



PROPOSED AMENDMENTS IN RED TEXT – Oct 8 VERSION

**THE CORPORATION OF THE TOWN OF OAKVILLE
BY-LAW NUMBER 2018-153**

**A by-law to prohibit and regulate signs within the
Town of Oakville and to repeal By-law 2006-005, as amended**

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WHEREAS pursuant to Section 11 of the *Municipal Act, 2001* municipalities may pass by-laws respecting signs;

WHEREAS Council for the Town of Oakville deems it necessary and desirable to regulate the number, size, type, form, appearance and location of signs in order to:

- preserve the Town of Oakville’s unique character;
- prevent aesthetic blight;
- minimize distraction to motorists;
- protect the public from unsafe signs;
- prioritize first-party signs;
- encourage the compatibility of signs with their surroundings;

WHEREAS the Town of Oakville has engaged in public consultation to obtain input into the appropriate criteria governing signs, having regard to the objectives that the Town seeks to achieve and the need to achieve them in a manner that impairs rights as minimally as possible;

WHEREAS Sections 23.1 to 23.5 and 284.1 of the *Municipal Act, 2001* authorizes a municipality to delegate its powers and duties, subject to certain restrictions, and authorize a municipality to provide for a review or appeal of a decision made by a person or body in the exercise of a power or duty delegated to him, her or it, and in the opinion of Council, the power being delegated to authorize certain exemptions from this By-law is of a minor nature;

WHEREAS pursuant to subsection 434.1(1) of the *Municipal Act, 2001* Council considers it desirable to provide for a system of administrative penalties as an additional means of promoting compliance with this By-law;

Council Enacts as Follows:

PART 1 Definitions

1. In this By-law:

Term		Definition
A		
1	A-Frame Sign	means a temporary, double-faced sign, triangular in shape, designed with no less than two sides of similar length forming its apex allowing it to stand on the ground Such signs include, but are not limited to, sandwich board signs.
2	Abandoned or Obsolete Sign	means a sign located on property which becomes vacant and unoccupied for a period of 90 days or more, or any sign which pertains to a time, event or purpose which no longer applies.
2.1	Administrative Penalties for Non-Parking Violations and Orders By-law	means By-law 2021-038, or successor by-laws; (By-law 2021-038)
3	Adult Entertainment Establishment	means any premise or service that is designed to appeal to exotic or sexual appetites; includes services or entertainment in which a principal feature or characteristic is nudity of any person. Premises and business include body rubs, adult video sales and/or rental.
4	Advertising Sign	means a sign that is owned and maintained by a person engaged in the rental or leasing of the sign face area for advertising goods, services or facilities and upon which copy can be fastened in a manner such that other copy can be substituted from time to time.
5	Alter or Alteration	means any change to the sign structure or sign face including the addition, deletion or re-arrangement of components provided that a change in the message displayed or maintenance of the sign structure shall not in itself constitute an alteration.
6	Applicant	means the person applying for a license or renewal of a license under this By-law and “application” has a corresponding meaning.



	Term	Definition
7	Awning	means a space-frame system covered with non-rigid materials designed in a moveable, retractable or fixed position, which is attached to, and projecting from a building or structure, but not forming an integral part thereof. This definition does not include a canopy.
8	Awning Sign	means a single-sided sign painted on, or otherwise affixed to, the surface of an awning and such sign does not project off of or out from the awning in any direction.
B		
9	Bag Sign	means a temporary sign that is constructed of an opaque plastic bag, cardboard or a similar material that is placed over a metal or wire frame and pushed into the ground.
10	Banner Sign, Cross-Street	means a temporary double or single-faced lightweight, open-web banner sign suspended across a street and mounted on poles designed to support this sign type.
11	Banner Sign, Light Pole	means a temporary double or single-faced lightweight, open-web banner sign mounted on support arm(s) that are attached to an individual light pole located on private property.
12	Banner Sign, Feather	means a temporary double-sided lightweight sign made of non-rigid material attached to a metal or plastic pole and placed into the ground or on a weighted stand.
13	Banner Sign, Street Light Pole	means a temporary double or single-faced lightweight, open-web banner sign mounted on support arm(s) that are attached to an individual light pole or utility pole located on the municipal boulevard.
14	Banner Sign, Wall	means a temporary single-faced lightweight, open-web banner attached to and positioned parallel to an exterior building wall.
15	Billboard Sign	see Advertising Sign.
16	Building	means a structure consisting of any combination of walls, roofs and floors, or a structural system serving the function thereof.
17	Building Code Act	means the <i>Building Code Act, 1992</i> , S.O. 1992, c. 17, as amended, or any predecessor or successor thereto, and includes the Regulations thereunder, such as the Ontario Building Code.
C		
18	Canopy, Entrance	means any non-retractable roof-like structure, that may be supported from the ground by poles or similar supports, that is attached to the exterior wall of a building at entrance(s).
19	Canopy, Fuel Pump	means any open and permanent roof structure, free standing or attached to a building, that is erected for the purpose of sheltering fuel pumps at a motor vehicle service station.



	Term	Definition
20	Canopy Sign	means a single-faced sign located, erected, or displayed on a canopy and mounted parallel to the structural elements of the canopy; and shall not include an awning sign or a projecting sign.
21	Charitable Sign	means a temporary double-or single-faced sign located, erected, or displayed on private property to advertise not for profit or charitable events by a not for profit organization, charity, place of worship, or school board and does not promote a business or product.
22	Community Bulletin Board	means a structure erected by the Town for the purpose of providing a display surface for posters, pamphlets, or notices. Locations of community bulletin boards are listed in Part 12, section 2 of this By-law.
23	Community Event	means an event held by a charitable or not for profit group whose primary purpose is to provide recreational, cultural or community services to residents of Oakville.
24	Community Mobile Sign	means a temporary double-faced sign which displays information regarding community events and initiatives, but shall not include political messaging, and is situated on Town property pursuant to the provisions of this By-law.
25	Congratulatory Sign	means a temporary double or single-faced sign that promotes a private special occasion and does not contain a commercial message nor direct persons to a commercial enterprise.
26	Copy	means the wording, letters, numerals, logos and/or artwork of the sign on the sign surface, either permanent or removable.
27	Council	means the Council of the Corporation of the Town of Oakville.
D		
28	Daylight Triangle	means in the case of a corner lot, the triangular space formed by the street lines and a line drawn from a point in one street line to a point in the other street line.
29	Designated Official	means the Director of Municipal Enforcement Services, or designate.
30	Development Sign, Ground	means a temporary double or single-faced ground sign that provides information promoting a development site or construction site as part of a plan of subdivision or a plan of condominium that has received draft approval, or the construction of a building or building complex on a property zoned therefor.
31	Development Sign, A-frame	means a temporary, double-faced A-frame sign displayed on Town property that directs attention to the sale of new dwelling units.



Term		Definition
32	Directional Sign	means a double or single-faced sign that gives directions or instructions for the control of vehicular or pedestrian traffic within the property on which the sign is located and at entrances to the property from the street.
33	Directory Sign	means a single-sided sign that displays unit numbers, business names or tenants of a premises, or a combination thereof.
34	Drive-Through Facility	means the use of land, buildings or structures, including an order box with or without voice communication, or parts thereof, to provide or dispense products or services through an attendant, a window, or an automated machine to persons remaining in motor vehicles in a designated stacking lane.
35	Drive-Through Menu Board Sign	means a permanent single or double-faced sign erected on a menu board, as part of a drive-through facility, that is used to display products available. The sign face may incorporate a digital display and the structure may include an ordering station.
36	Drive-Through Pre-Sale Menu Board Sign	means any permanent single-faced sign erected on a pre-sale menu board, as part of a drive-through facility, that is used to display a selection of products available and/or special promotions. The sign face may incorporate a digital display and the structure may include an ordering station.
37	Dwell Time	means the minimum duration of a static digital image.
E		
38	Election Sign	means a double or single-faced sign advertising or promoting the election of a political party or a candidate for public office in a federal, provincial or municipal election and includes signs promoting the position of a person registered to campaign with respect to a question on a ballot and third party election signs.
39	Event Sign	means a temporary double or single-faced sign on Town property advertising a charitable, community or tourism event occurring within the town and includes cross-street banner signs and street light pole banner signs.
F		
40	Façade	means the entire exterior building wall including any parapet, but does not include the building wall of any structure erected above the top storey of the building.
41	Fascia Sign	means a single-faced sign, constructed of a permanent and rigid material, that is attached and positioned parallel to the exterior wall of a building or structure and shall not include a window sign or a canopy sign.
44.1	Fuel Rate Digital Display	means the portion of a ground sign having digital numeric characters displaying the cost of gasoline or diesel at a motor vehicle service station (By-law 2020-142)

Term		Definition
42	Flag Sign	means a double-faced sign made of cloth or lightweight non-rigid material that is attached by one edge to a pole or rope on a permanent supporting structure.
43	Frontage	means the length of the property line of any lot that is parallel to and along each legally accessible public street.
44	Fuel Pump Sign	means a permanent or temporary double or single-faced sign erected or displayed on, or attached to, a fuel pump or electric vehicle charging station that displays, in whole or in part, static copy, electronic static copy or electronic moving copy (video).
G		
45	Grade	means the average level of proposed or finished ground adjoining a building or structure at all exterior walls or structural supports.
46	Ground Floor	means the floor of a building most nearly on a level with the ground.
47	Ground Sign	means a double or single-faced freestanding sign that is permanently affixed to the ground and not supported in any manner by a building.
H		
48		Deleted by By-law 2021-038
49	Height	means the vertical distance measured from the proposed or finished grade immediately adjacent to the sign to the highest extremity of the sign, that includes any frame, border or ornamental feature.
50	Hoarding	means any temporary construction barrier continuously enclosing a construction site that is erected for the purpose of site protection; including any temporary structure required for safety required by provincial or federal legislation or regulation and including covered sidewalks, scaffolding, fencing, etc.
51	Hoarding Sign	means a temporary single-faced sign erected on hoarding, associated with the development of property, that advertises or identifies the development of the property on which the sign is located.
I		
52	Illuminate	means the lighting of a sign or advertising device in whole or in part by any type of artificial light, whether by emission or reflection.
53	Illumination	means the act of lighting a sign by way of an artificial light source that is located within, on or external to the sign, with the brightness and intensity of which are measured in lux and nits.



Term		Definition
54	Inflatable Sign	means any temporary sign made of non-rigid, lightweight material that is designed to be inflated and that is tethered to the ground; and includes hot-air balloons.
L		
55	Light Pole	means a pole that has an outdoor lamp fixture mounted on top.
56	Long Term Care Facility Use	means a premises licensed pursuant to Provincial legislation consisting of assisted living units where a broad range of person care, support and health services are provided for the elderly, disabled or chronically ill occupants in a supervised setting, and may include one or more amenity areas such as a common dining, lounge, kitchen, and recreational area.
57	Lot	means one parcel of land that is registered as a legally conveyable parcel of land by the Land Registry Office.
M		
57.1	Message Area	means the area of a ground sign containing copy, logos, graphics, letters, figures, emblems, pictures, symbols and other messaging.
58	Menu Board	means a single-sided menu displaying the list of offerings at a food or service establishment and displayed at the main entrance to the establishment.
59	Mobile Sign	means a double-or single-faced temporary sign capable of being readily relocated from one location to another and which does not rely on a building or fixed foundation for its structural support.
60	Mobile Sign Lessor	means a person licensed under the Town of Oakville Licensing By-law to engage in the lease or rental of mobile signs.



61	Monolith Sign	means a double or single-faced ground sign that is shaped like a single pillar such that there is no structural delineation between the base of the sign and the display surface of the sign.
62	Motor Vehicle	means an automobile, motorcycle, truck, trailer or motor assisted bicycle as defined in the <i>Highway Traffic Act</i> , R.S.O. 1990, c. H.8, as amended.
63	Motor Vehicle Dealership	means a premises used for selling or leasing of motor vehicles, including the outside display and sales of inventory motor vehicles on the same lot.
64	Motor Vehicle Service Station	means a premises where fuel for motor vehicles is dispensed and other related activities; including, but not limited to, car wash facilities, retail kiosk, etc.
65	Municipal Act	means the <i>Municipal Act, 2001</i> , S.O. 2001, c. 25, as amended, or any predecessor or successor thereto.
66	Municipal Address	means the identifying street number and street name assigned to a property or to a building or unit within a building on the property.
67	Mural	means any type of display or artistic endeavor applied to any external wall or other part of a building or structure which does not include any words, images, logos, or trademarks that advertise or convey any promotional message.
N		
68	Neighbourhood Event Sign	means a temporary double or single-faced sign that provides information for a private garage sale, yard sale, or the like.
69	Nit	means a unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter. Nits are used to describe the brightness of electronic displays, such as LCD and CRT monitors.
O		
70	Officer	means any person authorized by the Town to enforce by-laws and includes Municipal Law Enforcement Officers and provincial offences officers.
71	Official Sign	means any sign erected by or under the jurisdiction of a federal, provincial or municipal government or agency and any sign required by a federal or provincial statute or municipal by-law.
71.1	Open Construction	means the portion of a ground sign free from the display surface or face of the sign, including all frames, backing, face plates, non-structural trim or other component parts not otherwise used for support for parts of the sign that have a backing, resulting in an open space.
72	Open House Directional Sign	means a temporary double or single-faced A-Frame sign that is displayed on a street that is intended to direct potential clients to a single residence for sale or lease.



73	Owner	means the registered property owner on the land's title.
P		
74	Parapet	means an extension of the main wall of a building above the roof line that forms a barrier at the edge of the roof.
75	Paths of Travel	means a dedicated pedestrian access that provides predictable, continuous, unobstructed, and barrier-free movement.
76	Penalty Notice	means means a notice issued pursuant to the provisions of the Administrative Penalties for Non-Parking Violations and Orders By-law; (By-law 2021-038)
77	Pennant Sign	means a double or single-faced sign of any shape, comprised of lightweight materials and displayed in a grouping, typically strung between two supports or against a wall.
78	Permanent Sign	means a sign attached to a building, structure, or the ground so as to resist environmental loads, such as wind, and preclude its ready removal or relocation.
79	Permit Holder	means a person to whom a sign permit has been issued under this By-law.
80	Person	means an individual, business, firm, corporation, association, partnership, or any combination thereof.
81	Planning Act	means the <i>Planning Act</i> , R.S.O. 1990, c 13, as amended, or any predecessor or successor thereto.
82	Pole Poster Sign	means a double or single-faced sign that is inserted into a fixed frame attached to a freestanding light pole located within a surface parking area, and includes banner sign, light pole.
83	Premises	means the buildings, structures and ancillary spaces owned or operated by a business establishment.
83.1	Primary Road	means a major collector road as described in the Livable Oakville Plan or an Arterial/Transit Corridor as described in the North Oakville Secondary Plan. (By-law 2019-059)
84	Projecting Sign	means a double-faced sign that is erected on and entirely supported by a building wall and that projects perpendicular from the building wall; this does not include a canopy or awning sign.
85	Property	means a lot under registered ownership and includes all buildings and structures thereon.
86	Protected Heritage Property	means real property in the Town, including all buildings, structures and other features thereon, that: (a) has been designed under Part IV of the Ontario Heritage Act; By-Law Number: 2018-044 Page 4 (b) has been designed under Part V of the Ontario Heritage Act; or (c) is subject to a notice of intention to designate under section 29 of Part IV of the Ontario Heritage Act for having cultural heritage value or interest.

R		
87	Rates and Fees Schedule	means the rates and fees schedule approved by Council as part of the annual budget approval process.
88	Real Estate Sign	means a temporary double or single-faced sign that is affixed to the ground or attached to an exterior building wall for the purpose of advertising the sale, lease or rental of the lands and existing buildings located on the property, where applicable.
89	Repair	means anything done to preserve the condition of a sign or to prevent the deterioration of a sign and includes the restoration of a sign by removing or replacing worn out, missing, damaged or broken parts.
90	Roof Sign	means any sign that is attached to or located more than one (1) metre above the roof line of a building or structure.
91	Roof line	means a roof, measured from grade, that covers 50% or more of the building or structure area. In the case where no portion of the roof area is greater than 50%, the lowest roof line of the building or structure will be used for this measurement.
S		
92	School	means a premises, including outdoor areas, where academic instruction in a full range of the subjects of the elementary or secondary school courses of study, continuing education and any other educational activities are provided under the jurisdiction of a school board established by the Province of Ontario and may include a nursery school.
93		Deleted by By-law 2021-038
93.1	Secondary Road	means an arterial road as described in the Livable Oakville Plan or an Avenue/Transit Corridor as described in the North Oakville Secondary Plan. (By-law 2019-059)
94	Short-Term Accommodation	means the provision of a dwelling unit which is used for the temporary lodging of the travelling public for a rental period not greater than 28 consecutive days.
95	Sign	<p>means any surface, structure and/or other component parts that are used or capable of being used as a visual medium or display to attract attention to a specific subject matter for identification, information or advertising purposes, and includes an advertising device.</p> <p>means any device, including surfaces, structures and/or other component parts, whose purpose and design is to advertise, announce, draw attention to or identify a product, place, activity, person, institution, business or other entity, or to communicate a message or information of any kind to the public.</p>



96	Sign Face	means the surface of a sign, including the border and frame, upon which information and advertising is displayed.
97	Sign Face, Double	means a sign having two (2) sign faces, with each face being of equal area and identical proportions to the other, located on a sign structure exactly opposite the other, and a maximum interior angle between the two (2) faces not exceeding five degrees (5°).
98	Sign Face, Single	means a sign having one (1) sign face.
99	Sign Face Area (SFA)	<p>means the number of square metres on the surface of a sign including the border and frame and where there is no border shall include all of the surface area lying within a rectangular box drawn around the full extent of words, numbers and/or symbols comprising the complete message.</p> <p>Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.</p> <p>Where a sign with two or more opposing display surfaces that are separated by an interior angle of five degrees (5°) or less, then one half of the total area of the display surfaces shall be used in the calculation of the sign area for that sign.</p>
99.1	Sign Face Area – Ground Sign	<p>means the area found within the perimeter of the entirety of a ground sign delineated by a rectangle drawn vertically from grade to the highest attached component of the sign and horizontally from side to side, including any sign structure, borders, frames, emblems or any figure of a similar character, architectural details, decorative or ornamental features, messaging, addresses, logos, pictures, symbols, decorative walls, bases and open construction.</p> <p>Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.</p>



100	Sign Owner	shall include: a. a person who is the occupant of the property or premises, if the sign identifies the property or directs attention to products or services offered by the person on the property; or b. in the case of a mobile sign or an advertising sign, the owner or mobile sign lessor of the sign structure; or c. the person or persons having the use or major benefit of the sign; or d. any person acting or purporting to act on behalf of the persons listed in a., b., or c. with respect to the sign.
101	Sign Permit	means a permit issued by the Designated Official, pursuant to the provisions of this By-law.
102	Sign Structure	means any object used to support or brace a sign face that is attached to the ground or a building wall or structure.
103	Static Electronic Message Board (SEMB)	means a component of a ground sign that is designed to have alphanumeric characters and digital images that can be readily changed or rearranged by electronic means without altering the face of the sign and displays information in a prearranged sequence. A static electronic message board does not contain copy that is full motion video or otherwise gives the appearance of animation or movement and does not display third-party advertising. This does not include a drive-through menu board sign and drive-through pre-sales menu board sign, fuel pump sign and a fuel rate digital display. (By-law 2020-142)
104	Street	means a common and public highway including an avenue, parkway, driveway, square, place, bridge, viaduct or trestle or any part thereof intended for or used by the general public for the passage of vehicles and pedestrians and includes the untraveled portion of the road allowance. Does not include a private street or condominium lane.
T		
105	T-Frame Sign	means a temporary double or single-faced sign supported by a base such that the sign and base are similar in shape to an inverted "T".
106	Temporary Sign	means any sign that is permitted for a specified period of time.
107	Third Party Election Sign	means any third party advertisement, as defined under the <i>Municipal Elections Act, 1996</i> , as amended.
108	Third Party Advertising Sign	means a sign advertising a business, service or product that is not available on the same property where the sign is displayed; see also Advertising Sign



109	Town	means The Corporation of the Town of Oakville in the Regional Municipality of Halton.
110	Town Property	means any land, building, structure or chattels owned by the Town.
U		
111	Unsafe	means a condition that is hazardous to any person or property when used with respect to a sign or sign structure.
112	Use	means the purpose for which land or a building or structure is arranged, designed, or intended or for which either building or land or structure is, or may be, occupied or maintained.
113	Utility Pole	means a column or post used to support overhead power lines and various other public utilities, such as electrical cable, fibre optic cable, and related equipment such as transformers, but excludes a column or post used only for street lighting.
V		
114	Vehicle Sign	means a single-faced sign which is displayed on a vehicle and includes a sign painted or otherwise exhibited on a vehicle or a sign displayed on a secondary surface placed upon or over the vehicle.
115	Visibility Triangle	means the area within a triangle formed by measuring a prescribed distance along two specified intersecting lines and a third line joining the terminal points of the two measured lines.
W		
116	Wall	means any exterior wall of a building that encloses the structure.
117	Wall Area	means the total area, including all openings, of an exterior building wall upon which a sign is erected. In the case of an irregular building wall, the total wall area shall include the area of a vertical plane(s), greater than 2.0 m in width, that project from the wall.
118	Wall Poster Sign	means a single-faced sign that is inserted into a fixed frame that is attached to building façade.
119	Wall Sign	means a single-faced sign directly painted, marked on or inscribed on an exterior wall surface of a building, but shall not include a mural.



120	Window Sign	<p>means a single-faced sign erected, painted, attached, etched, or inscribed onto the inside or outside of any part of a window in a building wall, but excludes the window frame.</p> <p>This definition also means a sign located within or in place of the glass of a window or any sign erected or displayed within 1.0 m of the window in a manner that the sign faces are capable of being viewed from outside the building, but excludes a sign that forms an integral part of a designed window display.</p> <p>Does not include 'open/closed' sign with a maximum sign face area of 0.3 m².</p>
Z		
121	Zoning By-law	<p>means a by-law passed by Council under the provisions of section 34 of the <i>Planning Act</i>, R.S.O. 1990, c. P.13, as amended.</p>

- 1.1 This By-law is a Designated By-law under the Administrative Penalties for Non-Parking Violations and Orders By-law. **(By-law 2021-038)**

PART 2 Administration and Permits

1. Sign regulations are established by the land use designations as set out in Schedule A to A8. Signs are permitted only where identified in Parts 5 to 10 within the specified land use designation, subject to any additional regulations. Any sign not specifically permitted within a particular land use designation is prohibited. Sign regulations differ for permanent and temporary signs.
2. Any letters in parentheses following any item in any table indicate that one or more additional regulations apply to the use, designation, or standard indicated. These additional regulations are listed below the applicable table.
3. A permit is required for any sign erected, located or displayed within the Town of Oakville with the exception of the signs listed in Part 11 of this By-law.
4. A person shall be deemed to be erecting, locating or displaying a sign if that person is a sign owner and directs, permits or fails to stop the erection, location or display of the sign.
5. The written approval of the Ministry of Transportation of Ontario must be included with any sign permit application for a sign placed within 400.0 m of a 400 series highway.



6. The applicant for a permit or renewal of a permit shall include information prescribed by the Designated Official in the prescribed format and may include any or all of the following:
 - a. a completed application form;
 - b. the written authorization from the property owner, lessee or property manager clearly indicating that the property owner and lessee of the property approve of the display of the sign on their property;
 - c. a current plan of survey certified by a registered Ontario Land Surveyor on which is shown the location of the proposed sign in relation to the boundaries of the lot, adjacent streets and any buildings on the lot;
 - d. drawings showing plan, building elevation and cross-section views of the proposed sign and sign structure, including the dimensions, copy design and materials, or engineered drawings if required by the Designated Official;
 - e. where applicable, drawings and specifications showing the parts of the building to which the proposed sign is to be attached;
 - f. where applicable, proof of approval of a heritage permit for a sign located on a protected heritage property;
 - g. where applicable, proof of approval for the proposed sign from all other governmental authorities having jurisdiction;
 - h. for ground signs that incorporate a static electronic message board, a Transportation Impact Report (pursuant to the Town's Terms of Reference set out in Schedule C to this By-law) is required, that is stamped and signed by a professional transportation engineer.
 - i. where required, proof of general liability insurance with the Town of Oakville named as additional insured or co-insured for no less than three (3) million dollars; and
 - i. the appropriate fee as set out in the rates and fees schedule. The fee is non-refundable and non-transferable.
7. Where a sticker or other evidence of the permit issued by the Town is provided to a person by the Designated Official, such proof shall be affixed to one display surface of the sign in a manner that is clearly visible from the street.



8. Additional conditions may be imposed on permits as a condition at the time of approval to the general intent and purpose of this By-law including, public safety and the size and location of signs.
9. The Designated Official shall issue a permit if all provisions of this By-law, and any other applicable law known to the Designated Official, including the *Building Code Act*, any by-laws of the Regional Municipality of Halton, and any guidelines of the Ministry of Transportation for the Province of Ontario have been complied with.
10. Except in the case of a business not yet in operation, a sign permit shall not be issued to any business that requires a licence pursuant to a by-law of the Town, if such business has not obtained the appropriate licence.
11. For permanent signs, the applicant shall submit as-built drawings and a sign-off letter confirming the sign has been installed according to permit specifications, within 10 business days of installation.
12. For mobile, wall banner, inflatable and feather banner sign permits, applications shall be submitted to the Designated Official no less than three business days in advance but not more than 60 days prior to the location or display of the sign.

Revocation of permits

13. The Designated Official may revoke a permit under any of the following circumstances:
 - a. where the permit has been issued in error by the Designated Official or on the basis of false, mistaken, incorrect or misleading information or undertakings provided to the Town; or
 - b. where the sign does not conform to this By-law or any conditions of approval under this By-law, or any other applicable law within the jurisdiction of the Town.

Expiry of permits

14. A permit issued by the Designated Official shall expire:
 - a. upon the expiry of any display period specified under this By-law or pursuant to the terms of a permit; or

- b. in all other instances, six (6) months from the date of issuance unless the sign has been erected for its intended purpose and where applicable as-built drawings and sign-off letter has been submitted; and
 - c. immediately upon removal of the sign.
15. No permit holder shall enjoy a vested right to the continuance or renewal of any permit, and the value of a permit shall be the property of the Town and shall remain so irrespective of the issue, renewal or revocation thereof.

PART 3 Prohibitions

1. No person shall:
- a. erect, locate or display a sign not specifically permitted within a particular land use designation;
 - b. erect, locate or display a sign without a permit if a permit is required under this By-law;
 - c. erect, locate or display a sign for which a permit has been obtained except in accordance with the approved plans and drawings submitted as part of the permit application;
 - d. erect, locate or display a sign in a manner that is not in accordance with the regulations of this By-law or the conditions of any exception, appeal, amendment or decision granted under this By-law;
 - e. erect, locate or display a sign of a type which is not specifically permitted under this By-law;
 - f. erect, locate or display a sign which is on or overhangs Town property, unless otherwise specified in this By-law;
 - g. erect, locate or display any sign upon a tree;
 - h. erect, locate or display any sign pole, bench or waste receptacle managed or controlled by the Town;
 - i. erect, locate or display any sign upon any fence;
 - j. erect, locate or display any sign upon any pole, traffic sign, or control box managed and controlled by a public utility which is located within the road allowance;

- k. erect, locate or display a sign that obstructs the view of any pedestrian, or driver of a motor vehicle or obstructs the visibility of any traffic sign or device, or where it interferes with vehicular traffic in a manner that could endanger any person;
- l. erect, locate or display a sign on private property for a purpose other than a purpose ancillary to a principal use permitted under the Zoning By-law and carried on within a building located on the property or the purpose of facilitating the commencement of such a use, except as specifically permitted under this By-law;
- m. permit light from any sign to exceed a maximum luminance of 5000 Nits between sunrise and sunset;
- n. permit light from any sign to exceed a maximum luminance of 100 Nits between sunset and sunrise;
- o. permit a SEMB to exceed 3 Nits relative to ambient light;
- o.1 fail to dim an illuminated sign located within 90.0 m of a residential area between sunset and 11:00 p.m.; **(By-law 2020-142)**
- p. fail to turn off an illuminated sign located within 90.0 m of a residential area between 10:00 p.m. and 6:00 a.m.; **(By-law 2020-142)**
- q. fail to dim or turn off an illuminated sign beyond 90.0 m of a residential area between 10:00 p.m. and 6:00 a.m. when directed by the Designated Official; **(By-law 2020-142)**
- r. fail to dim or turn off an illuminated sign beyond 90.0 m of a residential area as directed by conditions of a permit, exception or amendment; **(By-law 2020-142)**
- s. fail to turn off an illuminated sign when malfunctioning;
- t. fail to maintain a sign in a proper state of repair so that it becomes unsafe or unsightly;
- u. fail to remove, alter, or repair a sign which is not in compliance with this By-law when so directed by the Designated Official;

- v. fail to notify the Designated Official of the completion of the erection of any ground sign or fascia sign erected pursuant to a permit within 10 business days after the sign is erected;
- w. erect, locate or display a mobile sign without the owner's name and telephone number prominently displayed on the sign;
- x. erect, locate or display a mobile sign and/or a feather banner sign on properties that have a SEMB;
- y. except as expressly permitted under Part 7, erect, locate or display a sign within the following daylight triangles at the intersection of two streets, where the category of road applicable to a street shall be determined in accordance with Schedule B:
 - i. a 15.0 m daylight triangle at the intersection of an arterial road and any other road;
 - ii. a 15.0 m daylight triangle at the intersection of two collector roads;
 - iii. a 7.5 m daylight triangle at the intersection of any other streets; and
 - iv. within any other daylight triangle required under the Zoning By-law, the terms of approval of any approval granted under the *Planning Act*, or otherwise required by law including any daylight triangles required at rail line corridors;
- z. erect, locate or display a sign within a visibility triangle of 3m at the intersection of a street and a driveway;
- aa. fail to securely affix a temporary sign to the ground so as to resist environmental loads, such as wind; or
- bb. permit a static electronic message board to be viewed through a window.

PART 4 Prohibited Signs

- 1. The following signs are prohibited under this By-law:
 - a. any abandoned or obsolete sign;
 - b. any sign, in whole or part, with animation, scrolling content, motion, rotation, fading, flashing, blinking light, or any effects that create the illusion of movement;
 - c. any roof sign;

- d. any wall sign other than a mural permitted under this By-law;
- e. any pennant signs;
- f. any vehicles with signs that are parked on a property in a manner that is unrelated to their normal use as vehicles and is more consistent with the use or intended use of the vehicle as a sign, and permitted under Part 10 of this By-law;
- g. any sign that imitates, resembles or could be confused with official traffic control signs and devices;
- h. any signs on overpasses;
- i. any sign that displays sequential messages, either on the same sign or on subsequent signs;
- j. any static electronic message board that is affixed or displayed on a sign other than a ground sign and within the permitted land-use designation;
- k. any sign that is not expressly permitted under this By-law;
- l. any sign on private property for a purpose other than a purpose ancillary to a principal use permitted under the Zoning By-law and carried on within a building located on the property of the purpose of facilitating the commencement of such a use; or
- m. any fascia sign on the external wall façade of a building in an area not occupied by the business in connection with the sign.

PART 5 Regulations for Signs by Land Use Designation

Sign Face Area Calculations for Fascia Signs and Awning Signs

1. Fascia signs and awning signs may occupy a combined 20% of the external wall area per façade of that part of the building occupied by a business in connection with the sign to a maximum of 20 m². Subsection 2 shall apply where the total wall area of any façade exceeds 100 m².
2. Where a total wall area per façade exceeds 100 m², the maximum sign face area is calculated as the greater of 20.0 m² or the number of m² equal to: 16 + (total area of the wall on which the sign is displayed) divided by 25.

3. For purposes of illustrating the calculation, the following table sets out the maximum allowable sign area for different wall sizes:

Total Area of Wall	Maximum Allowable Sign Area
100.0 m ²	16 + (100/25) = 20.0 m ²
200.0 m ²	16 + (200/25) = 24.0 m ²
300.0 m ²	16 + (300/25) = 28.0 m ²

Sign Face Area Calculations for Ground Signs

3.1 Part 5 subsections 3.2 to 3.6:

- a. apply to ground signs, directory signs, monolith signs, drive-through pre-sale menu board signs and drive-through menu board signs; and
- b. do not apply to temporary signs, ground advertising signs or directional signs.

3.2 The maximum sign face area for ground signs shall be as specified in the Land Use Designation Tables set out in this By-law.

3.3 The maximum message area for ground signs shall be as specified in the Land Use Designation Tables set out in this By-law.

3.4 For the purposes of Part 5 subsection 3.3, the message area on a ground sign shall be measured by drawing a rectangle around the full extent of the message area.

3.5 Ground signs that are greater than 3 metres in height require 65% of the area measured by drawing a rectangle 1.2 metres from grade vertically and horizontally to the maximum width of the sign to be open construction. The calculation for the portion of the ground sign to be open construction is:

$$\text{Width of the rectangle} \times 1.2 \text{ m} \times 65\%$$

3.6 Part 5, subsection 3.5 does not apply to the Motor Vehicle Service Stations land use designation or the Motor Vehicle Dealerships land use designation.

Signs on Town Property requiring Approval

4. Signs may be erected, located or displayed on or overhanging Town property:
 - a. with the approval of the Designated Official, signs providing direction to churches or other religious institutions, shopping centers, golf courses, institutions, public facilities and the like, including tourism-orientated directional signs; and
 - b. with the approval of Council, permanent signs deemed by Council to be of a public service nature.

5. Signs erected, located or displayed on Town property shall not be affixed with nails, screws, tacks, staples, glue or wire or by a fastener that penetrates, punctures or otherwise creates a hole in the surface of a public utility pole or is embedded into the ground in a permanent or semi-permanent manner.

PART 5.1 Regulations for Signs in Commercial Land Use Designations

Table 5.1.1 All Commercial Land Use Designations (A)					
Permanent Signs	Awning Sign	Directional Sign (B)	Entrance Canopy Sign	Fascia Sign (C)	Ground Sign
Maximum number of signs per frontage	n/a	3	n/a		1 (D)
Maximum sign height	3.75 m (E)	1.5 m	4.59 m (E)	n/a	6.75 m
Maximum sign face area	(G)	0.56 m ²	(F)	(G)	7.5 m ² 25.0 m ² (L)
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited				30% 2.25m ² (H) (I)
Illumination	internal & external	internal		internal & external	
Minimum setback from front/flankage property line(s)	1.5 m	2.0 m	1.5 m	n/a	1.5 m (J)
Minimum separation distance	n/a				30.0 m (K)



Maximum message area	n/a	7.5 m ² (L)
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Additional Regulations for Table 5.1.1:

- (A) For sign regulations specific to motor vehicle service stations, motor vehicle dealerships, and drive-through facilities, refer to Part 6
- (B) Sign type only permitted for Community Commercial and Core Commercial designations
- (C) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (D) For Community Commercial and Core Commercial designations only, one (1) additional ground sign is permitted for every 100.0 m of frontage
- (E) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (F) Sign face area is included within the total sign face area permitted for fascia signs
- (G) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (H) For regulations specific to static electronic message boards, refer to Part 8
- (I) Where two or more ground signs are permitted, only one ground sign shall be permitted to include a static electronic message board
- (J) A maximum setback of 17.0 m from front and flankage property lines
- (K) Minimum separation distance from another ground sign on the same property
- (L) For calculating the maximum sign face area and maximum message area of a ground sign, refer to Part 5

Table 5.1.2 All Commercial Land Use Designations (A)

Temporary Signs	A- Frame Sign (B)	Wall Banner Sign	Flag Sign	Feather Banner Sign	Inflatable Sign (C)	Mobile Sign	Pole Poster Sign (D)	Window Sign
Maximum number of signs per frontage	n/a	3	1	3	n/a	3	n/a	
Maximum number of signs per premises	1 (E)	3	n/a		1	n/a	(F)	n/a
Maximum sign height	1.2 m	n/a	8.0 m	3.5 m	9.0 m	2.4 m	4.5 m (G)	(H)

Additional Regulations for Table 5.1.2:

Maximum sign face area	1.5 m ²	3.0 m ²	2.2 m ²	2.5 m ²	n/a	6.7 m ²	1.0 m ²	(I)
Illumination	prohibited					internal	prohibited	internal
Minimum setback from front/flankage property line(s)	n/a		1.5 m (J)	n/a	10.0 m	n/a		
Minimum separation distance	n/a			30.0m (K)	n/a	30.0m (K)	n/a	
Permit Period per premises	annual	21 days	annual	21 days (L) (M)	21 days	21 days (L) (M)	annual	

- (A) For sign regulations specific to motor vehicle service stations, motor vehicle dealerships, and drive-through facilities, refer to Part 6
- (B) Includes A-Frame, T-Frame and sandwich board sign types
- (C) Sign type only permitted for Core Commercial Designation
- (D) Sign type only permitted for Community Commercial and Core Commercial Designations
- (E) Sign shall be displayed within the projection of the business premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-business hours
- (F) Not more than 50% of the light poles within the parking area can have a pole poster sign attached
- (G) Minimum sign height shall be 2.6 m above grade
- (H) Limited to the extent of the window, excluding the window frame
- (I) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to businesses located on the ground floor of the building
- (J) A maximum setback of 17.0 m from front and flankage property lines
- (K) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property
- (L) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (M) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

PART 5.2 Regulations for Signs in Employment Land Use Designations

Table 5.2.1 All Employment Land Use Designations (A)						
Permanent Signs	Awning Sign	Directional Sign	Directory Sign (B)	Entrance Canopy Sign	Fascia Sign (C)	Ground Sign
Maximum number of signs per frontage	n/a	3	1	n/a		1 (D)
Maximum sign height	3.75 m (E)	1.5 m	2.5 m	4.5 m (E)	n/a	6.75 m
Maximum sign face area	(F) (G)	0.56 m ²	7.5 m ² 8.0 m ² (M)	(F)	(F) (G)	7.5 m ² 25.0 m ² (M)
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited					30% 2.25m ² (H) (I) (J)
Illumination	internal & external	internal				internal & external
Minimum setback from front/flankage property line(s)	1.5 m	2.0 m	17.0 m	1.5 m	n/a	1.5 m (K)
Minimum separation distance	n/a					30.0 m (L)
Maximum message area	n/a		7.5 m ² (M)	n/a		7.5 m ² (M)

Additional Regulations for Table 5.2.1:

- (A) For sign regulations specific to motor vehicle service stations, motor vehicle dealerships, and drive-through facilities, refer to Part 6, and for advertising signs, refer to Part 9
- (B) Sign type only permitted for Office Employment Designation
- (C) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (D) One (1) additional ground sign is permitted for every 100.0 m of frontage, except for properties in the Industrial Designation
- (E) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure



- (F) Sign face area is included within the total sign face area permitted for fascia signs
- (G) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (H) For regulations specific to static electronic message boards, refer to Part 8
- (I) Where two (2) or more ground signs are permitted, only one (1) ground sign shall be permitted to include a static electronic message board
- (J) For adult entertainment establishments, a static electronic message board on any sign is prohibited
- (K) A maximum setback of 17.0 m from front and flankage property lines
- (L) Minimum separation distance from another ground sign on the same property
- (M) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

Table 5.2.2 All Employment Land Use Designations (A)						
Temporary Signs	A-Frame Sign (B)	Wall Banner Sign	Flag Sign	Feather Banner Sign	Mobile Sign	Window Sign
Maximum number of signs per frontage	n/a		1	3		n/a
Maximum number of signs per premises	1 (C)	3	1	n/a		
Maximum sign height	1.2 m	n/a	7.5 m	3.5 m	2.4 m	(D)
Maximum sign face area	1.5 m ²	3.0 m ²	2.7 m ²	2.5 m ²	6.7 m ²	(E)
Illumination	prohibited				internal	
Minimum setback from front/flankage property line(s)	n/a		1.5 m	n/a		
Minimum separation distance	n/a		n/a	30.0 m (F)		n/a
Permit Period	annual	21 days	annual	21 days (G) (H)		annual

Additional Regulations for Table 5.2.2:

- (A) For sign regulations specific to motor vehicle service stations, motor vehicle dealerships, and drive-through facilities, refer to Part 6, and for advertising signs, refer to Part 9
- (B) Includes A-Frame, T-Frame and sandwich board sign types
- (C) Sign shall be displayed within the projection of the business premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-business hours
- (D) Limited to the extent of the window, excluding the window frame
- (E) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to businesses located on the ground floor of the building
- (F) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property
- (G) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (H) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

PART 5.3 Regulations for Signs in Mixed Use and Urban Core Land Use Designations

Table 5.3.1 All Mixed Use and Urban Core Land Use Designations (A)

Permanent Signs	Awning Sign	Directional Sign	Directory Sign	Entrance Canopy Sign	Fascia Sign (B)	Ground Sign	Projecting Sign
	Maximum number of signs per frontage	n/a	3	1 (C)	n/a		1
Maximum sign height	3.75 m (D) (E)	1.5 m	2.5 m	4.5 m (D) (E)	4.5 m (F)	2.5 m	4.5 m (E)
Maximum sign face area	(G) (H)	0.56 m ²	1.0 m² 2.0 m ² (N)	(G)	(H)	2.0 m² 6.25 m ² (N)	0.56 m ²
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited					50% 1.0m ² (I) (J)(M) (By-law 2020-142)	prohibited
Illumination	internal & external	internal	internal & external	internal	internal & external	internal	internal & external
Minimum setback from front/ flankage property line(s)	n/a	2.0 m	17.0 m (K)	1.5 m	n/a	1.5 m	n/a
Maximum overhang onto public property	0.46 m	prohibited	0.1 m	prohibited	0.2 m	prohibited	0.46 m
Minimum separation distance	n/a					30.0 m (L)	n/a

Maximum message area	n/a	1.0 m ² (N)	n/a	2.0 m ² (N)	n/a
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Additional Regulations for Table 5.3.1:

- (A) For sign regulations specific to motor vehicle service stations, motor vehicle dealerships, and drive-through facilities, refer to Part 6
- (B) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (C) Maximum number of signs per property, not per frontage
- (D) Sign shall maintain a minimum clearance of 2.59 m above grade
- (E) Sign shall not project below the undersurface of the awning or canopy structure
- (F) For buildings eight (8) stories or greater, fascia signs may be displayed on the wall of the top storey, excluding mechanical and elevator enclosures
- (G) Sign face area is included within the total sign face area permitted for fascia signs
- (H) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (I) For regulations specific to static electronic message boards, refer to Part 8
- (J) Where two (2) or more ground signs are permitted, only one ground sign shall be permitted to include a static electronic message board
- (K) For directory fascia sign, no minimum setback is required
- (L) Minimum separation distance from another ground sign on the same property
- ~~(M) Unless approved by an amendment to this By-law, the maximum SFA for a SEMB component shall not be greater than 1.0 m² (By-law 2020-142)~~
- (N) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

Table 5.3.2 All Mixed Use and Urban Core Land Use Designations

Temporary Signs	A-Frame Sign on private property (A)	A-Frame Sign on Town property (A)	Wall Banner Sign	Flag Sign	Feather Banner Sign	Mobile Sign	Window Sign
Maximum number of signs per frontage	n/a			1	3	3	n/a
Maximum number of signs per business premise	1 (B)		3	1	n/a		
Maximum sign height	1.2 m	1.0 m	n/a	7.5 m	3.5 m	2.4 m	(C)
Maximum sign face area	1.5 m ²	0.5 m ²	3.0 m ²	2.7 m ²	2.5 m ²	6.7 m ²	(D)
Illumination	prohibited					internal	
Minimum setback from front/flankage property line(s)	n/a			1.5 m	n/a		
Minimum separation distance	n/a				30.0 m (E)		n/a
Permit Period	annual	annual (F)	21 days	annual	21 days (G) (H)		annual

Additional Regulations for Table 5.3.2:

- (A) Includes A Frame, T Frame and sandwich board type signs
- (B) Sign shall be displayed within the projection of the business premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-business hours
- (C) Limited to the extent of the window, excluding the window frame
- (D) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to businesses located on the ground floor of the building
- (E) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property



- (F) Requires an encroachment agreement and shall display a town-issued sticker as evidence that a permit has been obtained
- (G) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (H) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

PART 5.4 Regulations for Signs in Medium and High Density Residential Land Use Designations and Long-Term Care Facility Uses

Table 5.4.1 Residential Land Use Designations and Long-Term Care Land Uses						
Permanent Signs	Awning Sign (A)	Directional Sign	Directory Sign	Entrance Canopy Sign (A)	Fascia Sign (A), (B) (I)	Ground Sign (C) (J)
Maximum number of signs per frontage	n/a	2	1	n/a	n/a	1
Maximum sign height	3.75 m (D)	1.5 m	2.5 m	4.5 m (D)	n/a	2.5 m
Maximum sign face area	(E)(F)	0.56 m ²	2.0 m ² 5.25 m ² (K)	(E)	(F)	4.0 m ² 6.25 m ² (K)
Illumination	internal & external	internal	prohibited	internal	internal	internal & external
Minimum setback from front/ flankage property line(s)	n/a	2.0 m	17.0 m	1.5 m	n/a	1.5 m (G)
Minimum separation distance	n/a					30.0 m (H)
Maximum message area	n/a		2.0 m ² (K)	n/a		4.0 m ² (K)

Additional Regulations for Table 5.4.1:

- (A) Sign types not permitted for townhouses or townhouse developments
- (B) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (C) Static electronic message boards are prohibited
- (D) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (E) Sign face area is included within the total sign face area permitted for fascia signs
- (F) A maximum sign face area of five percent (5%) of the total wall area upon which the sign is affixed
- (G) A maximum setback of 17.0 m from front and flankage property lines

- (H) Minimum separation distance from another ground sign on the same property
- (I) Permitted on detached dwelling lots for day nurseries and short-term accommodations, to a maximum of 5% to the wall to which it is attached. Fascia signs shall only be permitted on the first storey of the building
- (J) ~~Permitted on detached dwelling lots for day nurseries and short-term accommodations, one per property, with a maximum sign face area of 0.5m²~~ Permitted on detached dwelling lots for day nurseries and short-term accommodations, one per property, with a maximum message area of 0.5 m² and a maximum sign face area of 1.5 m²
- (K) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

Temporary Signs	A-Frame Sign (A)	Wall Banner Sign	Flag Sign	Mobile Sign
Maximum number of signs per frontage	1 (B)	3	1	1 (C)
Maximum sign height	1.2 m	n/a	7.5 m	2.4 m
Maximum sign face area	1.5 m ²	3.0 m ²	2.7 m ²	6.7 m ²
Illumination	prohibited			internal
Minimum setback from front/flankage property line(s)	n/a		1.5 m	n/a
Permit Period	annual	21 days	annual	21 days (D)

Additional Regulations for Table 5.4.2:

- (A) Includes A-Frame, T-Frame and sandwich board sign types
- (B) Sign shall be displayed within the projection of the business premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-business hours
- (C) A maximum of seven (7) display periods for the calendar year
- (D) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

PART 5.5 Regulations for Signs in Institutional and Community Use Land Use Designations

Table 5.5.1 Institutional Land Use Designations					
Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Ground Sign
Maximum number of signs per frontage	n/a	6 (B)	n/a		1 (C)
Maximum sign height	3.75 m (D)	1.5 m	4.5 m (D)	n/a	6.75 m
Maximum sign face area	(E)(F)	0.56 m ²	(E)	(F)	7.5 m ² 20.0 m ² (K)
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited				30% 2.25 m ² (G)(H)
Illumination	internal & external	internal			internal & external
Minimum setback from front/flankage property line(s)	1.5 m	2.0 m	1.5 m	n/a	1.5 m (I)
Minimum separation distance	n/a				30.0 m (J)
Maximum message area	n/a				7.5 m ² (K)

Additional Regulations for Table 5.5.1:

- (A) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (B) Maximum number of signs per property, not per frontage
- (C) One (1) additional ground sign is permitted for every 100.0 m of frontage
- (D) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (E) Sign face area is included within the total sign face area permitted for fascia signs
- (F) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (G) For regulations specific to static electronic message boards, refer to Part 8
- (H) Where two (2) or more ground signs are permitted, only one (1) ground sign shall be permitted to include a static electronic message board



- (I) A maximum setback of 17.0 m from front and flankage property lines
- (J) Minimum separation distance from another ground sign on the same property
- (K) For calculating the maximum sign face area and maximum message area of a ground sign, refer to Part 5

Table 5.5.2 Institutional Land Use Designation						
Temporary Signs	A-Frame Sign (A)	Wall Banner Sign	Flag Sign	Feather Banner Sign	Mobile Sign	Window Sign
Maximum number of signs per frontage	n/a		1	3		n/a
Maximum number of signs per individual use	1 (B)	3	n/a			
Maximum sign height	1.2 m	n/a	7.5 m	3.5 m	2.4 m	(C)
Maximum sign face area	1.5 m ²	3.0 m ²	2.7 m ²	2.5 m ²	6.7 m ²	20% (D)
Illumination	prohibited				internal	
Minimum setback from front/flankage property line(s)	n/a		1.5 m	n/a	n/a	
Minimum separation distance	n/a			30.0 m (E)		n/a
Permit Period	annual	21 days	annual	21 days (F) (G)		annual

Additional Regulations for Table 5.5.2:

- (A) Includes A-Frame, T-Frame and sandwich board sign types
- (B) Sign shall be displayed within the projection of the premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-operating hours
- (C) Limited to the extent of the window, excluding the window frame
- (D) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to uses located on the ground floor of the building
- (E) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property
- (F) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs

- (G) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

Table 5.5.3 Community Use Land Use Designations						
Permanent Signs	Awning Sign	Directional Sign	Directory Sign	Entrance Canopy Sign	Fascia Sign (A)	Ground Sign
Maximum number of signs per frontage	n/a	3	2 (B)	n/a		1 (C)
Maximum sign height	3.75 m (D)	1.5 m	2.5 m	4.5 m (D)	n/a	2.5 m (E)
Maximum sign face area	(F)(G)	0.56 m ²	2.0 m ² 5.25 m ² (M)	(F)	(G)	4.0 m ² 6.25 m ² (M) (N)
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited					50% 2.0 m ² (H) (I) (L) (By-law 2020-142)
Illumination	internal & external	internal	prohibited	internal		internal & external
Minimum setback from front/ flankage property line(s)	1.5 m	2.0 m	17.0 m	1.5 m	n/a	1.5 m (J)
Minimum separation distance	n/a					30.0 m (K)
Maximum message area	n/a		2.0 m ² (M)	n/a		4.0 m ² (M)

Additional Regulations for Table 5.5.3:

- (A) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (B) Maximum number of signs per property, not per frontage
- (C) One (1) additional ground sign is permitted for every 100.0 m of frontage



- (D) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (E) A maximum sign height of 6.75 m is permitted for ground signs placed on the frontage along an arterial roadway
- (F) Sign face area is included within the total sign face area permitted for fascia signs
- (G) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (H) For regulations specific to static electronic message boards, refer to Part 8
- (I) Where two (2) or more ground signs are permitted, only one (1) ground sign shall be permitted to include a static electronic message board
- (J) A maximum setback of 17.0 m from front and flankage property lines
- (K) Minimum separation distance from another ground sign on the same property
- ~~(L) Unless approved by an amendment to this By-law, the maximum SFA for a SEMB component shall not be greater than 2.0 m² (By-law 2020-142)~~
- (M) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5
- (N) A maximum sign face area of 20 m² is permitted for ground signs placed on the frontage along an arterial roadway

Table 5.5.4 Community Use Land Use Designations						
Temporary Signs	A-Frame Sign (A)	Wall Banner Sign	Flag Sign	Feather Banner Sign	Mobile Sign	Window Sign
Maximum number of signs per frontage	n/a		1	3		n/a
Maximum number of signs per individual use	1 (B)	3	n/a			
Maximum sign height	1.2 m	n/a	7.5 m	3.5 m	2.4 m	(C)
Maximum sign face area	1.5 m ²	3.0 m ²	2.7 m ²	2.5 m ²	6.7 m ²	20% (D)
Illumination	prohibited				internal	
Minimum setback from front/flankage property line(s)	n/a		1.5 m	n/a		
Minimum separation distance	n/a			30.0 m (E)		n/a
Permit Period	annual	21 days	annual	21 days (F) (G)		annual

Additional Regulations for Table 5.5.4:



- (A) Includes A-Frame, T-Frame and sandwich board sign types
- (B) Sign shall be displayed within the projection of the premises and within 3.0 m of the main entrance. Sign shall not block the pedestrian paths of travel. Sign shall be removed (brought indoors) during non-operating hours
- (C) Limited to the extent of the window, excluding the window frame
- (D) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to uses located on the ground floor of the building
- (E) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (F) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

PART 6 Regulations for Signs for Motor Vehicle Related Uses

The land uses in this section include:

- Motor Vehicle Service Stations (6.1.1)
- Motor Vehicle Dealerships (6.2.1)
- Drive Through Facilities (6.3.1)

Table 6.1.1 Motor Vehicle Service Stations								
Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Fuel Pump Canopy Sign	Fuel Pump Sign	Ground Sign	Monolith Ground Sign
Maximum number of signs per frontage	n/a	3 (B)	n/a			1 (C)		
Maximum sign height	3.75 m (D)	1.5 m	4.5 m (D)	n/a	(D) (E)	3.0 m	6.75 m	
Maximum sign face area	(F)(G)	0.56 m ²	(F)	(G)	20.0 m ²	20% (H)(I)	7.5 m² 25.0 m ² (Q)	
Illumination	internal & external	internal				internal		internal (J)
Minimum setback from front/flankage property line(s)	1.5 m	2.0 m	1.5 m	n/a			1.5 m (J)	3.0 m (K)

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Fuel Pump Canopy Sign	Fuel Pump Sign	Ground Sign	Monolith Ground Sign
Maximum area of SFA incorporating SEMB	prohibited							
Maximum message area for fuel rate digital display (By-law 2020-142)	prohibited (By-law 2020-142)						2.5m ² (P) (By-law 2020-142)	2.5m ² (By-law 2020-142)
Minimum separation distance	n/a						30.0 m (O)	
Maximum message area	n/a						7.5 m ² (Q)	

Additional Regulations for Table 6.1.1:

- (A) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (B) Maximum number of signs per property, not per frontage
- (C) Only one (1) ground sign or one (1) monolith ground sign shall be permitted per property frontage
- (D) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (E) A maximum sign height of 0.45 m above the canopy structure
- (F) Sign face area is included within the total sign face area permitted for fascia signs
- (G) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (H) 20% of each face of the fuel pump, whether mounted directly on the fuel pump or displayed on top of the fuel pump
- (I) Within the maximum 20% allowable sign face area, a video screen with a maximum display of 0.33 m is permitted
- (J) Illumination is only permitted for the portion of the sign contained within the permitted sign face area
- (K) A maximum setback of 17.0 m from front and flankage property lines

- (L) Intentionally Omitted (By-law 2020-142)
- (M) Intentionally Omitted (By-law 2020-142)
- (N) Intentionally Omitted (By-law 2020-142)
- (O) Minimum separation distance from another ground sign on the same property
- (P) Fuel Rate digital display is included within the total **message area**
- (Q) **For calculating the maximum sign face area and maximum message area of a ground sign and a monolith sign, refer to Part 5**

Table 6.1.2 Motor Vehicle Service Stations									
Temporary Signs	A-Frame Sign (A)	Wall Banner Sign	Feather Banner Sign	Flag Sign	Inflatable Sign	Pole Poster Sign	Mobile Sign	Wall Poster Sign	Window Sign
Maximum number of signs per frontage	n/a		3	1	n/a		3	2 (B)	n/a
Maximum number of signs per property	1 (C)	1	n/a	2	1 (D)	(E)	n/a	8 (D)	n/a
Maximum sign height	1.2 m	n/a	3.5 m	7.5 m	9.0 m	4.5 m (F)	2.4 m	1.0 m	(G)
Maximum sign face area	1.5 m ²	3.0 m ²	n/a	2.7 m ²	n/a	1.0 m ²	6.7 m ²	(H)	20% (I)
Illumination	prohibited						internal		
Minimum setback from front/flankage property line(s)	n/a			1.5 m	10.0 m	n/a			
Minimum separation distance	n/a		30.0 m (J)	n/a		15 m	30.0 m (J)	n/a	
Permit Period	annual	21 days	21 days (K) (L)	annual	21 days	annual	21 days (K) (L)	annual	

Additional Regulations for Table 6.1.2:

- (A) Includes A-Frame, T-Frame and sandwich board sign types
- (B) Maximum number of signs per building face



- (C) Sign shall not block the pedestrian paths of travel
- (D) Maximum number of signs per property on an annual basis
- (E) No more than 50% of the light poles within the parking area can have a pole poster sign attached
- (F) Minimum sign height shall be 2.6 m above grade
- (G) Limited to the extent of the window, excluding the window frame
- (H) Sign face area is included within the total sign face area permitted for fascia signs
- (I) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to uses located on the ground floor of the building
- (J) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property
- (K) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (L) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

Table 6.2.1 Motor Vehicle Dealerships

Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Ground Sign	Monolith Sign
Maximum number of signs per frontage	n/a	3 (B)	n/a		1 (C)	1 (C)
Maximum sign height	4.5 m (D)	1.5 m	4.5 m (D)	n/a	6.75 m	6.75 m
Maximum sign face area	(E)(F)	0.56 m ²	(E)	(F)	7.5 m² 25.0 m ² (M)	7.5 m² 25.0 m ² (M)
Illumination	internal & external	internal			internal	internal (G)
Minimum setback from front/flankage property line(s)	1.5 m	2.0 m	1.5 m	n/a	1.5 m (H)	3.0 m (H)
Maximum area of SFA incorporating SEMB (By-law 2020-142)	prohibited				30% 2.25 m ² (I) (J)	prohibited amended per By-law 2020-142
Minimum separation distance	n/a				30.0 m (L)	30.0 m (L)

Maximum message area	n/a	7.5 m ² (M)	7.5 m ² (M)
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Additional Regulations for Table 6.2.1:

- (A) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (B) Maximum number of signs per property, not per frontage
- (C) Only one (1) ground sign or one (1) monolith ground sign shall be permitted per property frontage
- (D) Sign shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
- (E) Sign face area is included within the total sign face area permitted for fascia signs
- (F) For calculating maximum sign face area for fascia and awning signs, refer to Part 5
- (G) Illumination is only permitted for the portion of the sign contained within the permitted sign face area
- (H) A maximum setback of 17.0 m from front and flankage property lines
- (I) For regulations specific to static electronic message boards, refer to Part 8
- (J) Where two (2) or more ground signs are permitted, only one (1) ground sign shall be permitted to include a static electronic message board
- (K) Intentionally Omitted (**By-law 2020-142**)
- (L) Minimum separation distance from another ground sign on the same property
- (M) **For calculating the maximum sign face area and maximum message area of a ground sign and a monolith sign, refer to Part 5**

Table 6.2.2 Motor Vehicle Dealerships

Temporary Sign	A-Frame Signs (A)	Wall Banner Signs	Feather Banner Sign	Flag Sign	Inflatable Sign	Mobile Sign	Pole Poster Sign	Window Sign
Maximum number of signs per frontage	n/a		3	1	1 (B)	3	n/a	
Maximum number of signs per property	3 (C)	3	n/a	1	1	n/a	(D)	n/a
Maximum sign height	1.2 m	n/a	3.5 m	7.5 m	9.0 m	2.4 m	4.5 m (E)	(F)
Maximum sign face area	1.5 m ²	3.0 m ²	n/a	2.7 m ²	n/a	6.7 m ²	1.0 m ²	20% (G)
Illumination	prohibited					internal	prohibited	internal

Minimum setback from front/flankage property line(s)	n/a		1.5 m	10.0 m	n/a			
Minimum separation distance	n/a		30.0m (H)	n/a		30.0m (H)	15 m	n/a
Permit Period	annual	21 days	21 days (I) (J)	annual	21 days	21 days (I) (J)	annual	

Additional Regulations for Table 6.2.2:

- (A) Includes A-Frame, T-Frame and sandwich board sign types
- (B) Maximum number of signs per property on an annual basis
- (C) Sign shall not block the pedestrian paths of travel
- (D) No more than 50% of the light poles within the parking area can have a pole poster sign attached
- (E) Minimum sign height shall be 2.6 m above grade
- (F) Limited to the extent of the window, excluding the window frame
- (G) Window sign(s) may cover a maximum of 20% of the window area on windows located on the ground floor along the building frontage(s). The use of window signs is limited to uses located on the ground floor of the building
- (H) Minimum distance from another feather banner, charitable mobile sign or mobile sign located on the same property
- (I) The maximum number of display periods in a calendar year is seven (7) and is shared between feather banner and mobile signs
- (J) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit

Table 6.3.1 Drive-Through Facilities			
Permanent Signs	Directional Sign	Drive-Through Pre-Sale Menu Board Sign (B)	Drive-Through Menu Board Sign (C)
Maximum number of signs per staking lane	2 (A)	1	1
Maximum height	1.5 m	2.5 m	2.5 m
Maximum sign face area	0.56 m ²	1.0 m ² 1.5 m ² (D)	2.0 m ² 5.25 m ² (D)
Illumination	internal		
Minimum setback from any property line	1.5 m	1.5 m	1.5 m
Maximum message area	n/a	1.0 m ² (D)	2.0 m ² (D)

Additional Regulations for Table 6.3.1:

- (A) One (1) sign positioned at the entrance to the stacking lane and one (1) sign positioned at the exit of the stacking lane
- (B) Digital display to a maximum of 1.0 m²
- (C) Digital display to a maximum of 2.0 m²
- (D) For calculating the maximum sign face area and maximum message area of a drive-through pre-sale menu board sign and a drive-through menu board sign, refer to Part 5

PART 7 Regulations for Development Signs and Real Estate Signs for All Land Use Designations

Table 7.1 Development Signs						
Temporary Signs	Development Signs, Ground				Hoarding Signs	
	detached dwelling lot	lots less than 0.5 HA	lots from 0.5 HA to 5.0 HA	lots over 5.0 HA	detached dwelling lot	all other lots
Maximum number of signs per frontage	1 (A)	1	1(B)	1(B)	1(A)	n/a
Maximum sign height	2.0 m	3.6 m	6.76 m	7.6 m	2.0 m	3.6 m
Maximum sign face area	4.65 m ² (C) (D)	5.76 m ² (C) (D)	7.5 m ² (C) (D)	19.0 m ² (C) (D)	4.65 m ² (D)	100% (D)
Illumination	prohibited	external (E)			prohibited	
Minimum setback from front/ flankage property line(s)	2.0 m	3.6 m (F)	6.76 m (F)	7.6 m (F)	0.3 m (G)	0.3 m (G)
Maximum overhang onto public property	prohibited (H)				(I)	
Minimum separation distance	n/a		75.0 m (J)		n/a	
Permit Period	Annual (K)				Annual (K)	

Additional Regulations for Table 7.1:

- (A) For detached dwelling lots, either a ground sign or hoarding sign is permitted, not both
- (B) One (1) additional ground sign is permitted for every 150.0 m of frontage
- (C) When a development sign is erected on a lot, separate signs identifying designers, builders, and/or contractors performing work/services are not permitted. However, these signs may be incorporated into the permitted sign face area of the development ground sign and in an orderly arrangement
- (D) Sign face area copy to only identify:
 - a. the project name and graphic depictions
 - b. the developer(s) and builders(s) names and contact information, and
 - c. other pertinent information
- (E) No Illumination is permitted within 90.0 m of occupied residential units
- (F) A maximum setback of 17.0 m from front and flankage property lines



- (G) Any construction hoarding sign containing any element or content in red, amber and/or green shall be erected more than 30.5 m from a traffic control signal
- (H) No sign will be permitted on any lands to be conveyed to the town or which may form part of the municipal road allowance
- (I) Only permitted by the Designated Official
- (J) Minimum separation distance from another ground sign on the same property
- (K) The sign must be removed from the development site within 60 days of the first unit occupancy on the lot

Table 7.2 Real Estate Signs		
Temporary Signs	Fascia Signs (non-residential) (A)	Ground Signs (non-residential)
Maximum number of signs per frontage	1 (B)	1 (B)
Maximum sign height	(C)	3.6 m
Maximum sign face area	4.65 m ² (D)	4.65 m ² (E)
Illumination	external (F)	
Minimum setback from front/flankage property line(s)	n/a	3.0 m (G)
Permit Period	Annual (H)	Annual (H)

Additional Regulations for Table 7.2:

- (A) No fascia sign may project more than 0.45m (18 inches) from the surface of the wall to which it is attached
- (B) One (1) real estate fascia sign or one (1) real estate ground sign is permitted
- (C) Shall not extend higher than the building wall (including the parapet) and shall not extend beyond either end of the wall on which it is erected
- (D) The total sign face area of a fascia sign shall not exceed 20% of wall area where sign is to be placed
- (E) For lots less than 0.5 HA, the maximum sign face area is 5.76 m². For lots from 0.5 HA to 5.0 HA, the maximum sign face area is 7.5 m².
- (F) Illumination not permitted within 90.0 m of occupied residential units
- (G) A maximum setback of 17.0 m from front and flankage property lines
- (H) Signs must be removed within 30 days upon finalizing the sale/lease/rent

Table 7.3 Development Signs on Town Property	
Temporary Signs	Development Sign, A-Frame
Maximum number of signs per development	25
Maximum number of signs per builder per development	5
Maximum number of signs per intersection	12 (A) (B)
Maximum number of signs per intersection corner	3 (A)
Location prohibitions	(C)
Minimum setback from intersection	15.0 m
Minimum setback from sidewalk or multi-use trail	1.0 m (D)
Minimum setback from fire hydrant, transit shelter or bus stop	5.0 m
Minimum setback from any driveway	10.0 m
Maximum sign height and maximum sign width	1.2 m
Maximum sign face area	1.45 m ²
Permit Period	1 calendar year (E) (F)

Additional Regulations for Table 7.3:

- (A) Maximum of one (1) A-Frame development sign per development per intersection corner
- (B) For a T-type intersection, a maximum of nine (9) signs shall be permitted
- (C) A-Frame development signs are prohibited to be displayed:
 - a. on any center median, traffic island, or center boulevard within a road allowance;
 - b. in a location which impairs or obstructs the visibility or movement of vehicular or pedestrian traffic, or the visibility of warning devices, railway, traffic or municipal street signs; or
 - c. affixed in any way to a utility pole, tree, official sign or other Town property
- (D) Where no sidewalk/multi-use trail exists, a minimum setback of 3.0 m from the road surface
- (E) The sign shall not be displayed earlier than 5:00 p.m. on Friday and shall be removed by no later than 7:00 a.m. on the following Monday, unless a statutory holiday falls on a Friday or a Monday, in which case the hours shall be extended to include the holiday
- (F) Signs must be removed from the right-of-way within 60 days of the first occupancy of a unit within the development

PART 8 Regulations for Static Electronic Message Boards

Table 8.1 Regulations for Static Electronic Message Boards (SEMB)	
Permitted sign types	<ul style="list-style-type: none"> SEMB are only permitted on permanent ground signs notwithstanding, SEMB are not permitted on monolith ground signs, advertising ground signs, directory signs, directional signs or ground signs for adult entertainment establishments
Copy content	limited to static alphanumeric text and digital image
Prohibited content	<ul style="list-style-type: none"> animations, motion, scrolling content, fading, flashing, or blinking light, or any effects that create the illusion of movement any directional information, whether in text or graphics any sequential messages, either on the same sign or on subsequent signs any imitation or resemblance of official traffic control devices
Minimum dwell time	30 seconds
Maximum transition time between messages	limited to instantaneous transitions with no effects
Minimum character height	20.0 cm
Font	only mono-spaced fonts are permitted
Colour	only mono colour for messages with text
Safety impacts	<ul style="list-style-type: none"> requires a traffic safety assessment as part of the permit application. Designated Official has the right to revoke a permit and remove a sign that is found to have adverse impacts on safety
On or overhanging a street	prohibited
Minimum setback from a residential property line	30.0m (By-law 2020-017)
Minimum setback from a signalized intersection	20.0m
Minimum separation distance from another SEMB	90.0m



Minimum setback from front / flankage property line	<ul style="list-style-type: none"> • in accordance with the minimum setback for a ground sign within the land use designation where the ground sign is located • not permitted within rear or interior side yards
Maximum setback from front or flankage property line	17.0 m
Sight distance and visibility [assessment on a case-by-case basis]	<ul style="list-style-type: none"> • sight distance must correspond to the required legibility distance • restrict on curvature • not to obstruct the view of roadways
Maximum permitted percentage of SEMB to the total sign face area of a Ground Sign (By-law 2020-142) Maximum area of SFA incorporating SEMB for a ground sign	30% of the total sign face area of a ground sign, unless otherwise specified in the land use designation tables or through amendment (By-law 2020-142) as specified in the land use designation tables or through amendment
Placement of SEMB on a ground sign	<ul style="list-style-type: none"> • minimum height of SEMB from the ground: <ul style="list-style-type: none"> - Commercial and Employment Designations: 2.0 m - Community centers, Schools and places of worship: 0.5 m • maximum height of SEMB from the ground is 6.3 m
Maximum Luminance Between Sunrise and Sunset	5000 Nits
Maximum Luminance Between Sunset and Sunrise	100 Nits
Luminance Relative to Ambient Light	notwithstanding maximum luminance between sunrise and sunset; and sunset and sunrise, luminance related to ambient light shall not exceed 3 Nits
Automatic Illumination Control	requires an ambient light sensor that will automatically adjust the sign luminance according to the environmental conditions
Hours for Dimming/Turning Off	<ul style="list-style-type: none"> • turned off between 10 pm to 8 am for signs located within 90.0m of a residential property line • in all other instances, the Designated Official shall advise/direct the hours for dimming or to be turned off



Malfunction	require SEMB to be turned off or display a black screen until repaired
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PART 9 Regulations for Third Party Advertising Signs

Table 9.1 Regulations for Third Party Advertising Signs in Employment Land Use Designations (A)		
	Ground Advertising Sign	Mobile Advertising Sign
Maximum number of signs per frontage	1 (B)	
Maximum sign height	6.75 m	2.4 m
Maximum sign face area	7.5 m ²	6.7 m ²
Illumination	internal or external (C)	internal
Minimum setback from any road allowance	4.5 m (D) (E)	1.5 m (E)
Minimum setback from any property line	1.5 m (E)	
Minimum separation distance from another advertising sign	300.0 m	
Minimum separation distance from another a ground sign, feather banner sign, charitable mobile, or mobile sign on the same property	30.0 m	
Minimum separation distance from: <ul style="list-style-type: none"> • any property within a residential zone or legally used for residential • any property used for a school or park • any property designated under Part IV or V of the Ontario Heritage Act • any 400 series highway 	200.0 m	
Permit Period	annual (F) (G)	21 days (F) (G) (H) (I)

Additional Regulations for Table 9.1:

(A) Excludes any property located north of Dundas Street



- (B) One ground advertising sign or one mobile advertising sign on the same property except where a property has a frontage greater than 300.0 m, an additional advertising sign is permitted for every additional 300.0 m of frontage
 - (C) Cut-off shields required for external illumination from above
 - (D) The mid-point between the edge of the road allowance and the setback required for buildings and structures (other than signs on the property) under the provisions of the Zoning By-law, provided that in no event shall any portion of the ground advertising sign be erected less than 4.5 m from the edge of any road allowance
 - (E) In the event of a conflict with another provision of any other by-law, the setbacks required by Part 9 shall apply to advertising signs
 - (F) No more than a total of 35 permits shall be issued or available at any given time
 - (G) No person shall have an interest in more than 8 issued permits, representing approximately 25% of the total permits available, at any given time, except where a period of at least eighteen (18) months has elapsed from the last date on which one or more permits were issued to a person, that person may apply for additional permits that may be available, provided that in no event shall any person be entitled to have an interest in more than 17 issued permits, representing approximately 50% of the total permits available, at any given time. A person shall be deemed to have an interest in a permit if the person is: (i) a permit holder; (ii) an officer, director, partner, employee, contractor, principal, agent, trustee or beneficiary of a permit holder; or (iii) a person who has a legal or beneficial interest in any share of a permit holder
 - (H) The maximum number of display periods in a calendar year is seven (7)
 - (I) A seven (7) day blackout period is required between the expiry of one sign permit and the commencement of a successive sign permit
1. For the purposes of this By-law, advertising signs may be ground signs ("ground advertising signs") or mobile signs ("mobile advertising signs"), subject to compliance with the other requirements of this By-law. For greater certainty, however, advertising signs shall not include any type of sign erected, located or displayed on private property for a purpose ancillary to a principal use permitted under the Zoning By-law and carried on within a building located on the property or the purpose of facilitating the commencement of such a use, as provided in Part 3, subsection 1(j).
 2. Except as set out in Part 4, subsection 1(l) or, if applicable, Part 10, Vehicle Signs are permitted wherever the vehicle on which they are found is permitted.

PART 10 Regulations for Election Signs

Deposit Required

1. No person shall erect, locate or display an election sign on Town property unless the security specified in the rates and fees schedule has been paid to the Designated Official by the sign owner or the sign owner's authorized agent.



Timing of Display

2. No person shall erect, locate or otherwise display an election sign:
 - a. in the case of a municipal election, 45 days prior to the day of the election as set out in the *Municipal Elections Act, 1996*, as amended;
 - b. in the case of a federal or provincial election, 45 days prior to the day of election or prior to the issuance of the writ for the election whichever is later;
 - c. in the case of any election, for a period greater than three (3) days immediately following the day of the election; or
 - d. on the property of a voting location 48 hours prior to voting day, any advance voting and during voting hours.

Location

3. No person shall erect, locate or display an election sign:
 - a. on or within any Town property other than arterial road allowances as designated by the Town's Official Plan, including major, multipurpose, minor and industrial arterial road allowances;
 - b. on any major arterial or minor arterial transit corridor north of Dundas Street;
 - c. on or within any road allowance abutting any Town owned building;
 - d. overhanging any Town property other than a road allowance;
 - e. on any utility pole, official sign or official sign structure;
 - f. on any tree, tree support, or fence on Town property;
 - g. at any location on Town property where the election sign might obstruct any door, window, fire exit or any opening required for light, ventilation, ingress, egress or firefighting;
 - h. at any location on Town property where the election sign might interfere with underground services;
 - i. at any location where the election sign could obstruct the view of any pedestrian or driver of a motor or obstruct the visibility of a traffic sign or device, or where it could interfere with vehicular traffic so that it could endanger any person; or
 - j. at any location where such election sign, in the opinion of Designated Official, constitutes a safety hazard to the general public; outside of the geographical area for the office in which the candidate is running (including third party advertisers opposing or supporting a candidate).



4. No person shall erect, locate or display an election sign within a road allowance where the election sign is:
 - a. on any center median, traffic island or center boulevard;
 - b. within 1.5 m of a fire hydrant, curb, driveway or the travelled portion of a street;
 - c. within 30.0 m of any intersection;
 - d. within 15.0 m of any bus stop;
 - e. on any railing, retaining wall, bridge, bench, garbage can or structure of any kind;
 - f. on Town property within 100.0 m of any property line of a voting location; or
 - g. within 10.0 m of another election sign for the same candidate.

5. Notwithstanding Parts 10, subsection 3 and 4, an election sign may be installed on Town property where paid advertising is permitted (e.g. bus shelters). Such signs may not be displayed on the property of a voting location at any time during established voting hours.

Vehicle Signs

6. An election sign which is a vehicle sign is not subject to the provisions of Part 10, subsection 5. An election sign which is a vehicle sign is subject to the following provisions:
 - a. an election sign which is a vehicle sign may only be displayed during the time period permitted by Part 10, subsection 2; and
 - b. an election sign which is a vehicle sign may not be displayed on the property of a voting location at any time during established voting hours.

Election Signs Displayed in Oakville

7. The only election signs which may be displayed within the Town are:
 - a. election signs for a candidate running to represent the Town or a portion thereof;
 - b. election signs promoting a position with respect to a question on a ballot upon which eligible Town voters may vote; or
 - c. third party election signs in support of or in opposition to:
 - i. a candidate running to represent the Town or a portion thereof; or
 - ii. a question on a ballot upon which eligible Town voters may vote.



Method of Erecting Signs

8. No person shall erect, locate or display an election sign unless the Designated Official has approved the type of pole or support for the election sign in writing, having regard to the public safety and the potential for damage to public property or services within the road allowance.

Special Provisions – Business Improvement Areas

9. Notwithstanding Part 10 subsection 3 (e), any person may affix or display an election sign on a public utility pole located within the Downtown Oakville Business Improvement Area, the Bronte Business Improvement Area, or the Kerr Street Business Improvement Area, subject to complying with all of the following requirements:
 - a. the public utility pole is not located within 15.0 m of an intersection;
 - b. the election sign is at all places affixed flush with the surface of the utility pole;
 - c. the election sign is of light-weight construction only;
 - d. the election sign is no larger than 0.61 m by 0.61 m; and
 - e. the election sign is not affixed with nails, screws, tacks, staples, glue or wire or by a fastener that penetrates, punctures or otherwise creates a hole in the surface of a public utility pole.

Return of Security Deposit

10. Following the election, fees incurred due to the removal of any election signs placed in contravention of this By-law or damage within the road allowance will be deducted from the security paid and/or invoiced accordingly.

PART 11 Signs Not Requiring a Permit

The signs listed in this section are permitted without a permit, subject to the regulations below:

Sign Type		Location/Zone	Regulations
1	Commemorative signs, plaques or corner stones of a non-advertising nature	Private Property	<ul style="list-style-type: none"> attached to the wall of the building maximum size of 0.30m²
2	Election Signs	All Property	refer to Part 10
3	Emblems of Religious Organizations	Private Property	n/a
4	Flags bearing only emblems of patriotic, civic or charitable institutions	Private Property	n/a
5	Menu Board located at entrance of food establishment	Private Property.	<ul style="list-style-type: none"> maximum size of 0.30 m² digital display not permitted
6	Municipal Addresses (Commercial/Industrial)	Private Property	maximum size of 0.50 m ² when not included in sign face area of another sign on the same property
7	Municipal Addresses (Residential)	Private Property	maximum size of 0.30 m ²
8	Neighbourhood Event Signs	Town Property or Private Property in residential zones	<ul style="list-style-type: none"> maximum size of 0.60 m by 0.60 m maximum of three (3) signs per neighbourhood event maximum display period of 24 consecutive hours maximum of two (2) signs per lot within the calendar year
9	No Trespass or warning sign	Private Property	maximum size of 0.19 m ²
10	Official Signs	Town Property or Private Property	<ul style="list-style-type: none"> placed by relevant authority subject to restrictions otherwise applicable by law



	Sign Type	Location/Zone	Regulations
11	'Open/Closed' signs, including illuminated CSA approved signs	Private Property	maximum sign face area of 0.3 m ²
12	Portable Signs erected by Churches or Religious Institutions on their designated day of worship for the purpose of providing direction to the place of worship	Town Property or Private Property	<ul style="list-style-type: none">• maximum of three (3) signs• maximum size of 1.50 m²• consent of abutting residential property owner required if erected on a road allowance within the extended property lines of the residential property
13	Signs advertising agricultural produce produced on the property	Private Property	<ul style="list-style-type: none">• one sign with a maximum size of 3.0 m²• display period during the appropriate harvesting season
14	Signs erected by person performing work/service on residential properties	Private Property in Residential Zones if the service is being performed at that property	<ul style="list-style-type: none">• one sign with a maximum size of 0.37 m²• display period during the time that work is being performed or a total of 14 consecutive days, whichever is less
15	Signs on Bus Shelters	Town Property	With the permission of the Town in accordance with rules and requirements in effect from time to time regardless of location of bus shelter
16	Signs on Community Bulletin Boards	Town Property in designated locations	refer to Part 12



	Sign Type	Location/Zone	Regulations
17	Open House Directional Sign	Town Property or Private Property in Residential Zones	<ul style="list-style-type: none"> • for the resale of residential properties only • signs no larger than 0.6m by 0.6m • maximum sign face area of 0.36m² • maximum of five (5) A-frame signs per property for sale. If more than five signs are displayed, all signs will be considered in contravention of this By-law • minimum 2m setback from an intersection • minimum 3m setback from any driveway • not to be displayed prior to 9 am or after 9 pm • shall not be displayed on any center median, traffic island or center boulevard within a road allowance • shall not be displayed in a location which impairs or obstructs the visibility or movement of vehicular or pedestrian traffic or the visibility of warning devices, railway, traffic or municipal street signs • shall not be affixed in any way to a utility pole, tree, official sign or other Town property • shall not be anchored into the ground or otherwise attached to, or affixed or embedded into the ground in a permanent or semi-permanent manner
18	Congratulatory signs for the purpose of expressing sentiments on birthdays, anniversaries or similar occasions	Private Property in a residential zone	Maximum display period of 48 hours

Sign Type		Location/Zone	Regulations
19	Temporary Real Estate Ground Signs	Private Residential Properties offered for sale or lease	<ul style="list-style-type: none"> • maximum of 1 sign per dwelling unit • maximum sign face area of 0.56m² • maximum height of 1.5m • cannot overhang Town property • illumination is prohibited • removed within 14 days after sale
20	Vehicle Signs	All properties	<ul style="list-style-type: none"> • vehicle must be legally parked, licensed, and capable of being driven • see additional regulations in Part 10, if applicable

PART 12 Regulations for Community Bulletin Boards

1. The Town shall erect or cause to be erected one or more community bulletin boards at locations to be determined by Council on which temporary signs may be displayed by members of the public without a permit, subject to complying with all of the following requirements:
 - a. No person shall use more than 0.28m² of the total display area of any one community bulletin board at one time;
 - b. No person shall post a sign on a community bulletin board unless such sign clearly indicates the name, address and telephone number of the person responsible for displaying the sign; and
 - c. Community bulletin boards shall be maintained by or on behalf of the Town, and such maintenance may include periodic clearing of all signs and materials posted thereon.
2. Designated locations include:
 - a. Town Square (south side of Lakeshore Road across from George Street)
 - b. Bronte Boardwalk (west side of Bronte Road south of Lakeshore Road)
 - c. Kerr Street at Cowan Avenue (107 Inglewood Drive)
 - d. Central Library (120 Navy Street)
 - e. Town Hall (1225 Trafalgar Road)

- f. River Oaks Recreation Centre (2400 Sixth Line)
- g. Glen Abbey Recreation Centre (1415 Third Line)
- h. Maple Grove Arena (2237 Devon Road)

PART 13 Sign Regulations for Community Mobile Signs

1. Community mobile signs may be displayed at such locations as determined by the Designated Official having regard to the general intent and purpose of this By-law, and in particular public safety and subject to the following regulations;
 - a. **Deleted by By-law 2019-059;**
 - b. except as expressly set out in this subsection, community mobile signs are subject to the regulations otherwise applicable to mobile signs under this By-law;
 - c. the maximum display period for a community mobile sign shall be two (2) consecutive weeks;
 - d. a fourteen (14) day blackout period per person per Ward is required between the expiry of one community mobile sign permit and the commencement of a successive community mobile sign permit; **(By-law 2019-059)**
 - e. the total number of community mobile signs located or displayed at locations designated for community mobile signs shall be determined by the Designated Official;
 - f. a person may not display more than one community mobile sign within each Ward at any one time;
 - g. **Deleted by By-law 2019-059;**
 - h. the Town may erect a permanent sign in lieu of a community mobile sign which would be subject to the restriction in b., c., d., and e. of this section; **(By-law 2019-059)**
 - i. signs which promote a business or product or serve to seek employees, customers or clients for the organization displaying the signs are not permitted; and
 - j. notwithstanding subsection 1(i), an event corporate sponsor may be recognized on the sign provided the recognition of the corporate sponsorship shall encompass no more than 15% of the sign area.
2. When determining new locations for community mobile signs, the Designated Official shall ensure that the community mobile sign:
 - a. is located on Town property;

- b. is located on a primary or secondary road or in a high traffic area;
- c. is not located within thirty (30) metres of another mobile sign or ground sign;
and
- d. will not obstruct the view of any pedestrian, cyclist or driver of a motor vehicle or obstruct the visibility of any traffic sign or device, or be located where the sign could interfere with vehicular traffic so that it could endanger any person. **(By-law 2019-059)**

PART 14 Sign Regulations for Event Signs and Charitable Signs

Event Signs

1. Event Signs may be permitted at such locations and displayed in such manner, number, type and size as may be determined by the Designated Official.

Charitable Signs

2. Charitable signs may be permitted at such locations and displayed in such manner, number and size as may be determined by the Designated Official having regard to the general intent and purpose of this By-law, included but not limited to public safety in the following designations and/or land uses:
 - a. Commercial Designations;
 - b. Employment Designations;
 - c. Mixed Use Designations;
 - d. Institutional and Community Use Designations;
 - e. Motor Vehicle Dealership Land Use; and
 - f. Motor Vehicle Service Station Land Uses.
3. The maximum display period for a charitable sign shall be 21 consecutive days per function or drive.
4. The maximum number of display periods for charitable signs per property shall be two (2) in any calendar year.
5. The minimum period between the display periods of a charitable sign or mobile sign shall be seven (7) days where no mobile or charitable sign may be erected or displayed.
6. The minimum distance separating charitable and mobile signs from any other mobile or charitable sign shall be 30.0 m.

PART 15 Exceptions, Appeals and Amendments

Grant of Exception by the Designated Official

1. Pursuant to section 23.2 of the *Municipal Act*, Council hereby delegates to the Designated Official the power to grant an exception from any of the provisions of this By-law, with respect to permitted types of signs.
2. All applications for exception, appeal and amendment under this By-law shall be submitted to the Designated Official.
3. The Designated Official may only authorize an exception from this By-law as set out below:
 - a. an increase in total sign face area to a maximum of 10%, excluding advertising signs; or
 - b. an increase in height to a maximum of 10%, excluding advertising signs.

All other requests for an exception to this By-law shall be reviewed by the Appeals Committee, except those listed in Part 15, subsection 14, which may only be authorized by Council by way of an amendment to this By-law.

4. The application for an exception shall be made in writing within 21 days of notice of refusal of the sign permit application by the Designated Official and shall contain the following requirements, where applicable:
 - a. the name and address of the applicant together with such additional information as may be prescribed by the Designated Official;
 - b. the written authorization of the sign owner clearly indicating that the property owner and occupant of the premises have authorized the application;
 - c. two (2) copies of a current plan of survey certified by a registered Ontario land surveyor on which is shown the location of the proposed sign in relation to the boundaries of the lot, adjacent streets and any buildings on the lot;
 - d. drawings and specifications showing the parts of the building to which the proposed sign is to be attached;
 - e. proof that the applicant has provided notice of the exception or appeal being sought to all residents within 120.0 m of the location where the sign is proposed;
 - f. where applicable, proof of approval for the proposed sign from all other governmental authorities having jurisdiction;
 - g. the Notice of Refusal signed by the Designated Official; and
 - h. the fee as set out in the rates and fees schedule.



5. In determining whether to grant an exception under subsection (1), the Designated Official shall consider the following, where applicable:
 - a. whether the sign is compatible with urban design guidelines for the surrounding area;
 - b. whether there is a negative impact on any surrounding residential uses;
 - c. whether the applicant has complied with all terms and conditions of approval of any previous permit issued to the applicant under this section, if any, and
 - d. whether the applicant has provided all of the information required by subsection 4.

Appeal to Appeals Committee

6. Where the Designated Official has refused to authorize an exception or a request for an exception pursuant to Part 15 subsection 3 (a) and (b), the Designated Official shall inform the applicant by way of written notice setting out the grounds for the decision with reasonable particulars, and advising of the right to appeal such decision to the Appeals Committee within 21 days of the date of the notice.
7. Where no request for an appeal is received in accordance with subsection (6), the decision of the Designated Official shall be deemed to be final and binding.
8. The application for an appeal shall be made in writing and include payment of the applicable fee. Where a request for an appeal is received, an oral hearing of the Appeals Committee shall be convened and the applicant shall be provided reasonable written notice thereof.
9. After the Appeals Committee has completed its oral hearing respecting the appeal, the Appeals Committee may make a decision to either allow the appeal or the exception subject to conditions it may deem appropriate, or dismiss the appeal or the exception. The Appeals Committee's decision shall be final and binding and not subject to further appeal or review.
10. Where the Appeals Committee conducts a hearing, the rules set out in the *Statutory Powers Procedure Act*, R.S.O. 1990, c. S.22 shall apply.
11. Pursuant to section 23.2 of the *Municipal Act*, Council hereby delegates to the Appeals Committee the power to grant an exception from any of the provisions of this By-law, with respect to permitted sign types.
12. In determining whether to grant an appeal or an exception, the Appeals Committee shall consider the following, where applicable:
 - a. whether the sign is compatible with urban design guidelines for the surrounding area;
 - b. whether there is a negative impact on any surrounding residential uses;

- c. whether the applicant has complied with all terms and conditions of approval of any previous permit issued to the applicant under this section, if any, and
 - d. whether the applicant has provided all of the information required by subsection (4).
13. Breach by the applicant of any of the terms or conditions of the exception shall render the exception null and void.

By-law Amendment

14. The following request for modifications to this By-law may only be authorized by Council pursuant to an amendment to this By-law:
- a. a request involving a prohibited sign;
 - b. a request involving a sign not expressly identified within the By-law;
 - c. a request for an electronic message board on other than a ground sign; or
 - d. an increase in the total sign face area or height of advertising signs.
15. A request for an amendment to this By-law shall be completed on the application provided by the Designated Official and shall include the following, where applicable:
- a. the name and address of the applicant together with such additional information as may be prescribed by the Designated Official;
 - b. the written authorization of the sign owner clearly indicating that the property owner and occupant of the premises approve the application;
 - c. two (2) copies of a current plan of survey certified by a registered Ontario land surveyor on which is shown the location of the proposed sign in relation to the boundaries of the lot, adjacent streets and any buildings on the lot;
 - d. drawings and specifications showing the parts of the building to which the proposed sign is to be attached;
 - e. proof the applicant has provided notice of the amendment being sought to all residents within 120.0 m of the location where the sign is proposed;
 - f. where applicable, proof of approval for the proposed sign from all other governmental authorities having jurisdiction;
 - g. where applicable, the Notice of Refusal signed by the Designated Official; and
 - h. the amendment fee as set out in the rates and fees schedule.
16. Once all information is received from the applicant, the Designated Official shall prepare a recommendation report to be brought forward to the appropriate Committee of Council for decision.



17. The decision of Council on a request for an amendment to this By-law shall be final and is not subject to appeal or further review.

PART 16 Administrative Penalties

1. An Officer who finds or has reasonable cause to believe that a person has contravened any provision of this By-law, including any Schedules, may issue a penalty notice to the person. **(By-law 2021-038)**
2. Each person who has been issued a penalty notice shall, upon issuance of the penalty notice, be liable to pay an administrative penalty to the Town in the amount of \$300 or as revised in the Town's rates and fees schedule. **(By-law 2021-038)**
3. If an Officer has issued a penalty notice under Part 16 subsection 1. of this By-law and has reasonable cause to believe that the same person has contravened the same provisions of this By-law, including any Schedules, for a second time within twenty-four (24) months of the date the first penalty notice is deemed to be served, the Officer may issue a second penalty notice to the person. **(By-law 2021-038)**
4. Upon issuance of the second penalty notice, the person shall be liable to pay an administrative penalty to the Town in the amount of \$400 or as revised in the Town's rates and fees schedule. **(By-law 2021-038)**
5. If an Officer has issued a penalty notice under Part 16 subsection 3. of this By-law and has reasonable cause to believe that the same person has contravened the same provision of this By-law, including any Schedules, for a third or subsequent time within twenty-four (24) months of the date the second penalty notice is deemed to be served, the Officer may issue a third or subsequent penalty notice to the person. **(By-law 2021-038)**
6. Upon issuance of a third or subsequent penalty notice, the person shall be liable to pay an administrative penalty to the Town in the amount of \$500 or as revised in the Town's rates and fees schedule. **(By-law 2021-038)**
7. – 21. Deleted by By-law 2021-038
22. The Screening Officer and the Hearing Officer have no jurisdiction to consider questions relating to the validity of a statute, regulation or by-law or the constitutional applicability or operability of any statute, regulation or by-law.

PART 17 Work Orders

1. Where an Officer has reasonable grounds to believe that a contravention of this By-law has occurred, the Officer may issue an order to the person contravening this By-law in accordance with the provisions of the Administrative Penalties for Non-Parking Violations and Orders By-law. **(By-law 2021-038)**
2. Deleted by By-law 2021-038
3. Deleted by By-law 2021-038
2. Any Person who contravenes an order made under Part 17, subsection 1 of this By-law is guilty of an offence. **(By-law 2021-038)**

PART 18 Remedial Action

Intentionally Omitted – By-law 2021-038

PART 19 Service and Notice

1. Service of any penalty notice, order, or any other notice may be given as specified in the Administrative Penalties for Non-Parking Violations and Orders By-law. **(By-law 2021-038)**
2. Deleted by By-law 2021-038

PART 20 Seizure and Return of Signs

1. The Designated Official may pull down or remove any sign, without notice, where such sign:
 - a. is erected on Town property or on private property in contravention of this By-law; or
 - b. is located at a voting location in contravention of this By-law; or
 - c. is deemed to constitute a safety hazard.
2. The Designated Official shall return any sign or election sign which has been seized to the sign owner or the sign owner's authorized agent upon payment of the fees specified in the rates and fees schedule, provided:
 - a. The sign owner has contacted the Designated Official to make an appointment for the retrieval of the signs; and
 - b. The sign owner or the sign owner's authorized agent presents acceptable government issued identification and authorization letter, where applicable, when retrieving signs.



3. No election sign may be retrieved on voting day.
4. Notwithstanding Part 20, subsection 2 and Part 20, subsection 6 of this By-law, the Designated Official may immediately destroy bag signs erected on Town property, without notice.
5. For any signs seized by the Town, except for election signs, the sign owner shall no longer be permitted to display signs on Town property if they fail to retrieve the sign within 7 days.
6. Any sign that has been seized and is not retrieved by the sign owner or the sign owner's authorized agent within 30 days of the date of removal may be destroyed by the Designated Official.
7. Notwithstanding Part 20, subsection 6 of this By-law, any election sign that has been seized and is not retrieved by the sign owner or the sign owner's authorized agent within 30 days of voting day may be destroyed by the Designated Official.
8. If any part of a fine for contravention of this By-law remains unpaid or the sign owner has not arranged for a review of an administrative penalty by the Screening Officer or a review of the screening decision by the Hearing Officer:
 - a. The sign owner shall no longer be permitted to display signs on Town property or on private property;
 - b. The sign owner's signs on Town property or on private property, including signs that comply with this By-law, may be seized by the Designated Official; and
 - c. The sign owner's signs that have been seized shall not be returned to the sign owner.

Part 21 Enforcement

Inspection

1. The Delegated Official or an Officer may at any reasonable time enter on and inspect any property/business:
 - a. Where a sign has been or is intended to be installed; and
 - b. Where an Order has been served under Part 17 of this By-law.
2. For the purposes of conducting an inspection pursuant to Part 21, subsection 1 of this By-law, the Designated Official or an Officer may require the production for inspection any goods, equipment, books, records or documents used as part of the permit process by the owner or applicant under this By-law.

3. It shall be an offence to obstruct or to cause or permit the obstruction of such inspection.

Offences

4. Any person who contravenes any of the provisions of this By-law and every director of a corporation who concurs in such contravention by the corporation is guilty of an offence and on conviction liable to a fine not exceeding \$25,000.00 for a first offence and \$50,000.00 for any subsequent offence.
5. Where a corporation is convicted of an offence under this By-law, the maximum penalty is \$50,000.00 for a first offence and \$100,000.00 for any subsequent

Severability

6. In the event any provisions of this By-law are deemed invalid or void, either in whole or in part, by any court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

References

7. References in this By-law to any legislation or by-law means as may be amended or replaced from time to time, and include any regulations thereunder.

Ground Signs Erected Prior to October 18, 2021

- 7.1 Any ground sign that was erected with a sign permit or as a result of a variance prior to October 18, 2021 is hereby deemed to be in compliance with the Sign By-law's regulations respecting sign face area for ground signs.

Title

8. This By-law shall be known and may be cited as the "Sign By-law".

Repeal

9. The following By-laws as may have been amended, are repealed on the day this By-law comes into force and effect: 2006-005 as amended by 2006-024, 2009-059, 2010-021, 2011-053, 2011-099, 2012-117, 2013-098, 2014-065, 2016-031, and 2018-047.

Effective date

10. This by-law comes into force and effect January 1, 2019.

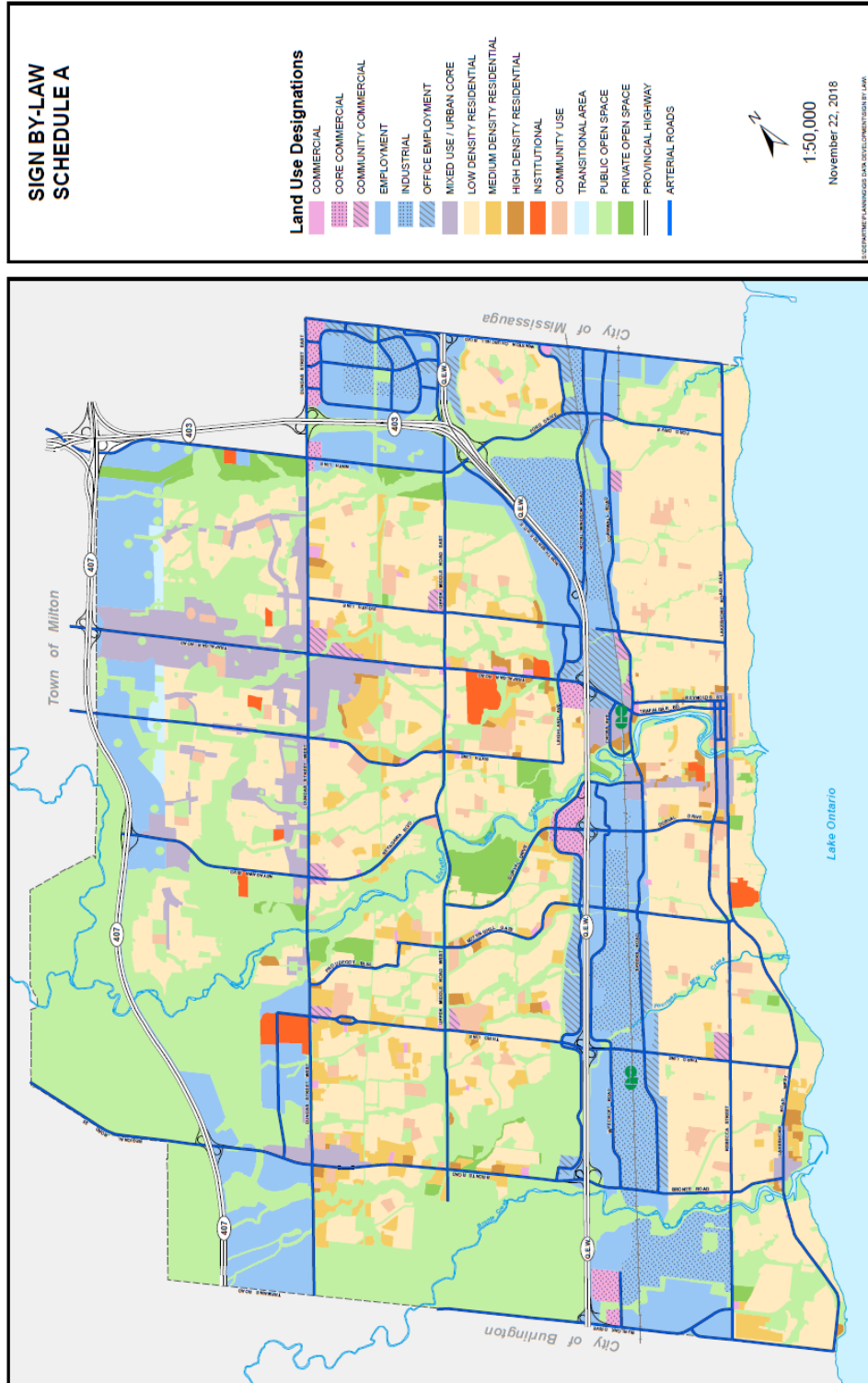


PASSED this 10th day of December, 2018

MAYOR

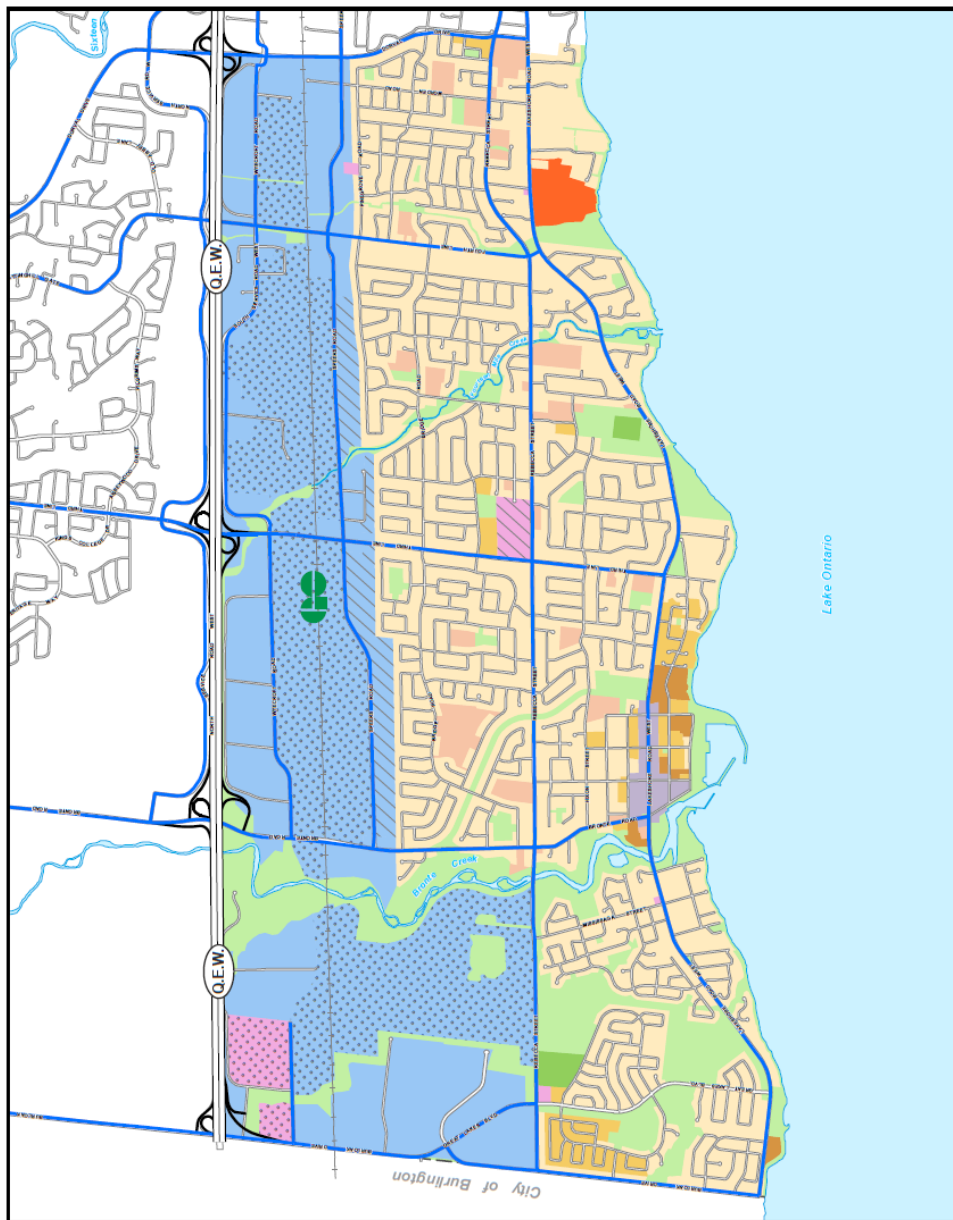
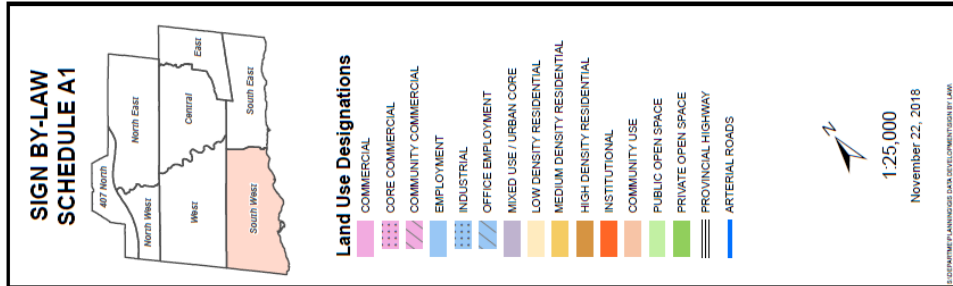
CLERK

Schedule A Land Use Designation Map of Oakville



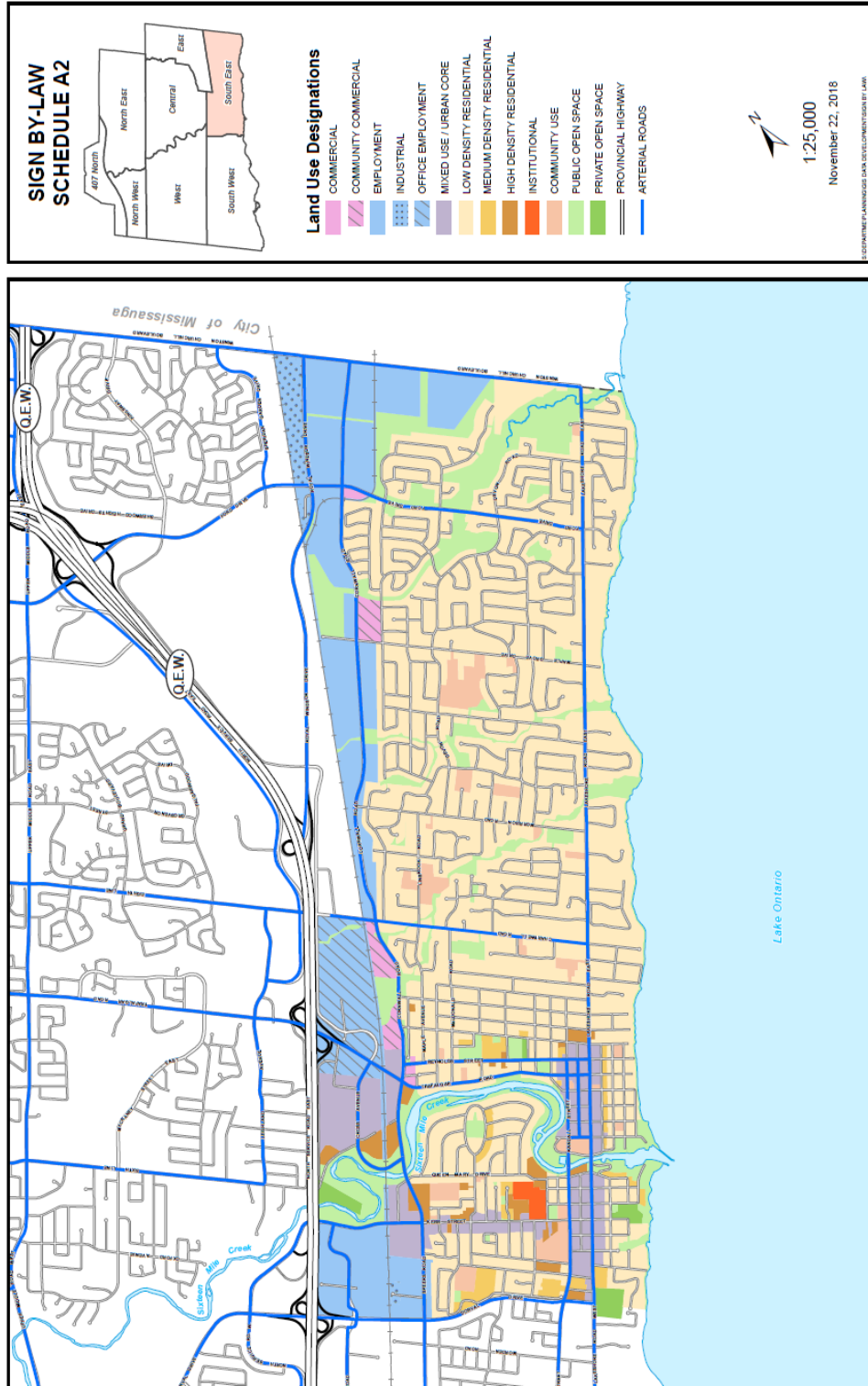
Schedule A1

Land Use Designation Map of South West Oakville

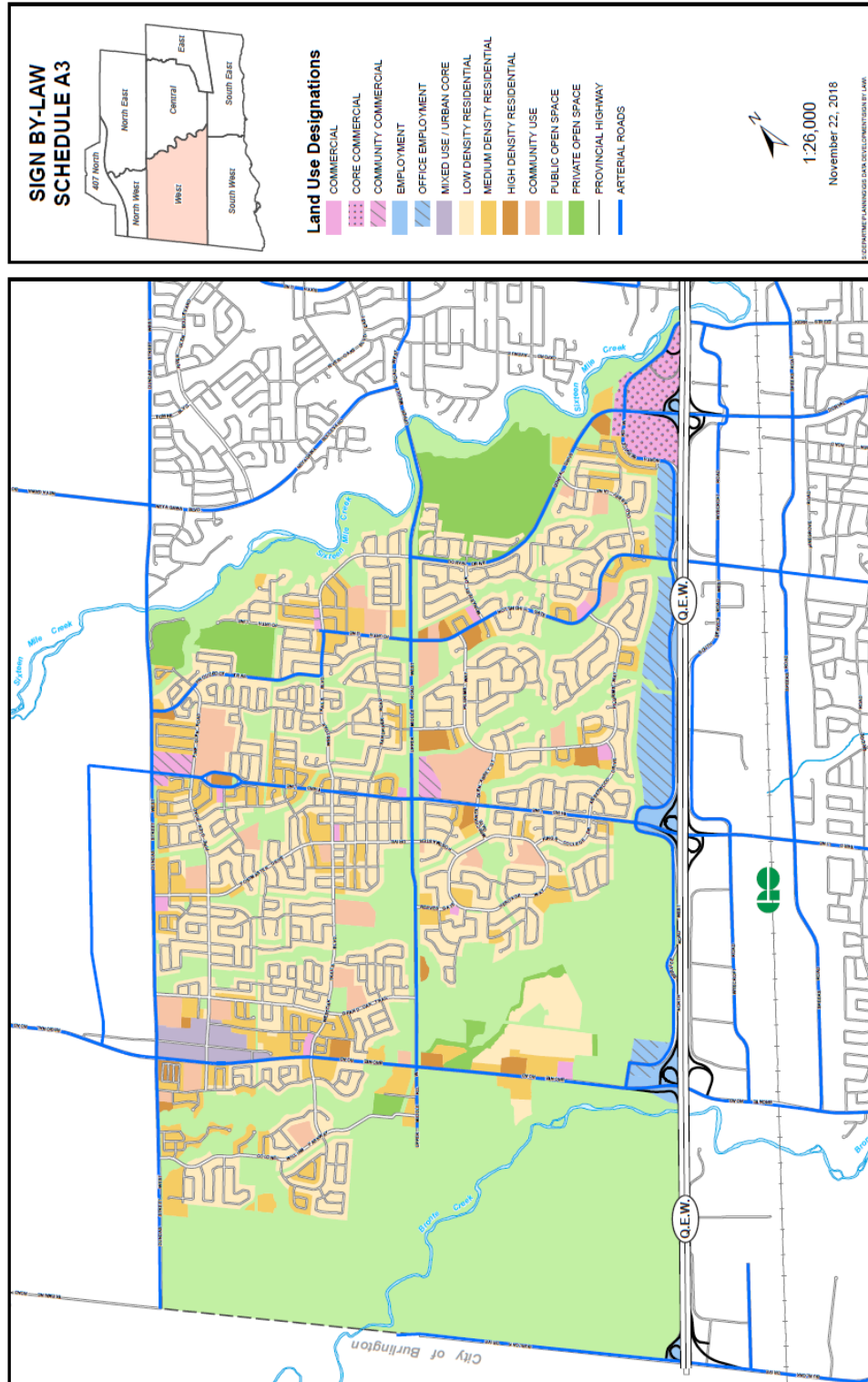


Schedule A2

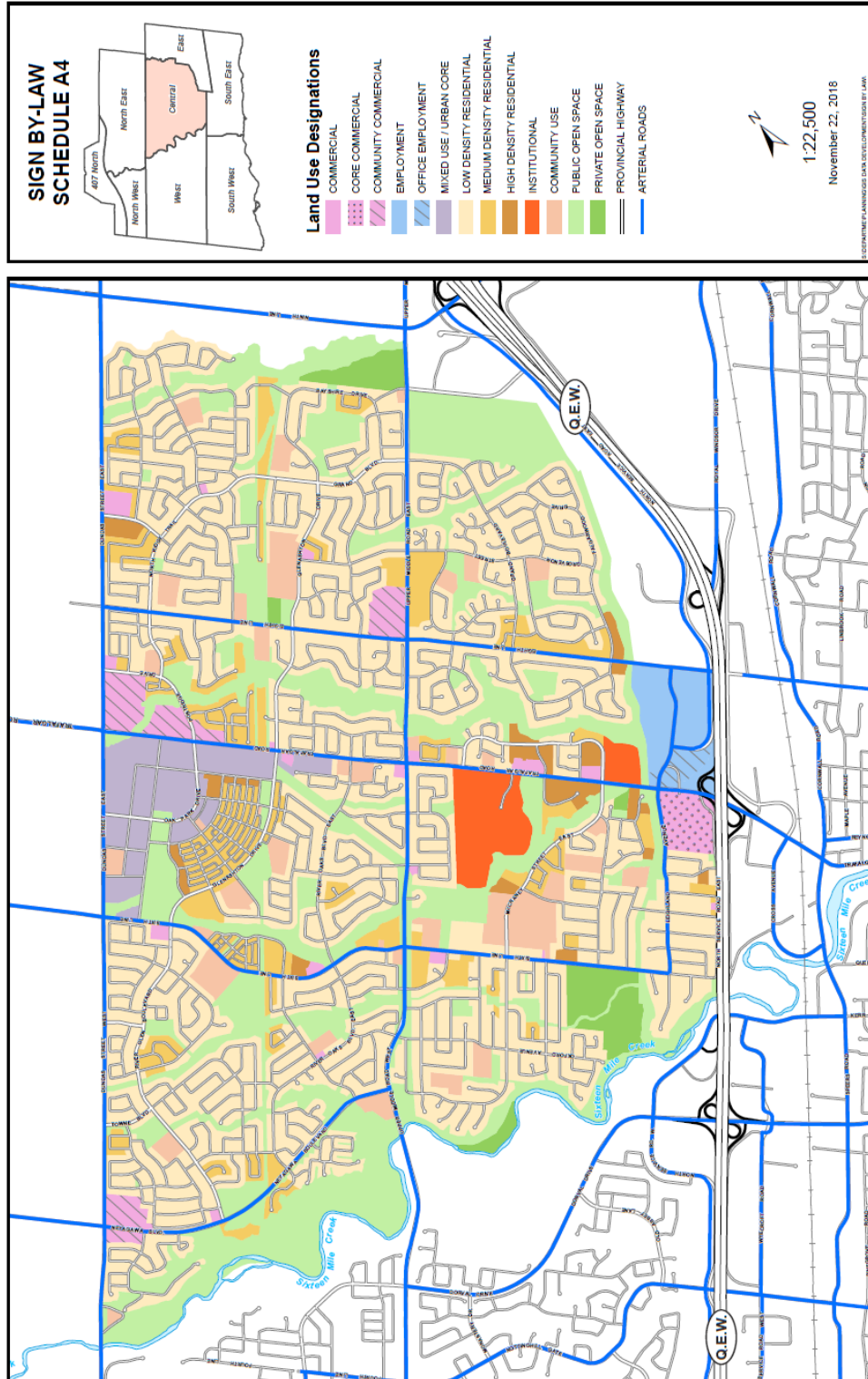
Land Use Designation Map of South East Oakville



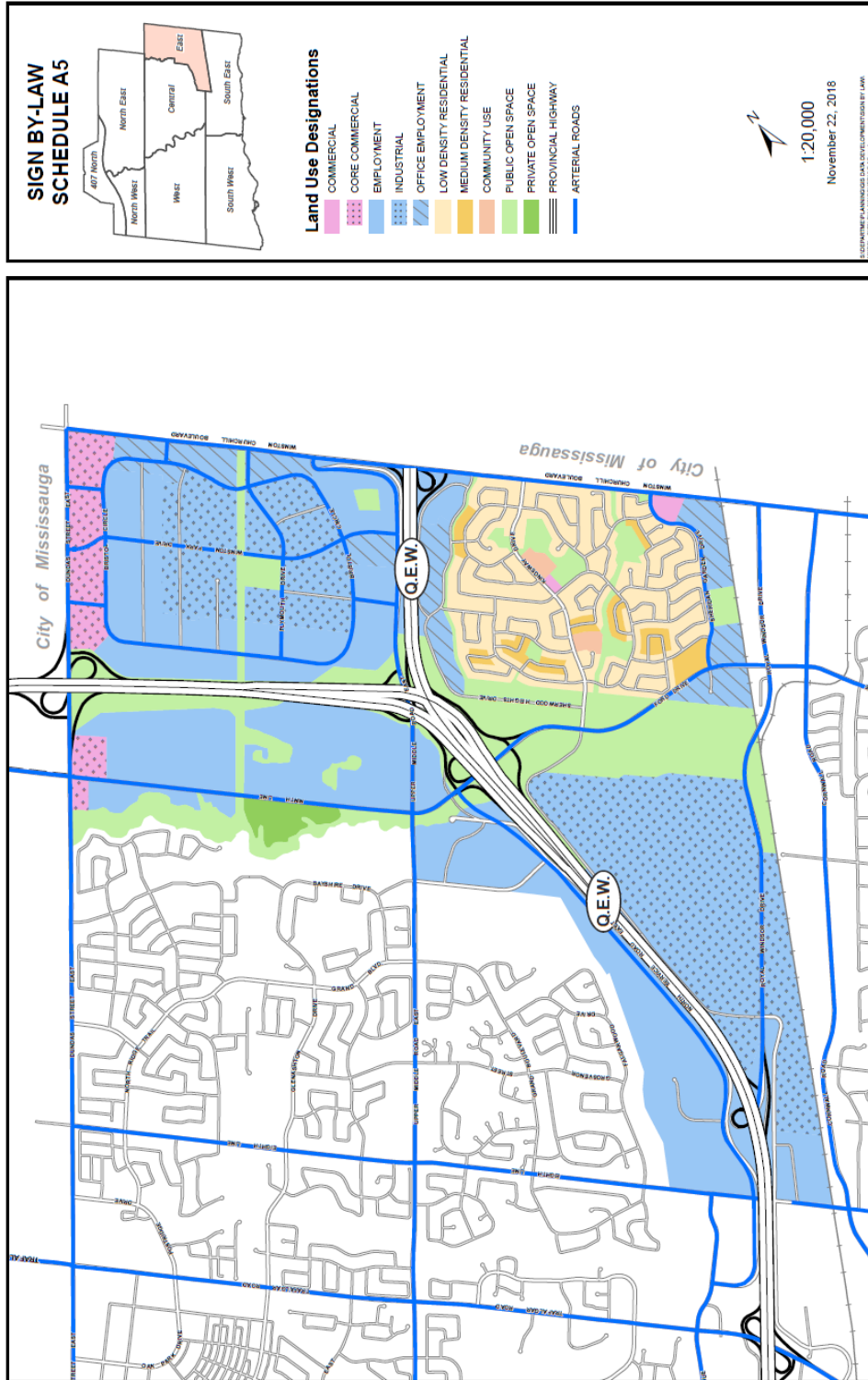
Schedule A3 Land Use Designation Map of West Oakville



Schedule A4 Land Use Designation Map of Central Oakville

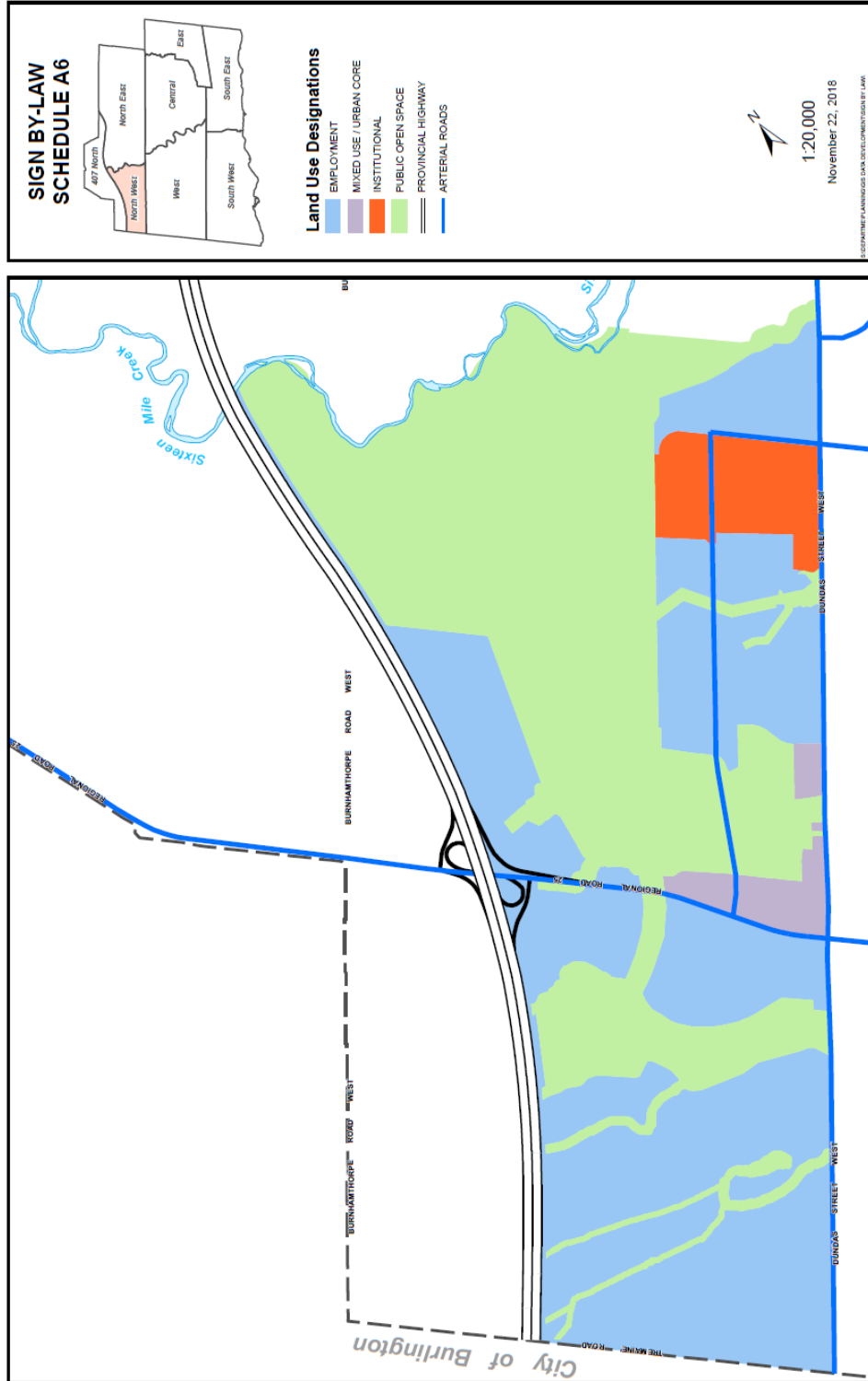


Schedule A5 Land Use Designation Map of East Oakville

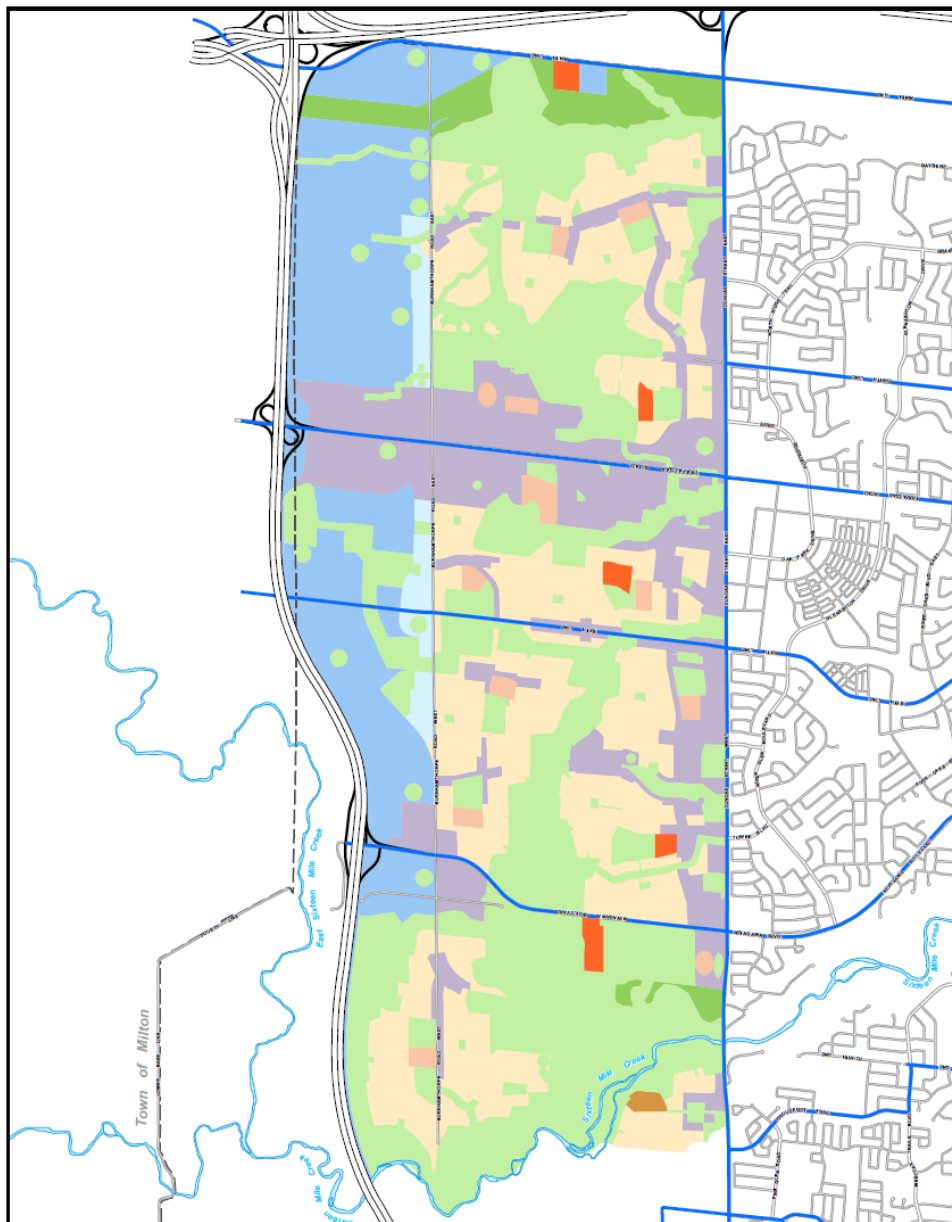
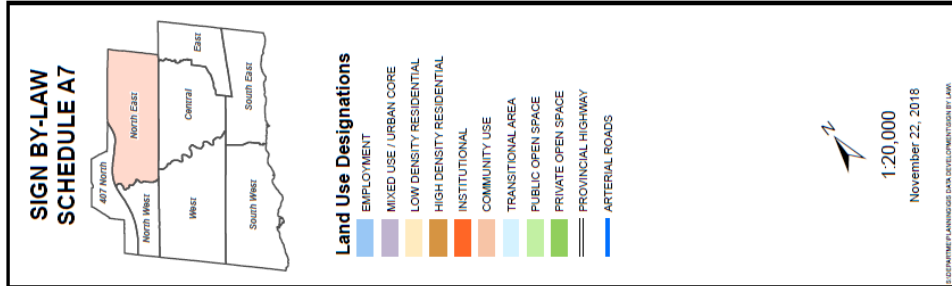


Schedule A6

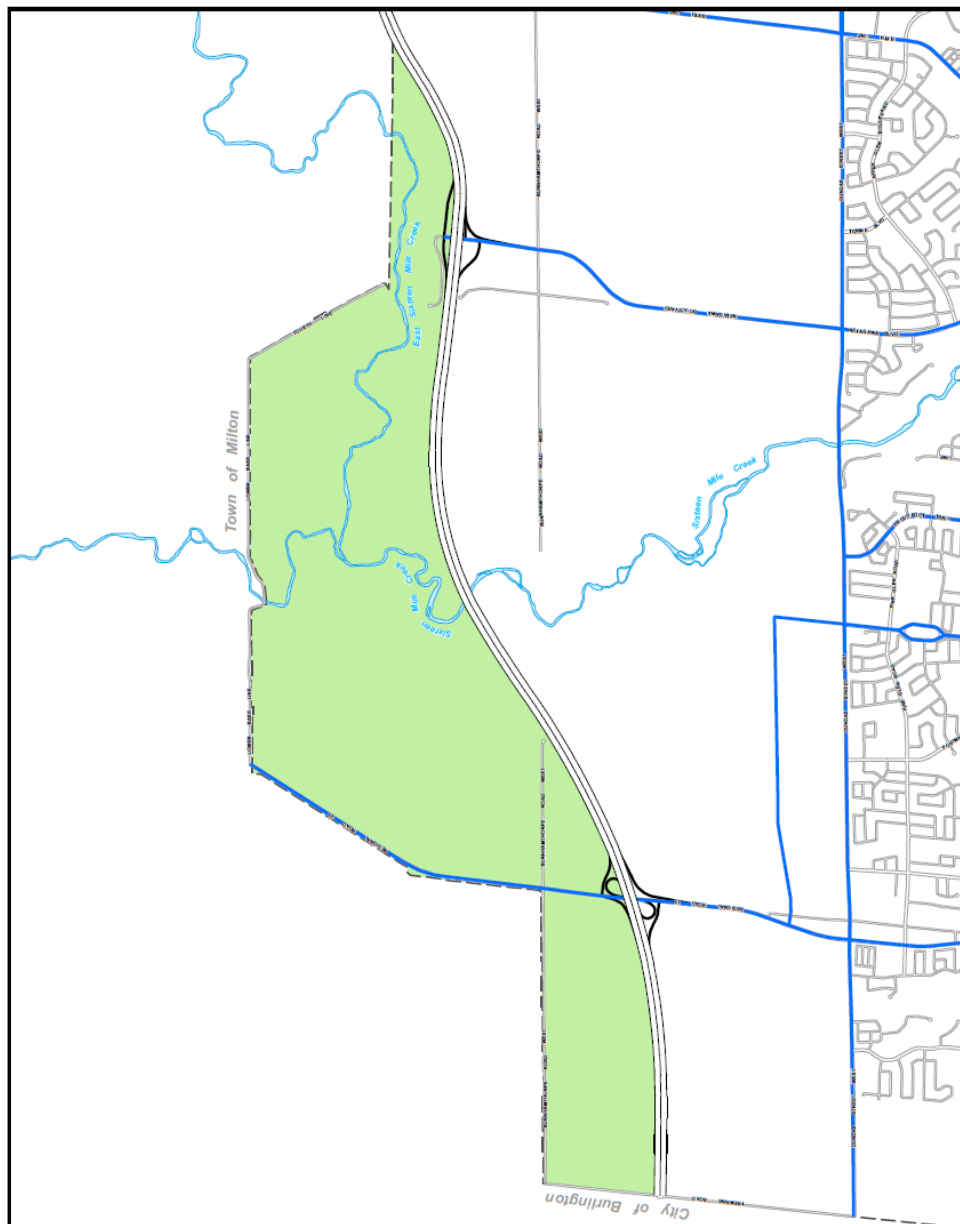
Land Use Designation Map of North West Oakville



Schedule A7 Land Use Designation Map of North East Oakville

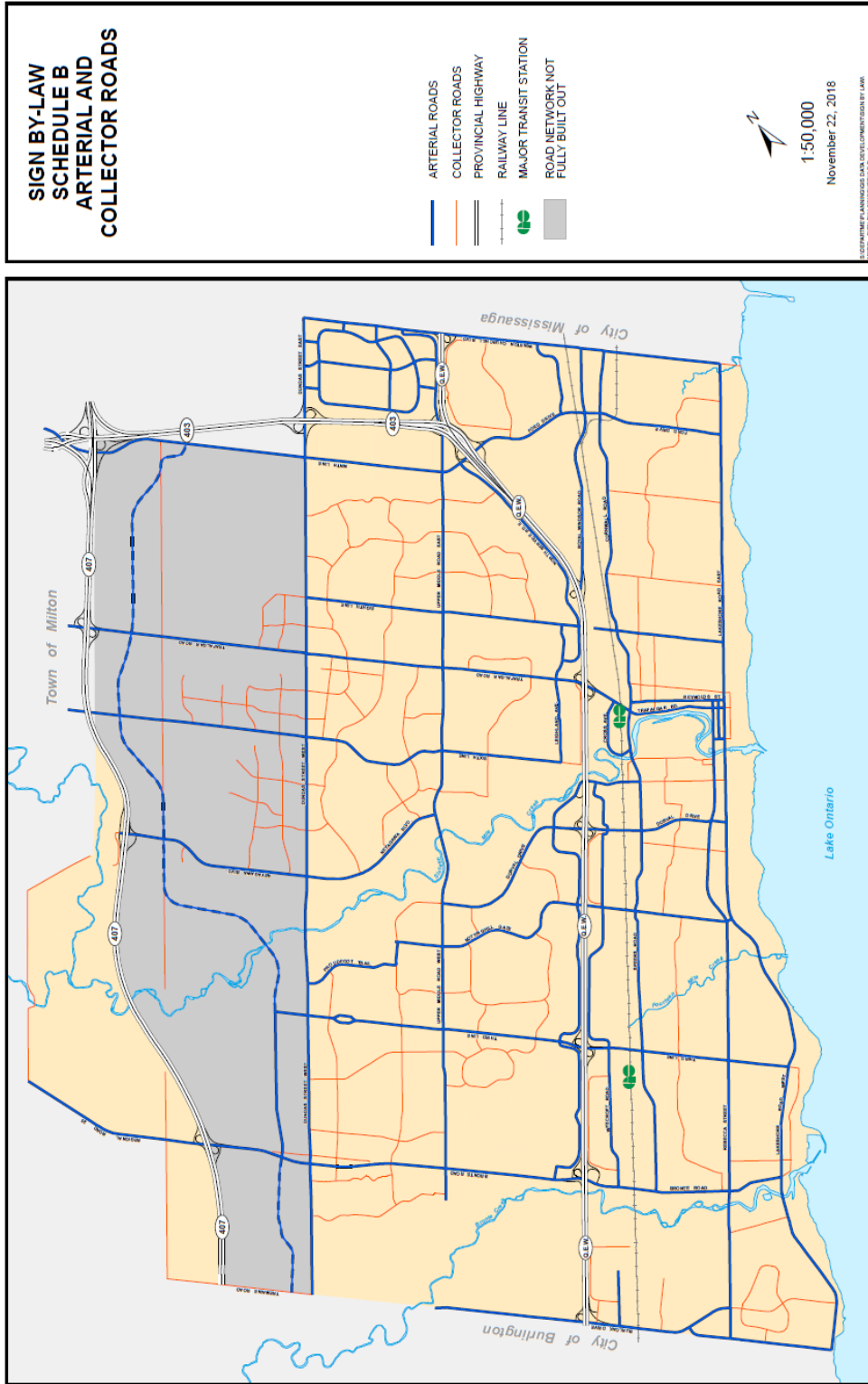


Schedule A8 Land Use Designation Map of North of 407 Oakville



Schedule B

Map of Arterial and Collector Roads in Oakville



Schedule C Terms of Reference for Report to Accompany a Static Electronic Message Board (SEMB) Sign Permit Application

TOR Items	Description
What is the purpose of this?	The objective of this initiative is to evaluate the traffic safety impacts of the proposed SEMB.
When is this required?	The traffic safety assessment study is required as a part of the permit application for the installation of SEMB.
Who should prepare this?	An independent Professional Engineer in Ontario (P.Eng. license holder) with background and experience in In-Service Road Safety Review (ISRSR) in Ontario would be qualified to conduct the traffic safety assessment of the candidate SEMB. Individuals with structural or electrical engineering background are not qualified to carry out this analysis.
How should this be prepared?	<p>The following major tasks shall be undertaken as a part of the traffic safety assessment study:</p> <p>Task 1: Data Collection and Office Review</p> <p>The objective of this task is to collect, analyze, and summarize any necessary and relevant data for the purposes of conducting a thorough safety review, including, but not limited to, speed data, roadway classification, and historical collision data. To avoid delays, any relevant data should be requested from the Town/Region as early as possible. The preparer of the report shall arrange for additional data collection if there are gaps in the available Town/Region data. The collision analysis should reveal predominant collision impact types and any contributing factors, such as environmental and lighting conditions.</p> <p>Task 2: Field Investigation</p> <p>The findings of the office review shall be supplemented with the field investigation to assess the sightlines and visibility of the proposed locations of SEMB. In addition, the site visit should provide insight into aspects of the road environment that may influence safety, such as geometry, road user composition, adjacent land use, road user behaviour, driver workload, terrain and topography. The field investigations must include, at minimum, a visit during day-time and night-time periods.</p> <p>The field investigation should result in a clear understanding of any safety issues occurring within the study area in terms of its underlying causes and its link to any subsequent effects, as well as non-</p>

conformance to the applicable standards and guidelines, including the Town's by-laws for the SEMB.

Task 3: Post Field Work Assessment

Following the field investigation, all information gathered, including pictures, videos and notes, should be summarized and combined with the office review findings. In addition, the post-field work assessment should evaluate the proposed SEMB against the application and implementation criteria listed in the Town's by-law, including the content of the sign, location and size, and illumination criteria. The analysis shall identify the deficiencies, if any, from traffic operations, roadway safety, geometric design, and human factors perspective.

Task 4: Study Findings and Documentation

A final report should be prepared to clearly document all the study procedures, assumptions, calculations, findings, and recommendations for the implementation of the proposed SEMB. The report should be prepared according to the report template, attached to this TOR. If the proposed SEMB is adjacent to a Regional or Town boundary road, documentation that the SEMB meets the requirements of the other road authority is to be included in this section.

Schedule C Report Template: Safety Assessment of Static Electronic Message Boards (SEMB)

1. Introduction

1.1 Background and Purpose

- a. Discuss the background and objectives of the study.
 - Provide a brief overview of the proposed methodology, which consists of an office review and analysis of the background data provided by the Town, a detailed field investigation of the study area, and the development of study findings and recommendations.

1.2 Study Area

- Identify the study area and the proposed location for installation of the SEMB as well as the characteristics of the study area, including roadway classification, land use, posted speed limit, and planned improvements, etc.

1.3 Study Methodology

- Refer to sections 2 through 4 below.

2. Data Collection and Office Review

- Identify the background data acquired from the Town, including historical collision data, traffic volume, speed data, land use, as well as geometric layouts.

2.1 Collision History Review

- Provide a summary of the collision history review, which includes the following elements: a) overview of the collisions, including analysis period, collision distribution by severity, and predominant collision types¹; and b) breakdown for each predominant collision type, including directional patterns, light, environment and road surface conditions, driver maneuver, time of day, and combination of the above, when applicable.

2.2 Traffic Volume and Operations

- Summarize the available traffic volume and speed data, which can include traffic volume, roadway classification and speed studies.

¹ Predominant collision types include collision types with the highest observed frequencies at a specific location compared with other types.

3. Field Investigation

- Describe the purpose of the field investigation, the times and date, and identify the standards and guidelines for assessing the existing conditions in the field.
- Clearly state that the site visit should examine the following elements:
 - A comprehensive review of the study locations from the perspective of all road users;
 - A review of physical evidence of collisions or conflicts; and
 - A conformance/consistency review.
- This section should cover the following sub-sections.

3.1 Geometry

- Assess sightlines and visibility of the proposed locations of SES, horizontal and vertical alignments, land use, lane configuration, setback from property line, setback from another SES, setback from the roadway, etc.

3.2 Traffic Control Devices/Pavement Marking

- The absence, inadequate layout, condition and type of pavement markings should be noted, when relevant, in accordance with OTM Books.
- Nearby signals/regulatory signs should be reviewed for adherence to OTM Books and any discrepancies noted.

3.3 Miscellaneous

- Any other relevant findings to be listed in this section. Examples include guide rails and pedestrian pushbuttons compliance with Accessibility for Ontarians with Disabilities Act (AODA).

4. Post Field Work Assessment

4.1 Summary of Findings

- This section combines the findings from the two previous sections (office and field reviews) and provides a summary of safety concerns, linking collision patterns to potential contributing factors, as well as other concerns such as non-conformance to standards and guidelines, but not necessarily related to any relevant collision patterns

4.2 Application and Implementation Criteria

- This section evaluates the proposed SEMB against the application and implementation criteria listed in the Town's by-law, including the content of the sign, location and size, and illumination criteria.



5. Recommendations

- Based on the findings of the post field work assessment, this section identifies the recommendations for the implementation of the proposed SEMB as well as any suggested improvements.

Schedule D Sign By-law Amendments approved by Council

(listing to be created and consistently updated with each amendment)

1. Notwithstanding Part 5.3.1, the following signage on the lands described as 515 Dundas Street West is permitted:
 - a) Fascia signs are permitted to exceed the maximum height restriction of 4.5m, provided:
 - i. Any fascia sign erected on the façade of the building does not exceed the roofline of the building by more than 1m; and
 - ii. Any fascia sign on the façade of the building is only erected on the external wall façade of the building that is occupied by the business in connection with the sign. **(By-law 2019-074 approved July 8, 2019)**

2. Notwithstanding Part 4 (1) (c), the following signage on the lands described as 2474 South Service Road West, is permitted:
 - a) Three roof signs are permitted to exceed the maximum of 1 metre above the roof line of the building to a maximum permitted height of;
 - i. 3.9 metres (12 ft 8 inches) above the roofline on the north elevation
 - ii. 2.9 metres (9 ft 6 inches) above the roof line on the west and south elevations. **(By-law 2020-003 approved January 13, 2020)**

3. Notwithstanding Part 4 subsection 1(m) and Part 5 subsection 5(1) and 5(2) of By-law 2018-153, the following signs are permitted to be erected for the businesses commonly known as “Petsmart” and “Buy Buy Baby” at Oakville Place on the lands described as 240 Leighland Avenue:
 - a) A fascia sign with a sign face area of 15.25 square metres, which exceeds the sign face area otherwise permitted by 6.35 square metres, for “Petsmart” on the east external wall façade of the Oakville Place building, facing the QEW, in an area not occupied by” Petsmart”; and
 - b) A fascia sign with a sign face area of 36.42 square metres, which exceeds the sign face area otherwise permitted by 10.06 square metres, for “Buy Buy Baby” on the east external wall façade of the Oakville Place building, facing the QEW, in an area not occupied by “Buy Buy Baby”; and
 - c) Fascia signs with a total sign face area of 40.23 square metres, which exceeds the sign face area otherwise permitted by 7.75 square metres, for

- “Buy Buy Baby” on the west external wall façade of the Oakville Place building, in an area not occupied by “Buy Buy Baby”. **(By-law 2020-008 approved January 27, 2020)**
4. Notwithstanding Part 4 subsection 1(m) of By-law 2018-153, the following fascia sign is permitted to be erected for the business commonly known as L.L. Bean in Oakville Place on the lands described as 240 Leighland Avenue:
 - a) A fascia sign otherwise in compliance with By-Law 2018-153 on the second storey, east external wall façade of the Oakville Place building, facing the QEW, but in an area not occupied by L.L. Bean. **(By-law 2020-009 approved January 27, 2020)**
 5. The minimum setback from a residential property line set out in Table 8.1 Regulations for Static Electronic Message Boards (SEMB) is hereby amended to read as follows:

Minimum setback from a residential property line 30.0m **(By-law 2020-017 approved January 27, 2020)**
 6. The total number of ground signs permitted on the lands described as 2500-2508 Winston Park Drive be limited to two, being the existing ground sign along the Dundas Street East frontage and a secondary ground sign along the Winston Park Drive frontage. **(By-law 2021-034 approved February 8, 2021)**
 7.
 1. Notwithstanding Part 5.3, Table 5.3.1 and Table 5.3.1 subsection (E) of By-law 2018-153, the entrance canopy signs to be erected for the business commonly known as Farm Boy on the lands described as 2441 Lakeshore Road West are permitted:
 - (a) to project below the undersurface of the canopy structure; and
 - (b) to be 7.34m in height, which exceeds the permitted the sign height of 4.5m by 63.1%; and
 - (c) to be considered as part of the fascia sign with its combined size 13.73m² to be taken off the maximum permitted fascia sign size of 30.12m² with the remaining fascia sign size available for future applications being 16.39m².
 2. The applicant shall comply with subsection 15(e) of Sign By-law 2018-153 and provide notice of the amendment as required by the Sign By-Law no later than May 25, 2021 to all residents within 120.0m of the location where the signs are proposed.

3. Notwithstanding subsection 2 of this By-law, the applicant may erect the signs that are the subject of Section 1 of this By-law prior to the termination of the notice period, being June 15, 2021.
 4. Should objections to the signs that are the subject of Section 1 of this Bylaw be filed by the residents, the applicant shall remove said signs at the request of the Town at its own expense.
 5. If the signs that are the subject of Section 1 of this By-law are not removed by the applicant, the Town may take all necessary steps to bring the lands into compliance with Sign By-law 2018-153, in accordance with subsections 18(4), 18(5) and 21(4) of Administrative Penalties for Non-Parking Violations and Orders By-law 2021-038. **(By-law 2021-094 approved May 25, 2021)**
- 8.
1. Notwithstanding Part 4 sec c., the following sign on the lands described as 271 Hays Boulevard is permitted:
 - a) One roof sign is permitted on the west elevation to exceed the maximum 1 metre above the roof line of the building by .7m to a maximum permitted height of 1.7m above the roof line.
 2. Notwithstanding Table 5.3.1, the following signs on the lands described as 271 Hays Boulevard are permitted:
 - b) Four fascia signs are permitted to exceed the maximum 4.5m height restriction when measured from grade as follows:
 - i. Signs on the north, east and south elevations are permitted to exceed the maximum sign height by 0.97m to a maximum height of 5.47m respectively;
 - ii. Sign on the west elevation is permitted to exceed the maximum sign height by 2m to a maximum height of 6.5m. **(By-law 2021-093 approved July 5, 2021)**