and is not used for message purposes. Where a sign is not bounded or enclosed within a distinct area and/or frame, the area shall be that of a rectangle, circle or other simple geometrical shape containing all letters, symbols and devices on the sign.
- 2.38 **SIGN FACE** means a board or other material which may be painted or have letters or graphical information affixed to it. For the purpose of this by-law, size restrictions are based on a single face. A sign may have two (2) faces but cannot be a V shape sign unless it complies with specific restrictions in this by-law.
- 2.39 **SIGN PERMIT** means a permit issued by the Director, or his designate, pursuant to the provisions of this by-law.
- 2.40 **SIGN STRUCTURE** means the supports, uprights, bracing and/or framework of a sign.
- 2.41 **STREET** means a street, highway, road, or other public right-of-way, but does not include a private lane.
- 2.42 **STREETLINE** means the property line or common boundary between a property or lot and a street and in the case of a corner lot, means both such lines produced to the point of intersection.

- 2.43 **TEMPORARY SIGN** means a sign not permanently constructed at one place in the ground or affixed to any other sign structure.
- 2.44 **TEMPORARY EVENT SIGN** is a sign promoting an event.
- 2.45 **TOWNSHIP** means The Corporation of the Township of Seguin.
- 2.46 **VACANT LOT** means a parcel of land separately assessed that has no building thereon, but does not include any improved land.
- 2.47 **WALL SIGN** means any sign attached to and supported by a wall of a building, or attached to and supported by the face of a parapet of a building, and includes a sign painted or mounted on a canopy or awning. Wall signs also include those signs located on a gas pump island apron which is located under a gas island canopy of a motor vehicle dispensing use.
- 2.48 **ZONE** means an area designated for particular land uses as determined by zoning by-laws and/or regulations as may be applicable in the Township.

### **3. GENERAL PROHIBITIONS**

- 3.1 No person shall **ERECT** or permit to be erected, or allow to remain on lands or building owned, rented or leased or occupied by them, any **SIGN** in the **TOWNSHIP** other than in accordance with the provisions of this by-law.
- 3.2 Except as provided in Section 8 of this by-law, no person shall erect or structurally alter any **SIGN** in the **TOWNSHIP** without first obtaining a **SIGN PERMIT** from the **DIRECTOR**.
- 3.3 No **SIGN** shall obstruct the view of any **SIGN** or signal erected by a public authority on public property or resemble any public traffic **SIGN** or signal, other than a stop **SIGN** or other traffic **SIGN** meant solely for local traffic safety purposes.
- 3.4 No flashing illumination of **SIGNS** is permitted.
- 3.5 No illuminated **SIGN** being electrically animated or having moving parts or message changes is permitted.
- 3.6 **BACKLIT SIGNS** are not permitted in the communities of Rosseau, Humphrey, Orrville, and Foley Centre. The boundaries of the communities are defined in the Township of Seguin Official Plan and implementing zoning bylaws. **BACKLIT SIGNS** are also not permitted in the waterfront designation as defined by the Township Official Plan.

- 3.7 No **SIGN** shall be lit from lights located at or near the bottom of the **SIGN** and shining upwards.
- 3.8 No **SIGN** shall be located so as to obstruct or impede any flue or air intake or exhaust, fire escape, fire exit, door, window, scuttle, or skylight so as to prevent or impede the free access of emergency personnel to any part of a building including fire department siamese connections and/or fire hydrants.
- 3.9 No **SIGN**, light fixture or other device for advertising purposes, including a canopy or awning, which projects more than 7.5 centimetres (3 inches) over a sidewalk or other pedestrian walkway is permitted unless it is located at least 2.4 metres (8 feet) above the surface of the walk or street grade. Where such a **SIGN**, awning, or canopy projects over a sidewalk on a street, the **SIGN** is not permitted unless the **TOWNSHIP** has issued an encroachment permit.
- 3.10 The erection of **SIGNS** on lands used or zoned exclusively for residential purposes is prohibited other than those **SIGNS** specifically permitted under Section 8 of this by-law.
- 3.11 **ROOF SIGNS** are prohibited.
- 3.12 **COMMERCIAL** or **POSTER SIGNS** are not permitted to be located on: trees, hydro poles, buildings on public road allowances, property owned by a Public Authority, public road allowances. Such **SIGNS** will only be permitted on the insides of windows of a commercial establishment.
- 3.13 No **POSTER SIGN** or **BANNER** shall be affixed to a fence on private property adjacent to any Municipal, or Provincial highway. This regulation shall not apply to:
- i) **SIGNS** affixed or painted on boarding erected around a construction site.
  - ii) **BANNERS** classified as an **INCIDENTAL SIGN** under Section 8.12 of this by-law.
- 3.14 Signs affixed to trees are prohibited except personal name signs no larger than 0.2 square metres (2 square feet).
- 3.15 No **FIELD ADVERTISING SIGN** shall be permitted along **SCENIC CORRIDORS**. Clear cutting of trees to allow for increased visibility of **FIELD ADVERTISING SIGNS** is prohibited where such signs are permitted.

3.16 A trailer or vehicle shall not be used as a **SIGN**.

#### **4. ADMINISTRATION**

##### **4.1 PERMITS AND APPLICATIONS**

- 4.1.1 Except as provided in Section 8, no person shall **ERECT** or structurally **ALTER** a **SIGN** until such time as a **SIGN PERMIT** for such erection or structural alteration has been issued by the **DIRECTOR**.
- 4.1.2 Where a **SIGN** has been lawfully erected prior to this by-law coming into force, such **SIGN** shall be permitted provided that it is not removed, enlarged or structurally altered without a **SIGN PERMIT**. For those **SIGNS** which are **LEGAL NON-CONFORMING**, refer to Section 9.
- 4.1.3 The application for a **SIGN PERMIT** shall include the following:
- a) two (2) completed copies of the application form prescribed by the **DIRECTOR**;
  - b) two (2) copies of a plot plan showing the **STREET LINE** and other boundaries of the property on which it is proposed to **ERECT** or **ALTER** the **SIGN**, and showing the proposed location of the **SIGN** upon the property in relation to all other **SIGN** structures existing or proposed on such property and showing all other information as may be necessary, including the total existing **SIGN AREA**, to enable the application to be processed to ensure compliance with all pertinent requirements of this by-law. If required by the **DIRECTOR**, such plans and/or information shall be certified by a registered Ontario Land Surveyor;
  - c) two (2) copies of complete working drawings and specifications covering the construction and/or alteration of the **SIGN**, including any frame work. Where the **SIGN** is proposed to be or is located on a building or other structure, sufficient data shall be shown to determine that such building or structure can safely carry the additional loads and stresses imposed thereon by the erection or alteration of such **SIGN**. Where required by the **DIRECTOR**, such drawings shall include calculations bearing the stamp of the registered professional engineer;
  - d) approval from the Ministry of Transportation as required;

- e) proof of payment of the required fee.

#### 4.2 PERMIT FEE

The fee payable upon application for a **SIGN PERMIT** for a **SIGN** other than a **PORTABLE SIGN** pursuant to this by-law shall be the fee set out in Schedule A to this Bylaw.

#### 4.3 RENEWAL

4.3.1 A **SIGN PERMIT** may be renewable once for a further six (6) month period without the need for re-submitting the documents referred to in paragraph 4.1.3(a) to (c) upon submitting a written request for renewal, before the expiry of the initial six (6) month period and provided such permit meets the then current requirements.

#### 4.4 REVOCATION

4.4.1 The **DIRECTOR** may revoke a permit issued under this Bylaw,

- a) where it was issued on mistaken, false or incorrect information; or
- b) where after six (6) months after its issuance, the erection of the **SIGN**, for which the permit was issued has not been seriously commenced; or
- c) where erection of the **SIGN** is substantially suspended or discontinued for a period of more than one (1) year; or
- d) where it was issued in error; or
- e) where the permit holder or property owner or his agent requests in writing that it be revoked.

Prior to revoking a permit in accordance with this by-law, the **DIRECTOR** shall give written notice of intention to revoke to the permit holder at his last known address and, if on the expiration of thirty (30) days from the date of such notice, the grounds for revocation continues to exist, the permit shall be revoked without further notice and all submitted plans and other information may be disposed of or, at the request of the permit holder, returned at the applicant's request.

**5. REGULATIONS RESPECTING SIZE, TYPE AND LOCATION**

**5.1 SIGNS PERMITTED**

5.1.1 Except as otherwise expressly permitted by the provisions of this by-law, **SIGNS** are permitted only on lands zoned for commercial or industrial uses.

**5.2 GROUND SIGNS**

5.2.1 No **GROUND SIGN** shall have a **SIGN AREA** greater than 3 square metres (32 square feet).

5.2.2 No **GROUND SIGN** higher than 1.2 metres (4 feet) measured from grade at an intersection, shall be erected in a 9 metres (30 foot) **SIGHT TRIANGLE**.

5.2.3 No more than two (2) **GROUND SIGNS** shall be located on any one property and such **SIGNS** shall not be located closer to each other than 150 metres (500 feet).

5.2.4 The maximum size, height and setback of **GROUND SIGNS** shall be as follows:

Sign Area of Face	Minimum Setback from street line	Max. height measured from grade to top of sign		Min. Setback from a lot line abutting a Residential Zone, Park, Hospital or School	Min. Setback from any other lot line
		commercial / industrial zone	residential zone		
Less than 3 sq. metres (32 sq. ft.)	3 metres (10 feet)	3 metres (10 feet)	3 metres (10 feet)	30 metres (100 feet)	1.5 metres (5 feet)

5.2.5 Notwithstanding Section 5.2.4 herein, a legally existing **SIGN** located on land expropriated or acquired by the **TOWNSHIP** of Seguin, may be relocated with a setback from the abutting expropriation line or acquisition line, a minimum of 1.5 metres (5 feet) for a **SIGN** having a **SIGN AREA** of a single face not greater than 3 square metres (32 square feet).

5.2.6 **SANDWICH BOARD SIGNS** shall not be subject to Section 5.2. Such **SIGNS** are permitted on public road allowances but cannot

obstruct vehicular or pedestrian traffic or be within the sight triangle of an intersection. Such **SIGNS** must be a minimum of 15 metres (50 feet) apart.

5.2.7 Landscaping may be required by the **TOWNSHIP** as part of the **SIGN** application.

### 5.3 **WALL SIGNS**

5.3.1 The total **SIGN AREA** of all **WALL SIGNS** on any one architectural elevation shall not exceed 10% of the area of the architectural elevation on which it is erected regardless of lot size or frontage. Roof structures as shown on architectural elevations are not included in the calculation of elevation area.

5.3.2 In a shopping centre or plaza, the total **SIGN AREA** of all **WALL SIGNS** on any architectural elevation of a single store or business shall not exceed 30% of the total area of that elevation. It is the responsibility of the owner and/or the owner's agent to allocate an appropriate **SIGN AREA** for each store, office or other floor area.

5.3.3 On a private property no part of any **WALL SIGN** shall project more than 25.4 cm (10 inches) from the face of the wall except in the case of a **SIGN** painted on canopy, provided such canopy is located at least 2.5 metres (8 feet) above the surface of any sidewalk or pedestrian walkway and complies with setback requirements of the Municipal Zoning By-law.

5.3.4 No **BACKLIT WALL SIGN** located in an industrial or commercial zone with the exception of motor vehicle fuel dispensing uses, shall be located closer than 15 metres (50 feet) to any residential zone boundary.

On a property used as a motor vehicle service station and abutting a residential use, no **ILLUMINATED WALL SIGN** visible from the residential use shall have a vertical dimension greater than 1 metre (3 feet).

### 5.4 **VACANT LOTS**

5.4.1 **GROUND SIGNS** erected on a vacant lot zoned or regulated for industrial uses or commercial uses are subject to those provisions of Section 5.2.

## 5.5 **BILLBOARDS**

5.5.1 No **BILLBOARD SIGN** shall be permitted unless it complies with the size and location requirements of Section 5.2 (**GROUND SIGNS**).

## 5.6 **TEMPORARY SIGNS**

All **TEMPORARY SIGNS** must comply with all requirements of this by-law. Such **SIGNS** are to be erected and removed as per Section 8.11.

## 5.7 **PRIVATE ROAD SIGNS**

All **PRIVATE ROAD SIGNS** must be approved by the Township of Seguin Fire Chief to promote optimum emergency response times and all private road signs will be constructed to Township standards.

## 5.8 **COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS**

5.8.1 Notwithstanding any other provisions of this bylaw, the Township will construct a post at the corner of a roadway where it intersects with a Township maintained road to accommodate the mounting of finger board signs for the purpose of directing traffic to commercial business locations. All **COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS** shall be designed in accordance with the specifications set out in Schedule "B" of this By-law and subject to the application fees of this bylaw.

5.9 **POSTER SIGNAGE SYSTEM** means the contracted out Poster Signage System for the manufacture and the erection of Billboard signs at various locations in the Township of Seguin on Municipally owned lands. The contractor is responsible for administration of the system. The Township **POSTER SIGNAGE SYSTEM** is exempt from this By-law.

## 6. **CONSTRUCTION DETAIL**

6.1. All lights used to illuminate any **SIGN**, building or structure shall be arranged so that the light is not directed or deflected into neighbouring properties or traffic flow.

## 7. **MINOR VARIANCES AND TEMPORARY EXEMPTIONS**

7.1 Where a proposed sign does not comply with the provisions and regulations under this by-law, such person may apply to the Council of the **TOWNSHIP** of Seguin for a minor variance from the provisions and regulations of this by-law. The application fee shall be as set out in Schedule "A" of this By-law and is payable at the time of application.

- 7.2 The information necessary for Council's consideration is outlined in the required application form.
- 7.3 The Council of The Corporation of the TOWNSHIP of Seguin may, by resolution of Council, authorize minor variances from the provisions and regulations of this by-law provided that in the opinion of Council the general intent and purpose of the by-law is maintained.
- 7.4 Council may at it's discretion provide Temporary exemption to this by-law by a resolution of Council.

## **8. EXEMPTIONS**

The following **SIGNS** do not require a **SIGN PERMIT** from the **DIRECTOR**. Signs under the following sections are also permitted to be affixed to trees: 8.4, 8.5, 8.6, 8.7, 8.8, 8.15, 8.16, 8.17. Except with respect to setbacks from the street line and abutting properties, or unless otherwise specified in this section or elsewhere in this by-law, the provisions of this by-law shall not apply to the following **SIGNS**:

- 8.1 **SIGNS** erected by or for any Federal, Provincial, or Municipal government agency which are located on its own lands and which are used solely in conjunction with identification of the agency or its mandate. Such **SIGNS** are not subject to municipal by-law regulations.
- 8.2 **SIGNS** erected by or for any Federal, Provincial, or Municipal government agency used for the identification of tourist accommodation and attractions.
- 8.3 Apartment buildings, townhouses, or other approved multiple residential complexes may have building or complex identification **SIGNS** having a maximum area of 2 square metres (24 square feet) erected in accordance with Section 5 or a **SIGN** on a decorative wall plus an "apartment for rent" type **SIGN** having a maximum **SIGN AREA** of 0.5 square metres (6 square feet).
- 8.4 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating no trespassing, safety, caution or any other regulatory **SIGN**, including entrance, exit, parking or **TRAFFIC SIGNS** on private property.
- 8.5 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating the name and address of the owner or occupant of the premises on which the **SIGN** is located, or the name of the land or premises or both. In a commercial or industrial **ZONE** the **SIGN AREA** of municipal numbering on a wall, shall not exceed 0.6 square metres (6 square feet).

- 8.6 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating the name and profession of a physician, dentist, chiropractor or other professional person having his/her office and/or residence, on the lot which the sign is located, or any home based business conducted from a property used as a residence, provided such occupancy and land use is permissible under the zoning by-laws and in compliance with other related land use regulations in effect in the **TOWNSHIP**.
- 8.7 A non-illuminated **REAL ESTATE SIGN**, provided that such **SIGN** does not exceed 1 square metre (11 square feet) in area and is actually located on the building or property to which such **SIGN** relates.
- 8.8 A **CONTRACTOR'S IDENTIFICATION SIGN** shall not be permanently constructed at one place in the ground or be affixed to any other **SIGN** structure, have a **SIGN AREA** less than 1 square metre (11 square feet), have a height not exceeding 2.5 metres (8 feet), shall be non-illuminated, and shall be located on the property where the work is being performed and only during the period of such work.
- 8.9 **SIGNS** or lettering attached to or painted directly upon any vehicle, trailer or cycle, provided such vehicle, trailer or cycle's principle use is not for **SIGN** purposes.
- 8.10 A **SIGN** having a maximum **SIGN** area of 2.8 square metres (30 square feet) advertising the sale of seasonal produce from the agricultural lands on which they were grown, during the appropriate growing season for the produce advertised.
- 8.11 **PORTABLE SIGNS** erected on a place of worship or Municipal park not exceeding 1 square metre (10 square feet) and having no one dimension greater than 1.2 metres (4 feet), used in conjunction with a function on the same property, or for a charitable function. Such **SIGNS** are permitted to be erected 30 days prior to the function and must be removed within 10 days after the function.
- 8.12 **INCIDENTAL SIGNS** maximum 0.4 metre (4 square feet) in area which is part of equipment or display, **SIGNS** affixed to or painted on boarding around a construction site, a **BANNER SIGN** advertising a special event, having a maximum material dimension of 5 metres (16 feet) by 1.2 metres (4 feet) erected adjacent to a **STREET**, by a charitable organization and having permission of the property owner on which the SIGN is situated, flags, park bench, mailbox, newspaper box, bus shelter **SIGNS**, corner stone, holiday decorations, metal plaques, community gateway signs, provided that such **SIGNS** shall not be located on public property without the necessary approvals.

- 8.13 **ELECTION SIGNS** are exempt from the provisions of this By-law.
- 8.14 This Bylaw does not relieve any person from satisfying any other requirements of a municipality, government authority or agency with respect to the erection or displaying of a **SIGN**.
- 8.15 **TEMPORARY EVENT SIGN** is a sign not exceeding 0.4 square metres (4 square feet) in area indicating the event to be held. Such **SIGNS** are permitted to be erected 30 days prior to the function and must be removed within 10 days after the function.
- 8.16 **REAL ESTATE DIRECTIONAL SIGN** is a sign not exceeding 0.4 square metres (4 square feet) in area and providing direction to the subject property. Such signs must be removed within 10 days after the open house or sale.
- 8.17 **PRIVATE PROPERTY DIRECTIONAL SIGN** is a sign providing direction to a private residence and does not exceed 0.4 square metres (4 square feet) in area and is located on land other than the subject property.
- 8.18 **ONTARIO FEDERATION OF SNOWMOBILE CLUBS (OFSC)** regulatory and information signage is hereby exempt from this By-law. OFSC “You Are Here” signs must have approval from Council.

## **9. REMOVAL AND ENFORCEMENT**

### **9.1 LEGAL NON-CONFORMING SIGNS**

- 9.1.1 This bylaw does not apply to a **SIGN** that was lawfully erected or displayed on the day this bylaw comes into force if the **SIGN** is not substantially altered, and the maintenance and repair of the **SIGN** or a change in the message or contents displayed shall be deemed not in itself to constitute a substantial alteration.

### **9.2 REMOVAL OF SIGNS**

- 9.2.1 Any employee of the **TOWNSHIP** is authorized to enter land and pull down or remove any **SIGN** at the expense of the owner of the **SIGN** if it is erected or displayed in contravention of this bylaw.
- 9.2.2 Any **SIGN** pulled down or removed under this section may be destroyed or otherwise disposed of by the **Township** without notice or compensation to any person who has an interest in the **SIGN** and the cost of any disposal shall be included in the expense charged to the owner pursuant to subsection 9.2.1.

9.2.3 All **SIGNS** which have become outdated for any reason shall be removed within 30 days of the occurrence which caused the **SIGN** to be outdated, provided that where a lawful **SIGN** has become outdated, an appropriate change of message shall constitute removal for purposes of this Section.

9.2.4 All **SIGNS** must be kept in a good state of repair or they will be subject to Sections 9.2.1 and 9.2.2.

### 9.3 **VIOLATIONS**

9.3.1 Every person who contravenes any provision of this By-law is guilty of an offence and upon conviction, is liable to the fine and other penalties under the Provincial Offences Act R.S.O. 1990, c.P33. Every such fine shall be recoverable under the Provincial Offences Act.

9.3.2 If any portion of this By-law shall be found by a court of competent jurisdiction to be invalid for any reason, the said portion shall be deleted herefrom and the remaining portions of the by-law shall remain in full force.

## **10. METRIC/IMPERIAL UNITS**

10.1 Imperial measurements are provided solely for the purpose of convenience. In the event of a conflict between the metric and imperial measurements provided in this bylaw, the metric measurements shall prevail.

**11. By-law No. 99-50 is hereby repealed.**

## **SCHEDULE A TO BY-LAW 2007-116**

### **SIGN PERMIT FEES**

1. \$100.00 PLUS \$20.00 PER SQUARE METRE OF SIGN FACE
2. WHERE A PERMIT IS REQUIRED BY THE MINISTRY OF TRANSPORTATION, NO ADDITIONAL FEE TO THE TOWNSHIP IS REQUIRED.
3. WHERE A PROPOSED SIGN DOES NOT CONFORM TO THE BY-LAW, A MINOR VARIANCE APPLICATION FEE IS \$200.00 NON-REFUNDABLE.
4. FEES FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS
  - \$100.00 for each finger board with single sided lettering.
  - \$150.00 for each finger board with double sided lettering.

## **SCHEDULE B TO BY-LAW 2007- 116**

### **COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS**

#### **SPECIFICATIONS FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS**

1. All corner posts for commercial identification finger boards shall be constructed with pressure treated wood measuring at least 89mm x 89mm (3.5" x 3.5"), or equivalent, firmly anchored to the ground.
2. All commercial identification finger board signs without a business logo or symbol shall meet the following specifications:
  - a) finger boards shall be of wood a minimum of 1.27 centimetres (½ inch) thick;
  - b) height of finger boards shall be 15.25 centimetres (6 inches);
  - c) length of finger boards shall be 1 metre (39 inches);
  - d) background colour of finger boards shall be burgundy (as specified by the Township) on both front and back;
  - e) colour of lettering, on finger boards shall be white;
  - f) margin of lettering on the rear face of a finger board with double sided lettering shall be 15.25 centimetres (6 inches) from the edge to be mounted on the post;
  - g) margin of lettering on the front face of a finger board shall be 7.62 centimetres (3 inches) from the edge to be mounted on the post;
  - h) height of lettering, other than business logo on finger boards shall be 10.16 centimetres (4 inches); and
  - i) font of lettering, other than business logo on finger boards shall be Helvetica.
3. All commercial identification finger board signs with a business logo or symbol shall meet the following specifications:
  - a) finger boards shall be of wood a minimum of 1.27 centimetres (½ inch) thick;
  - b) height of finger boards shall be 25.4 centimetres (10 inches);
  - c) length of finger boards shall be 1 metre (39 inches)
  - d) Background colour of finger boards shall be burgundy (as specified by the Township) on both front and back;
  - e) colour of lettering, other than the business logo on finger boards shall be white;
  - f) margin of lettering on the rear face of a finger board with double sided lettering shall be 15.25 centimetres (6 inches) from the edge to be mounted on the post;

- g) margin of lettering on the front face of a finger board shall be 7.62 centimetres (3 inches) from the edge to be mounted on the post;
- h) height of lettering on finger boards shall be 10.16 centimetres (4 inches) for single line and 6.35 centimetres (2.5 inches) for double line.
- i) font of lettering on finger boards shall be Helvetica.

#### FEES FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS

- \$150.00 application fee (which includes installation) plus the cost of manufacturing of the sign.

**THE CORPORATION OF THE TOWNSHIP OF SEGUIN**

**APPLICATION FOR SIGN PERMIT**

<b>This Section For Office Use Only</b>	
Date Application Received _____	
Receipt No. _____	Property Roll No. _____
Civic Address _____	
Date Approved _____	Sign Permit No. _____

**1. NAME OF OWNER** \_\_\_\_\_

Address \_\_\_\_\_

Contact:

(Home) \_\_\_\_\_ (Office) \_\_\_\_\_

Fax No. \_\_\_\_\_ Email \_\_\_\_\_

**2. LOCATION OF LAND**

Geographic or Former Township \_\_\_\_\_ Lot \_\_\_\_ Concession \_\_\_\_\_

Registered Plan \_\_\_\_\_ Lot No. \_\_\_\_\_

Reference Plan \_\_\_\_\_ Part No. \_\_\_\_\_

Civic Address & Road \_\_\_\_\_

**3. TYPE OF SIGN** (*check one*)

Field Advertising Sign \_\_\_\_\_ Ground Sign \_\_\_\_\_ Wall Sign \_\_\_\_\_

Temporary Sign \_\_\_\_\_ Other (*describe*) \_\_\_\_\_

**4. SIGN DESCRIPTION** *(please use metric measurements)*

Width \_\_\_\_\_ Height \_\_\_\_\_ Surface Area \_\_\_\_\_

Type of Support \_\_\_\_\_

Setback From Road \_\_\_\_\_ Setback From Lot Line \_\_\_\_\_

Plot Plan Attached \_\_\_\_\_ Sign Design Attached \_\_\_\_\_

Plot Plan Requirements:

- Drawn to scale, in metric.
- Illustrating the boundaries and dimensions (frontage, depth and area) of the subject land.
- The location of all existing buildings, structures and signs on the subject land, indicating the distance of all buildings, structures and signs from the lot lines.
- The location of the proposed sign.
- The location and name of any roads within or abutting the subject land.
- The location and nature of any easement affecting the subject land.
- North arrow and scale.

**5. FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY**

Personal information contained in this form, collected and maintained pursuant to subsection 10 of The Municipal Act, 2001, S.O. 2001 c.25, as amended, will be used for the purpose of responding to the initial Application for Registration and for the purpose of creating a record for viewing by the public and/or distribution (on request) to the public as per Section 14 (1) (c) of the Municipal Freedom of Information and Protection of Privacy Act R.S.O 1990, c. M. 56, as amended. Please be advised that this application shall be considered a public document.

The person(s) signing this Application consent to the disclosure of any information contained herein, and all supporting material, including any personal information respecting such person(s).

Questions regarding the collection of this data should be directed to the Clerk, or designate, at the Township of Seguin (705) 732-4300.

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

\_\_\_\_\_  
Date

**Please submit this application to:  
Township of Seguin, 5 Humphrey Dr., RR#2, Parry Sound, ON P2A 2W8**

**Questions, please call:  
(705) 732-4300 Toll Free: 1-877-4SEGUIN (1-877-473-4846)**