



THE CORPORATION OF THE TOWN OF OAKVILLE

BY-LAW NUMBER 2021- 141

A by-law to amend Sign By-law 2018-153 (Sign Face Area – Ground Signs)

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

WHEREAS Sign By-law 2018-153 was approved by Council on December 10, 2018;

WHEREAS Council is desirous of amending Sign By-law 2018-153;

COUNCIL ENACTS AS FOLLOWS:

- 1. Part 1 Definitions is hereby amended by:
 - a. deleting Definition 95 – Sign and the second paragraph of Definition 99 – Sign Face Area (SFA) and substituting the following therefor:

	Term	Definition
95	Sign	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.
99	Sign Face Area (SFA)	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

- b. deleting Definition 96 – Sign Face; and

- c. adding the following new Definition 57.1 – Message Area, Definition 71.1 – Open Construction and Definition 99.1 – Sign Face Area – Ground Sign:

57.1	Message Area	means the area of a ground sign containing copy, logos, graphics, letters, figures, emblems, pictures, symbols and other messaging.
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.
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>

2. Part 5 Regulations for Signs by Land Use Designation is hereby amended by adding the following new heading and subsections 3.1, 3.2, 3.3, 3.4, 3.5 and 3.6:

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:

Maximum width of the rectangle x 1.2 m x 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.

3. Table 5.1.1 All Commercial Land Use Designations is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 25.0 m² therefor;
- b. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 6 and substituting 2.25 m² therefor;
- c. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 6;
- d. adding new row 10 Maximum message area to the end of Table 5.1.1 as follows:
 - e. re-lettering the ninth Additional Regulation to read (I);
 - f. adding a reference to Additional Regulation (L) for ground signs in row 5; and

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 message area	n/a				7.5 m ² (L)

g. adding new Additional Regulation (L) as follows:

(L) For calculating the maximum sign face area and maximum message area of a ground sign, refer to Part 5

4. Table 5.2.1 All Employment Land Use Designation is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 25.0 m² therefor;
- b. deleting the figure for maximum sign face area for directory signs in row 5 and substituting 8.0 m² therefor;
- c. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 6 and substituting 2.25 m² therefor;
- d. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 6;
- e. adding new row 10 Maximum message area to the end of Table 5.2.1 as follows:

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 message area	n/a		7.5 m ² (M)	n/a		7.5 m ² (M)

- f. adding a reference to Additional Regulation (M) for ground signs and directory signs in row 5; and
- g. adding new Additional Regulation (M) as follows:

(M) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

5. Table 5.3.1 All Mixed Use and Urban Core Land Use Designations is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 6.25 m² therefor;
- b. deleting the figure for maximum sign face area for directory signs in row 5 and substituting 2.0 m² therefor;
- c. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 6 and substituting 1.0 m² therefor;
- d. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 6;
- e. adding a new row 10 Maximum message area to the end of Table 5.3.1 as follows:

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 message area	n/a		1.0 m ² (N)	n/a		2.0 m ² (N)	n/a

- f. deleting Additional Regulation (M) and reference to Additional Regulation (M) for ground signs in row 6
- g. adding a reference to Additional Regulation (N) for ground signs and directory signs in row 5; and
- h. adding new Additional Regulation (N) as follows:

(N) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

6. Table 5.4.1 Residential Land Use Designations and Long-Term Care Land Uses is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 6.25 m² therefor;

- b. deleting the figure for maximum sign face area for directory signs in row 5 and substituting 5.25 m² therefor;
- c. adding new row 9 Maximum message area to the end of Table 5.4.1 as follows:

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 message area	n/a		2.0 m ² (K)	n/a		4.0 m ² (K)

- d. deleting footnote (J) and substituting the following therefor:

(J) 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

- e. adding a reference to Additional Regulation (K) for ground signs and directory signs in row 5; and
- f. adding new Additional Regulation (K) as follows:

(K) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

7. Table 5.5.1 Institutional Land Use Designations is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 20.0 m² therefor;
- b. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 6 and substituting 2.25 m² therefor;
- c. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 6;
- d. adding new row 10 Maximum message area to the end of Table 5.5.1 as follows:

Table 5.5.1 Institutional Land Use Designations					
Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Ground Sign
Maximum message area	n/a				7.5 m ² (K)

- e. adding a reference to Additional Regulation (K) for ground signs in row 5; and
- f. adding new Additional Regulation (K) as follows:

(K) For calculating the maximum the sign face area and maximum message area of a ground sign, refer to Part 5

8. Table 5.5.3 Community Use Land Use Designations is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs in row 5 and substituting 6.25 m² therefor;
- b. deleting the figure for maximum sign face area for directory signs in row 5 and substituting 5.25 m² therefor;
- c. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 6 and substituting 2.0 m² therefor;
- d. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 6;
- e. adding a new row 10 Maximum message area to the end of Table 5.5.3 as follows:

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 message area	n/a		2.0 m ² (M)	n/a		4.0 m ² (M)

- f. deleting Additional Regulation (L) and reference to Additional Regulation (L) for ground signs in row 6

- g. adding a reference to Additional Regulation (M) for ground signs and directory signs in row 5; and
- h. adding new Additional Regulation (M) as follows:

(M) For calculating the maximum sign face area and maximum message area of a ground sign and a directory sign, refer to Part 5

- i. adding a reference to Additional Regulation (N) for ground signs in row 5;
- j. adding new Additional Regulation (N) as follows:

(N) A maximum sign face area of 20.0 m² is permitted for ground signs placed on the frontage along an arterial roadway

9. Table 6.1.1 Motor Vehicle Service Stations is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs and monolith ground signs in row 5 and substituting 25.0 m² therefor;
- b. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 8;
- c. adding the word “message” after the word “Maximum” in column 1, row 9;
- d. adding new row 11 Maximum message area to the end of Table 6.1.1 as follows:

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 message area	n/a						7.5 m ² (Q)

- e. deleting Additional Regulation (P) and substituting the following therefor:

(P) Fuel rate digital display is included within the total message area

- f. adding a reference to Additional Regulation (Q) for ground signs and monolith ground signs in row 5; and
- g. adding new Additional Regulation (Q) as follows:

(Q) For calculating the maximum sign face area and maximum message area of a ground sign and a monolith sign, refer to Part 5

10. Table 6.2.1 Motor Vehicle Dealerships is hereby amended by:

- a. deleting the figure for maximum sign face area for ground signs and monolith signs in row 5 and substituting 25.0 m² therefor;
- b. deleting the figure for the maximum percentage of SFA incorporating SEMB for ground signs in row 8 and substituting 2.25 m² therefor;
- c. deleting the word “percentage” and substituting the word “area” therefor in column 1, row 8;
- d. adding new row 10 Maximum message area to the end of Table 6.2.1 as follows:

Table 6.2.1 Motor Vehicle Dealerships						
Permanent Signs	Awning Sign	Directional Sign	Entrance Canopy Sign	Fascia Sign (A)	Ground Sign	Monolith Sign
Maximum message area	n/a				7.5 m ² (M)	7.5 m ² (M)

- e. adding a reference to Additional Regulation (M) for ground signs and monolith signs in row 5; and
- f. adding new Additional Regulation (M) as follows:

(M) For calculating the maximum sign face area and maximum message area of a ground sign and a monolith sign, refer to Part 5

11. Table 6.3.1 Drive-Through Facilities is hereby amended by:

- a. deleting the figure for maximum sign face area for drive-through pre-sale menu board signs in row 5 and substituting 1.5 m² therefor;
- b. deleting the figure for maximum sign face area for drive-through menu board signs in row 5 and substituting 5.25 m² therefor;
- c. adding new row 8 Maximum message area to the end of Table 6.3.1 as follows:
- d. adding a reference to Additional Regulation (B) to row 2 of Drive-Through Pre-Sale Menu Board Sign;

Table 6.3.1 Drive-Through Facilities			
Permanent Signs	Directional Sign	Drive-Through Pre-Sale Menu Board Sign	Drive-Through Menu Board Sign
Maximum message area	n/a	1.0 m ² (D)	2.0 m ² (D)

- e. adding a reference to Additional Regulation (C) to row 2 of Drive-Through Menu Board Sign
 - f. adding a reference to Additional Regulation (D) for drive-through pre-sale menu board signs and drive-through menu board signs in row 5;
 - g. adding new Additional Regulations (B), (C) and (D) as follows:
 - (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
12. The following amendments are hereby made to Part 8 Regulations for Static Electronic Message Boards, Table 8.1:
- a. adding “directory signs” and “directional signs” after “advertising ground signs” in Bullet 2, Row 2 – Permitted Sign Types; and
 - b. deleting Row 18 – Maximum permitted percentage of SEMB to the total sign face area of a Ground Sign and substituting the following therefor:

Table 8.1 Regulations for Static Electronic Message Boards (SEMB)	
Maximum area of SFA incorporating SEMB for a ground sign	as specified in the land use designation tables or through amendment

13. Part 21 Enforcement be amended by the addition of a new heading and subsection 7.1 as follows:

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 deemed to be in compliance with the Sign By-law's regulations respecting sign face area for ground signs.
14. All other provisions of By-law 2018-153 hereby remain in force and effect.

PASSED this 18th day of October, 2021

MAYOR

CLERK