

## Advertising Sign Permit

**Approved by:** County Council

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**Procedure Number:** MS-TS-005-001

**Parent Policy:** MS-TS-005

**Author:** Clerk's Department

### References and Related Documents

Section 59, the Municipal Act

[Municipal Act 2001](#)

[Advertising Sign Permit Procedure](#)

### Forms

[Advertising Sign Permit Application](#)

## Purpose

The purpose of this procedure is to outline the criteria to permit third party sign placement within the County of Grey's control area as established by the Municipal Act to ensure:

- Safety of the road users
- Motorists are not saturated with information
- Signage is permitted in a fair and consistent manner

## Scope

This policy shall outline the requirements for third party placement within the County of Grey's sign control area.

## Section 1 Definitions and Explanations

**Abandoned Sign** - a sign that no longer identifies an existing business.

**Advertising or Decorative Device** - a device, other than a recognized or standard type of sign that is placed, or affixed, to advertise, attract attention, or to promote publicity for an individual firm, organization, product or event, including; devices of a decorative nature (i.e. landscaping), banners, bunting, streamers, strings of flags or multiple flag installations, lights, or other such devices all subject to the approval of the County.

**Agricultural Product** – an agriculture product that is not edible, an agricultural food product or a food product that is processed on a farm in Ontario from an agricultural food product.

**Area of a Sign** – the number of square meters (square feet) on the surface of a sign including the border and/or frame:

- 1) Where a sign has no border and/or frame, the area will be composed of individually installed letters, numerals or other shapes, excluding spacing; and
- 2) Where a sign is supported by a structure secured to the ground and which is not supported by any building or other structure, the sign area will be the number of square meters (square feet) on the surface of a sign including the border and/or frame.

**Back to Back Sign Structures Located on Private Property** – shall mean either:

- 1) Two signs affixed directly to one another with no open space which is visible from the County road; or
- 2) Two signs erected in the form of a "V" with the closed end of the "V" nearest to the County road.

**Billboard Sign** - a sign which contains a message that is not related to the property where the sign is located. The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by color, race, ancestry, religion, ethnic origin, sexual orientation or disability.

**Changeable Message Sign** - a sign with the capability of content changes by means of mechanical or electronic input. This type of sign displays changing static messages for a fixed duration. It includes the following:

- 1) Mechanical – a changeable sign whose display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs;
- 2) Electronic – a changeable sign whose content can be changed by means of an electrically energized display matrix, such as an LED pixel board.

**Community Business Message Board** - a sign that advertises local businesses within a municipality.

**Controlled Area** - the area within 400 m of any limit of a County road. The setback distances in this policy are based on a minimum basic setback distance computed on a right-of-way width of 30 m.

**Director of Transportation Services** - shall mean the Director of Transportation Services, whom is responsible for reviewing permit applications, resolving conflicts, issuing permits, and enforcing policies if violations occur.

**Development/Real Estate/Construction Sign** - a sign which may consist of a message which identifies any property which is for sale, lease, rent, trade or under development, or may identify the developer, contractor, architect, and engineering consultant or include the name of the future occupant or owner of the site or property.

**Election Sign** - a sign placed by, or on behalf of, a candidate or a political party and includes signs designed to encourage citizens to vote.

**Height of a Sign** - the height of a sign with border or frame shall be the vertical distance from the ground on which it stands to the highest extremity of the sign. The height of a sign, without border or frame, that is affixed to or mounted upon any building or other approved mounting shall be the vertical distance from the ground to the top of the letter, symbol, or other part of the sign that is the highest point. The height of any roof sign shall be measured from the ground at the wall of the building which wall is nearest to the County road.

**Inflatable Device** - may consist of a cold/hot air balloon and balloons inflated with other gases.

**Land area under active development** - the total land area as noted in this policy is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).

**Landscape Sign** - any arrangement of natural materials and/or conventional signing that displays the name of the business or property owner and is typically located on the ground or a berm. The area of the sign shall be calculated by the square metres of the message content and/or logo within the display.

**Location Sign** - any sign that is located on a property, either freestanding or attached to, or placed or mounted upon a building, or landscaped that either names or identifies the property, occupant(s) or owner(s) or a business conducted on the property, or advertises a product or service(s) available upon the property, or conveys a message placed solely for guidance on the property.

### **Luminous and Illuminated Sign**

- 1) Luminous sign:
  - a. A sign lit by internal lighting;
  - b. A sign whose content can be changed by means of electrically energized display matrix, such as a light-emitting diode (LED).
- 2) Illuminated sign:
  - a. A sign that is lit by floodlights or any other source of indirect lighting.

**Message on Two Sides Counts as Two Signs** - where a sign conveys a message, identifies a business or property, or advertises a business, product, real estate or service on more than one side, each side of the sign shall be counted as one sign for the purpose of this policy. Cylindrical and spherical shaped signs shall be counted as two signs when visible from two or more directions. Official signs on the right-of-way of a County road shall only be counted as one sign regardless of whether the message is on one or both sides.

**Official Sign** - shall include:

- 1) Signs placed by the County, such as:
  - a. route markers, assurance signs; and
  - b. roadway identification signs, directional signs and other guide signs;
- 2) Signs which the County requires a person, firm or organization to place for reasons of safety, information, guidance or for any other reason. Signs required by the County shall include signs and safety devices required during the construction or maintenance of a County road, or during or because of an encroachment upon a County road;
- 3) Signs required by Federal Government legislation, e.g. signs required by the Canada Elections Act;
- 4) Official signs related to the armed forces.

**Portable Trailer, Mobile, Movable or Framed Read-O-Graph Sign (Portable Sign) and Inflatable Device** - a portable sign means a sign or advertising device that is not permanently attached to the ground, a building or a structure, and that is designed to be moved from place to place.

**Pylon Sign** - a free standing sign used to identify or name a business, product or service on the property.

**Sign** - any sign, notice, advertising device, or any part thereof whether it contains words or not and shall include any device that is used solely to attract attention.

**Signs Must be of Permanent Construction** - each sign, other than temporary signs or portable signs shall be of permanent construction and shall be fixed in a permanent location. The foundation or base of a sign shall be part of the sign for the purposes of this policy but shall not be included in the measurement when determining the area of a sign.

**Signs Visible from County Road and within the Controlled Area are Subject to Approval of the County** - each visible sign placed within the controlled area shall be subject to the approval of the County.

**Temporary Sign** - a sign or notice of a temporary nature (i.e. charitable functions, special events) which sign must not exceed 3.7 m<sup>2</sup> in size and must not be in place for longer than four weeks. Signs exceeding 3.7 m<sup>2</sup> in size should be classified as either location signing or billboard signing according to their location and are subject to the applicable restrictions. Approval or any required permits must be obtained before erection of these signs.

**Unit or Establishment** - an individual business having its own name and identity, and which occupies space of more than 18 m<sup>2</sup> within a commercial building. The ownership of the unit is not a factor.

## Section 2 General Principles of the Policy

### 2.1 Legislative Act

The County's legal authority to regulate signing upon, or adjacent to, a County road derives from Sections 59 of the *Municipal Act*.

### 2.2 Applications and Permits Required

All visible signs within 400 m of any limit of a County road require a County issued permit, with the exception;

- Not more than two signs with a total area of 1.0 m<sup>2</sup> for every 100 m of frontage (no one sign shall be larger than 1.0 m<sup>2</sup>) located outside the County property.
- Temporary Signs County Approval (including way finding signs and advertising signs for special events)
- Certain signs advertising agricultural products as defined in this procedure

These permits shall be of such form and upon such terms and conditions, as the County considers appropriate. Furthermore, these permits may be cancelled at the sole discretion of the County.

**All existing advertising signs outside the County right of way as of August 1, 2013 are exempt from this Procedure until any modifications are made to the existing sign.**

### 2.3 Sign Permit Application

2.3.1 The Sign Permit Application Form is available at the County Administration Building or at [County of Grey Website](#).

2.3.2 All applications are to be completed and delivered or mailed to the attention of the Director of Transportation Services with the applicable fees as found in the Fees and Services By-Law and detailed plans and specifications to the satisfaction of the Director of Transportation Services.

- 2.3.3 All Permits shall include a drawing of the proposed sign which includes, sign dimensions, wording and diagrams proposed with dimensions, location of the proposed sign with dimensions and location.
- 2.3.4 Upon approval, the Sign Permit will be forwarded to the applicant. Sign Permits will expire six (6) months following the date of issue if the sign is not completed. A Sign Permit may be extended for one year from the date of issue upon written request. The applicant or their contractor shall notify the Director of Transportation Services at least 48 hours prior to the commencement of construction of the sign.
- 2.3.5 It is the responsibility of the applicant to ensure that the installation of the sign is in accordance with the requirements of all applicable regulatory agencies having jurisdiction.
- 2.3.6 Applicants are bound by the conditions contained in the Sign Permit.

## **2.4 Compliance, Enforcement and Municipal Requirements**

The placing of a sign that contravenes this policy, or the conditions included in the County's approval, may result in prosecution and/or cancellation of any approvals or permits.

The *Municipal Act* provides the County with the authority to issue a notice to a property owner/permit holder to alter and/or remove any non-complying signs. Furthermore, the County may, as provided for under the legislation, legally enter upon private lands to do whatever is necessary to ensure compliance with that direction.

Any person who contravenes Sections 59, or fails to comply with a notice issued under the *Municipal Act*, is guilty of an offence and upon conviction is liable for a fine.

In addition to the conditions of a County sign permit, a property owner/permit holder must meet all of the requirements of the local municipality and any other agency having jurisdiction over the placement of signs.

## **2.5 Application Required for Sign Alteration**

When a major alteration (change in size or location) of a sign is proposed the applicant shall submit a completed application form indicating the proposed changes to the area office. When necessary to clarify the changes, the applicant must submit a detailed sketch and letter clarifying the changes.

## **2.6 Current Permit Number to be Shown on Sign Alteration Application**

When a sign that is to be altered or replaced is covered by a permit, the number of the current permit must be shown on the application form.

## **2.7 When Sign Alteration is Approved, New Permit is Issued**

When an application to alter or replace a sign has been approved, any existing permit shall be cancelled and a new permit will be issued. An application to alter or replace a sign may be approved or refused at the discretion of the County. If a sign is changed in a manner that changes the classification, or any other sign characteristics, that requires payment of a fee or of a higher fee, the difference between the previous amount paid and the fee for the new permit shall be payable before a permit is issued.

## **2.8 Application to Change Sign May be Approved or Refused**

An application to change a sign already erected may be approved or refused at the discretion of the County. Any change must meet the current requirements of the County.

# **Section 3 General Restrictions Regarding Signs**

The following restrictions regarding signs shall apply to the area over which the County has control by authority of the *Municipal Act* (referred to in this policy as the “controlled area”).

## **3.1 Signs Subject to Approval**

Each sign placed, erected, maintained or altered within the controlled area shall be subject to the approval of the Transportation Services department. The only exceptions shall be one sign identified in 2.2.

## **3.2 Public Sales Barn Signs are Location or Billboard**

Signs placed by or on behalf of public sales barns or other establishments of a permanent nature shall be classified as location or billboard signs depending upon whether they are located upon the property upon which the sales are held or upon another property.

## **3.3 Sign Must Not be Placed Until Permit is Obtained**

Installation of a sign within the controlled area must not begin unless a permit is approved by the Director of Transportation Services.

Failure to adhere to the conditions of a sign permit may result in prosecution of the owner or in cancellation of the permit.

## **3.4 Sign Location**

A sign, placed within the controlled area, must not be:

- 1) Affixed to, or mounted upon a tree, public utility pole, guide rail, or utility standard;
- 2) Painted or pasted upon rock, surface, or other signboard or structure except if approved by the County;
- 3) Placed in, or allowed to overhang, a daylighting area;

- 4) Placed in a position in which the sign, or any part thereof, encroaches upon, or overhangs the right-of-way of a County road, except where this policy specifically permits such signs; and/or,
- 5) Placed in a position in which the sign, or any part thereof, overhangs the travelled portion of the County road.

The owner of each sign attached to or forming part of an awning, canopy or marquee or other structure that overhangs the right-of-way of a County road shall be responsible for any damage that may be caused thereby or result thereupon.

### **3.5 Signs Indicating Distance**

A sign, other than an official sign, must not carry a message which indicates the distance to a city, town, village or police village. However, a sign may indicate the distance to a place of business provided the distance shown is reasonably accurate.

### **3.6 Location of Signs Adjacent to At-Grade Intersections in Developed Area**

The following restrictions shall apply to signs adjacent to at-grade intersections in a built-up or urban area:

- 1) Every billboard sign shall be prohibited within 46 m (150 feet) of the nearest limit of an at-grade intersection of a County road and a road, street, railway or another County road;
- 2) A sign within 15 m of the nearest limit of an at-grade intersection of a County road and another road, which sign is affixed to the commercial establishment to which it applies, may be approved by the Director of Transportation Services.

### **3.7 Trees and Shrubs Must not be Removed or Trimmed to Improve View of Advertising**

Trees and shrubs located within the right-of-way of a County road must not be removed, cut or trimmed for the sole purpose of improving the view of a sign or other advertising matter. However, brush may be cleared subject to the approval of the Director of Transportation Services.

### **3.8 Basic Setback to be Restored when Conditions Change**

In any case where the basic setback distance for a sign may be relaxed in accordance with this policy in order to provide a better view of a sign (location and billboard in bush country) and the reason for relaxing the basic setback distance ceases to exist, the sign shall be relocated in accordance with the basic setback distance or as near thereto as is practical under the changed conditions.



### **3.9 Contravention of this Policy May Result in Prosecution**

The placing of a sign which contravenes this policy or contravenes the conditions of a permit for that sign, may result in the prosecution of the owner, and/or in the cancellation of the permit.

### **3.10 Lighting Subject to Approval of the County**

A sign may be luminous or illuminated provided the lighting:

- 1) Does not cause direct or indirect glare that may interfere with traffic safety; and
- 2) Is not to be used to illuminate a building, sign, structure, premises or any other item either directly or indirectly in a manner that cause direct or indirect glare that may interfere with traffic safety.

### **3.11 Certain Lights and Lighting Prohibited**

Flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention are prohibited.

### **3.12 Lights, Lighting and Advertising Devices Creating Hazard May Result in Prosecution**

When, in the opinion of the Director of Transportation Services, the use of lights, lighting, advertising devices or the design or location of a sign, may create a traffic hazard or endanger the public, the Director of Transportation Services shall notify the appropriate police authority.

### **3.13 Signs Resembling Traffic Signs or Signals are Prohibited**

The use of a sign or other device that purports to be, is an imitation of, or resembles an official traffic sign, signal or other traffic regulating device, shall be prohibited.

### **3.14 Use of Certain Words, Phrases, Symbols, Relating to Directions**

A sign may carry directions for reaching an establishment providing such directions, in the opinion of the Director of Transportation Services, do not interfere with the normal flow of traffic or create a traffic hazard.

### **3.15 A Sign that Interferes with the View of Business Establishments or Another Sign is Prohibited**

A permit must not be issued for a sign that would interfere with or block the view of either a commercial establishment or a sign already approved by the County which commercial establishment or sign is owned or operated by a person other than the applicant for the permit. The decision in these cases shall be made by the Director of Transportation Services.

### **3.16 Sign Must be Kept in Satisfactory Condition**

Each sign placed or retained in the controlled area must be kept in good condition. When the Director of Transportation Services considers the condition of a sign to be unsatisfactory, the owner must be notified in writing and advised to improve or remove the sign within a specified time period.

## **Section 4 Advertising or Decorative Devices**

An advertising or decorative device is a device, other than a recognized or standard type of sign that is placed, or affixed, to advertise, attract attention, or to promote publicity for an individual firm, organization, product or event. They include devices of a decorative nature, banners, streamers, strings of flags or multiple flag installations, lights or other such devices. They are all subject to the approval of the County. Approval shall be at the discretion of the Director of Transportation Services in accordance with the following:

- 1) Advertising or decorative devices must not be placed within or allowed to overhang the right-of-way of the County road;
- 2) Advertising or decorative devices must be placed at least 3 m behind the County road property line and not in a daylighting or visibility requirement area. Where a service road exists, these signs must not be placed closer to the County road property line than 1.5 m behind the service road property line;
- 3) Approved advertising or decorative devices used solely to decorate a premise, to mark a particular holiday season, or a particular recognized public celebration or ceremony may be placed adjacent to a County road. The maximum period these devices may remain in place is 30 days and all such devices must be removed within 7 days after the date of the particular holiday which they have been placed to mark;
- 4) An advertising or decorative device must not:
  - a. Be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts, standard or pylon;
  - b. Have flashing lights or intermittent or activated lighting of any kind, including searchlights used solely as a means of attracting attention;
- 5) All displays or devices must be in good taste. The County reserves the right to determine what constitutes good taste;
- 6) The following advertising or decorative devices within the controlled area shall be prohibited:
  - a. Holograms; and,
  - b. Searchlights.

#### **4.1 Inflatable Advertising Displays**

Inflatable advertising shall be considered as a temporary sign and will be allowed under permit per location or property.

An inflatable device/display must be located so it does not encroach on the County right-of-ways or daylighting area.

An inflatable device/display shall be allowed adjacent to County roads when an approved permit has been issued by this County and must be on the property where the business is conducted.

An inflatable advertising display may be internally illuminated but must not:

- 1) Be allowed to move or turn mechanically or by other means;
- 2) Have flashing lights or intermittent or activated lighting of any kind, including searchlights.

An inflatable advertising display shall not be located on any property where in the opinion of the County the display would block the vision of any motorist entering or exiting the property.

One permit for a maximum of six (6) months per calendar year will be issued.

#### **4.2 Banners, Streamers and House Flags**

Banners, streamers, strings of flags or multiple flag installations, lights, or other such devices shall be subject to the general restrictions for signs and shall be subject to the approval of the County.

- 1) Banners, Pennants and House Flags Adjacent to all County roads:
  - a. No messages will be allowed on the banner, pennant or house flag. These devices are intended to attract attention to the site without conveying any messages;
  - b. Banners, pennants and flags shall be set back at least 3.0 m behind the County property line with a support or pole height restriction of 7.6 m above property ground elevation;
  - c. The number of banners or pennants permitted on a site will be determined by the property frontage along the County road. A maximum of 3 banners, pennants or house flags are allowed for every 15 m of County road frontage.
- 2) Banners Across Two – Lane County roads:
  - a. The County will allow banners marking occasions such as jubilees, anniversaries, special occasions sponsored by municipal councils to be placed under the following conditions:
    - i. An application to place a banner over or across a 2-lane County road shall be made on an application for encroachment permit;

- ii. An approved banner shall be allowed for a period of time not exceeding four weeks. At the end of that time the banner is to be removed by the applicant;
- iii. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times while it is in use;
- iv. The applicant shall be responsible for obtaining any and all other required approvals, which relate to the erection of the banner, such as, Hydro One, Bell Canada, Municipal, and any other affected agencies;
- v. Approved banners must be placed a minimum of 7.6 m in height above the center line of the County road;
- vi. Approved banners must be supported at the top and bottom by a cable not less than 6 mm in diameter or a rope not less than 13 mm in diameter;
- vii. Approved banners must be placed as close as possible to the limits of the built-up areas of the city, town or village in question;
- viii. Banners must be constructed or manufactured so that they can withstand the elements;
- ix. Banners must not be attached to any part of a bridge or other County road facility.

3) Pole Mounted Event Banners:

- a. The County will allow banners located on the County road right-of-way attached to existing poles to mark occasions such as jubilees, anniversaries, special occasions sponsored by the municipal council to be placed under the following conditions:
  - i. An application to place a banner along a 2-lane County Road shall be made on an application for encroachment permit;
  - ii. Third part advertising will not be permitted on the banners;
  - iii. An approved banner shall be allowed for a period of time not exceeding 6 months. At the end of that time the banner is to be removed by the applicant;
  - iv. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times;
  - v. The applicant shall be responsible for obtaining any and all other required approvals, which relate to erection of the banner, such as Hydro One, Bell Canada, Municipal, and any other affected agency;
  - vi. Approved banners must not exceed 0.6 m in width and 1.8 m in length and shall be placed on an existing pole a minimum of 3.7 m off the ground;
  - vii. Approved banners must be placed within the limits of a built-up area of the city, town or village in question and the posted speed limit must be less than 70 km/h;
  - viii. Banners must be constructed or manufactured so that they can withstand the elements.

### **4.3 National/Provincial Flags**

Flag poles shall be set back behind the property limits a sufficient distance such that they cannot fall on to the travelled portion or shoulder of the County road.

No restrictions on size and number of flags, unless in the opinion of the Director of Transportation Services determines that the flags are causing a traffic hazard. No permits are required.

### **4.4 Advertising Messages on Trucks, Trailers and Other Mobile Devices**

Trucks, trailers and other mobile devices bearing an advertising message or business or private identification shall be classified according to use.

A sign of this nature must not be placed in the controlled area where the message, if displayed on a standard type sign, would be contrary to this policy.

In the event trucks, trailers and other mobile devices carrying advertising or other messages are placed adjacent to a County road in contravention of this policy, the Director of Transportation Services shall discuss the matter with the owner of the advertising device and/or the property owner where the advertising device is located, regarding the removal of the advertising device.

## **Section 5 Temporary Signs**

### **5.1 Temporary Signs Not Requiring Approval**

Temporary signs must be self-supporting and not embedded into the ground more than 0.3 m.

Permits or approvals are not required for election signs or real estate for sale signs

#### **5.1.1. Requirements Regarding Election Signs**

An Election sign may be placed on the County right-of way provided they do not:

- 1) Exceed 3.0 m<sup>2</sup> in size;
- 2) Be affixed to another sign or to a guide rail or other County road facility or structure;
- 3) Be placed where it may interfere with an official sign, traffic signal or safety device;
- 4) Be in place for longer than a 4 week period;
- 5) Remain in place more than 3 days after the election;
- 6) Be placed within 10 m of a the driveway;
- 7) Be within 8 m from the edge of pavement if the sign is less than 0.7 m<sup>2</sup>;

- 8) Signs greater than 0.7 m<sup>2</sup> shall be placed at the outer edge of the County road right-of-way;
- 11) Be affixed to a permanent or an official sign or to the guide rail or other County road structure or facility and must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device;
- 12) Be a portable read-o-graph sign trailers are prohibited on the right-of-way of a County road. Such read-o-graph sign trailers may be utilized providing they are erected on private property and meet the requirements of the County for portable read-o-graph signing.

### **5.1.2. Requirements Regarding Real Estate Signs**

Up to two (2) real estate signs with a total area of 1.0 m<sup>2</sup> per 100 m of frontage of property for sale may be placed on private property. The maximum size of any one sign shall not exceed 1.0 m<sup>2</sup>.

## **5.2 Temporary Signs Subject To Approval of the County**

Each temporary sign shall be subject to the approval of the County. The location of temporary signs shall be restricted as specified in this policy. Each request for a temporary sign(s) must state the maximum number of signs the applicant proposes to place. A fee will not be required. The County has the authority to provide an approved Sign Permit for temporary signs at the discretion of the Director of Transportation Services.

### **5.2.1 Types of Temporary Signs**

Temporary signs shall include:

- 1) Agricultural society signs, plowmen's association signs, plowing match, exhibition and fall fair signs and the signs placed by recognized organizations of a similar nature to advertise a particular event. Certain approved signs may be placed by the County to direct persons to temporary events;
- 2) The signs of recognized service clubs and religious and charitable organizations and of other recognized public service organizations which signs are placed to advertise a particular event;
- 3) Private auction sale signs; and

### **5.2.2 Requirements Regarding Temporary Signs**

A Temporary sign must not:

- 1) Exceed 3.0 m<sup>2</sup> in size;
- 2) Be affixed to another sign or to a guide rail or other County road facility or structure;
- 3) Be placed within the County road right-of-way except where this policy specifically states that this may be done;

- 4) Be placed where it may interfere with an official sign, traffic signal or safety device;
- 5) Be in place for longer than a 4 week period;
- 6) Remain in place more than 3 days after the expiry date in the Application;
- 7) Exceed one sign facing in each direction of travel on any 2.0 km section of a County road;
- 8) Be further than 8.0 km from the site of the event being advertised;
- 9) Be placed within 10 m of a the driveway;
- 10) Be within 8 m from the edge of pavement if the sign is less than 0.7 m<sup>2</sup> (8 square feet). Signs greater than 0.7 m<sup>2</sup> (8 square feet) shall be placed at the outer edge of the County road right-of-way;
- 11) Be affixed to a permanent or an official sign or to the guide rail or other County road structure or facility and must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device;
- 12) Be a portable read-o-graph sign trailer, as they are prohibited on the right-of-way of a County road. Such read-o-graph sign trailers may be utilized providing they are erected on private property and meet the requirements of the County for portable read-o-graph signing.

### **5.2.3 Maximum of Two Temporary Signs on One Property**

A maximum of two temporary signs shall be permitted upon any one property at any one time.

### **5.2.4 Temporary Signs Shall Face Traffic**

Each temporary sign shall not be located on the left hand side facing the motorist.

Only one Application shall be required to cover all temporary signs placed by one person or organization to advertise one event. Each Application shall stipulate the maximum number of temporary signs which may be placed under the conditions of that Application.

### **5.2.5 Certain Signs Prohibited If Event Advertised Operated For Private Profit**

Temporary signs must not be placed by, or on behalf of, a person or organization to advertise an event that is conducted for private profit. These restrictions shall apply to a circus, midway, thrill show, automobile and horse racing signs or any other For Private Profit event, except when the function is sponsored by a recognized public service or charitable organization to which a percentage of the gross receipts will accrue under the terms of a signed contract.

### **5.2.6 If Event Advertised Is Postponed Expiry Date May Be Extended**

If an event advertised by means of temporary signs has been postponed due to rain or other reasons, the date of expiry of the original approval may be extended by the Director of Transportation Services. The holder of the Application must notify the Director of Transportation Services of the postponement of the event and of the new date on which it is expected the event will be held.

## **Section 6 Development /Construction Signs**

Development/Construction Signs adjacent to all County roads are subject to the following requirements:

- 1) A development/construction sign which does not exceed 3.0 m<sup>2</sup> shall require an Application;
- 2) A development/real estate/construction sign which exceeds 3.0 m<sup>2</sup> but does not exceed the maximum of 46 m<sup>2</sup> shall require a permit;
- 3) Signs shall be set back a minimum distance of 3 m behind the property line;
- 4) Signs must not exceed 8 m (25 feet) in height above the ground;
- 5) The signs must be removed when an application for a permanent location or on premise sign is received;
- 6) A development/real estate/construction sign may be illuminated;
- 7) For development signs, supporting documentation must be submitted with the sign application (i.e. site plan, letter of intent, proof of ownership);
- 8) Permit shall be issued for a two year period.

## **Section 7 Portable Signs (Mobile)**

A portable trailer, ground, mobile, movable, or framed read-o-graph sign is a sign which is movable and which is not permanently attached to the ground, a structure or any other sign or building.

Portable signs are subject to the following requirements:

- 1) A sign permit is required for every portable sign;
- 2) The maximum size of a portable sign will be 9 m<sup>2</sup>, representing 4.5 m<sup>2</sup> per side;
- 3) A one-time fee payable to the County of Grey will be required;
- 4) One portable sign will be allowed for each business property with the exception of plazas and industrial complexes (i.e. 3 or more units). Plazas and industrial complexes will be allowed a maximum of three portables based on one sign per 46 m of frontage;
- 5) The portable sign shall be allowed within the total allowable square meters of location signing allotment available for the site;



- 6) The sign permit will only be issued to the property owner, not the portable sign company. Any instructions for compliance will be directed to the property owner;
- 7) Portable signs must be kept back a minimum of 3 m from the property line;
- 8) Signs must not be placed to cause a visibility problem;
- 9) Signs must not have flashing, intermittent, or actuated lighting of any kind;
- 10) The sign must be on the property where the business is conducted and only advertise what is related to that property;
- 11) Portable signs are not to be used as billboard signs;
- 12) The property owner shall be responsible for obtaining all other municipal approvals.

## Section 8 Location Signing

A location sign advertises goods or services available on the property the sign is located on.

### 8.1 Individual Business

An individual business consists of two units or less on a property. These instructions do not apply to:

- 1) Shopping centers, shopping malls, mews, plazas, industrial centers, and other retail or commercial centers as they are covered separately under commercial plaza or industrial complex;
- 2) Portable read-o-graph trailer signs as they are covered separately; or
- 3) Any sign not visible from the County Road. There are no restrictions to such signs nor is a permit required.

Location signing is subject to the following criteria:

- 1) Location signing will be allowed to be freestanding or affixed to a building or landscape;
- 2) The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building and/or landscape signing. Refer to Section 8.2 for total area of signage allowed for a site of business;
- 3) Each location sign shall not be restricted as to size as long as the total location signing on the property does not exceed the County's standards;
- 4) Location signing may all face in the same direction or may face in different directions;
- 5) The use of logos, logograms, pictures, picture grams, maps, catch phrases, or other image will be acceptable;
- 6) All displays of words, diagrams, pictures, or other images must be in good taste as determined by the Director of Transportation Services;
- 7) Location signs shall be allowed to be painted on a building;

- 8) An application (with applicable fees) shall be required for all location signing which exceeds 3.0 m<sup>2</sup> in total area. An application (without fees) shall be required for a sign measuring between 0.18 m<sup>2</sup> (2 square feet) and 3.0 m<sup>2</sup> in area;
- 9) Freestanding and landscape signs must not be placed, closer to the County road property line, than 3 m (10 feet) behind property line, with the exception of signing with no advertising, such as entrance, exit, no trespassing, utility location, or other non-advertising signage which shall be placed at appropriate locations. However, these signs must be kept clear of the shoulder of the County road and, if possible, off the right-of-way. Where a service road exists, freestanding signs must not be placed closer to the County road property line than 1.5 m (5 feet) behind the service road property limit, also with the above-noted exception;
- 10) This policy is subject to all municipal by-laws and does not supersede such by-laws;
- 11) Location signs will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Director of Transportation Services to decide whether the sign is creating a traffic hazard;
- 12) A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from County road property as noted in Section 8.2;
- 13) All sign dimensions shall include borders and trim in the measurements but shall exclude supports. Letters affixed to the building shall be blocked out per letter, excluding the spacing between each letter;
- 14) Every sign shall be prohibited within the vision triangle indicated on the chart as shown in Section 8.9 - "Intersection Sight Distance Requirements for Vision Triangle" unless the sign is affixed to the commercial establishment and approved by the County;
- 15) Location signs shall not be:
  - a. Affixed to, or mounted upon a tree, public utility pole or utility standard;
  - b. Painted or pasted upon, or made to form a part of a rock face, other signboard or structure such as a hydro tower or water tower, except as approved by the County;
  - c. Placed within, or allowed to overhang a daylighting area;
  - d. Placed in a manner in which the sign or any part thereof encroaches upon or overhangs the right-of-way of the County road, except in a built-up area when the sign is affixed to a building which abuts the right-of-way of the County road or is approved by the County as in the case of utility location signing or fare zone;
  - e. Placed in a manner in which the sign or any part thereof, overhangs the travelled portion of the County road;

- f. Placed facing a sharp change in horizontal or vertical alignment, rock-cut or in any other location where it may create a distraction and cause a traffic hazard;
  - g. Allowed to move or turn by mechanical or other means. This shall apply to any part or parts of such sign standard or pylon;
  - h. A sign or device having flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention; and
  - i. Erected to extend beyond the end of the wall or roof which the sign is attached to or mounted upon.
- 16) For situations where developments are located adjacent to more than one County road, the amount of signing permitted as noted in Section 8.2 is the amount of signing permitted per County road.
- 17) The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of Section 8.2;
- 18) The total land area as noted in Section 8.2 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control);
- 19) A sign structure exceeding 8 m (25 feet) in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

## 8.2 Amount of Signing Permitted on Property (Individual Business)

### Category A:

Individual Business - Under 27,870 m<sup>2</sup> (300,000 square feet) of total land area under active development:

Group Number	Distance from Property Line to Sign Closest to County Road	Maximum Signing Allowed	Maximum Height from Centre Line or Ground Elevation
1	61 m or less	46 m <sup>2</sup>	9 m
2	over 61 m up to 183 m	56 m <sup>2</sup>	10 m
3	over 183 m and within 400 m	65 m <sup>2</sup>	12 m

**Category B:**

Individual Business - 27,870 m<sup>2</sup> – 92,900 m<sup>2</sup> of total land area under active development:

<b>Group Number</b>	<b>Distance from Property Line to Sign Closest to County Road</b>	<b>Maximum Signing Allowed</b>	<b>Maximum Height from Centre Line or Ground Elevation</b>
1	61 m or less	56 m <sup>2</sup>	10 m
2	over 61 m up to 183 m	65 m <sup>2</sup>	12 m
3	over 183 and within 400 m	75 m <sup>2</sup>	13 m (45 feet)

**Category C:**

Individual Business - over 92,900 m<sup>2</sup> (1,000,000 square feet) of total land area under active development:

<b>Group Number</b>	<b>Distance from Property Line to Sign Closest to County Road</b>	<b>Maximum Signing Allowed</b>	<b>Maximum Height from Centre Line or Ground Elevation</b>
1	61 m or less	65 m <sup>2</sup>	12 m
2	over 61 m up to 183 m	75 m <sup>2</sup>	13 m
3	over 183 m and within 400 m	85 m <sup>2</sup>	14 m

### **8.3 Commercial Plaza or Industrial Complex Sign**

A commercial plaza or industrial complex shall consist of three units or more.

Location signing for commercial a plaza or industrial complex is subject to the following criteria:

- 1) Location signing will be allowed to be freestanding or affixed to a building or landscape;
- 2) The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building signing and/or landscape signing. Refer to Section 8.4 for total area of signage allowed for site of business;
- 3) A commercial plaza or industrial complex shall be permitted “entrance”, “exit” and “no parking” signs on the property at appropriate locations as required. These signs shall consist of only the words “entrance”, “exit” or “no parking” and a symbol or trademark of the commercial or industrial complex involved. The maximum size of these signs shall be approximately 0.9 m<sup>2</sup>;
- 4) All signs located at major commercial or industrial complexes will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Director of Transportation Services to decide whether the sign is creating a traffic hazard;
- 5) These directions do not apply to portable read-o-graph signs as they are covered separately;
- 6) A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from the County road property line as noted in Section 8.4;
- 7) Freestanding and landscape signs must not be placed closer to the County road property line than 3 m behind the property line with the exception of informational signing such as entrance, exit, no parking, which shall be placed at appropriate locations. Where a service road exists, freestanding signs must not be placed closer to the County road property line than 2 m behind the service road property line, also with the above-noted exception;
- 8) These directions are subject to all municipal by-laws and do not supersede such by-laws;

- 9) A directory board or sign(s) indicating tenant identification and location within a commercial or industrial complex shall be permitted but should not be legible from the County road. Any such directory board should consist of individual panels, each panel not exceeding 20 cm by 1.0 m, identifying individual business establishments forming a part of the complex. These directory signs should be located within 3 m of the building in question, preferably near the building entrance.
- 10) Any sign located at a commercial plaza or industrial complex, providing either complex identification or individual commercial establishment identification, must not:
  - a. Be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts of such signs, standard or pylon;
  - b. Have flashing lights, or intermittent, or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention; and
  - c. Be longer than or extend beyond the wall of that part of the building to which the sign is affixed.
- 11) The building/structure related to the freestanding sign adjacent to the County road shall be visible from the County road. The displayed message must be related to the business located on that property. The signs must be placed in an area projected by a line running 76 m from either side of the building in question to the County road;
- 12) A sign erected on a building to identify a commercial or industrial individual unit forming a part of a commercial complex may also contain other wording such as advertising, logos, logograms, catch phrases, pictures or other images as long as the total sign area does not exceed County standards;
- 13) Signs shall be prohibited within sight triangles. This applies to all types of signs. For sight triangle requirements refer to Section 8.9 unless the sign is affixed to the commercial establishment and approved by the County;
- 14) The permit for a pylon sign is to be issued to the property owner;
- 15) For situations where developments are located adjacent to one or more Grey County road, the amount of signing permitted as noted in Categories A, B, C and D of Section 8.4 is the amount of signing permitted per County road;
- 16) The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of section 8.4;
- 17) The maximum size of a double-faced pylon sign or industrial complex identification sign shall not exceed the total area indicated in Categories A, B and C. This shall be in addition to the signing affixed to a building as noted in Category D of Section 8.4;

- 18) The total land area as noted in Section 8.4 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control);
- 19) A sign structure exceeding 8 m in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

**8.4 Amount of Signing Permitted on Property – Commercial Plaza or Industrial Complex**

**Category A: Pylon Signs**

**Less than 27,870 m<sup>2</sup> of total land area under active development.**

This policy is applicable to all County roads.

A commercial plaza or industrial complex adjacent to a County road shall be permitted one pylon sign and one additional pylon sign is permitted adjacent to an intersecting road.

This shall be in addition to affixed to a building sign as noted in Category D of this section.

<b>Group Number</b>	<b>Distance from Property Line to Sign Closest to County Road</b>	<b>Maximum Signing Allowed “1 Pylon”</b>	<b>Maximum Height from Centre Line or Ground Elevation</b>
1	61 m or less	46 m <sup>2</sup>	9 m
2	over 61 m up to 183 m	56 m <sup>2</sup>	10 m
3	over 183 m and within 400 m	65 m <sup>2</sup>	12 m

### Category B: Pylon Signs

**27,870 m<sup>2</sup> – 92,900 m<sup>2</sup> of total land area under active development.**

This policy is applicable to all County roads.

A commercial plaza or industrial complex adjacent to a County road shall be permitted two pylon signs adjacent to a County road and one additional pylon sign is permitted adjacent to an intersecting road.

This shall be in addition to the signing affixed to a building as noted in Category D of this section.

<b>Group Number</b>	<b>Distance from Property Line to Sign Closest to County Road</b>	<b>Maximum Signing Allowed "2 Pylons"</b>	<b>Maximum Height from Centre Line or Ground Elevation</b>
1	61 m or less	56 m <sup>2</sup>	10 m
2	over 61 m up to 183 m	65 m <sup>2</sup>	12 m
3	over 183 m and within 400 m	75 m <sup>2</sup>	13 m

### Category C: Pylon Signs

**Over 92,900 m<sup>2</sup> of total land area under active development.**

This policy is applicable to all County roads.

A commercial plaza or industrial complex adjacent to a County road shall be permitted three pylon signs adjacent to a County road and one additional pylon sign is permitted adjacent to an intersecting road.



This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Group Number	Distance from Property Line to Sign Closest to County Road	Maximum Signing Allowed "3 Pylons"	Maximum Height from Centre Line or Ground Elevation
1	61 m or less	65 m <sup>2</sup>	12 m
2	over 61 m up to 183 m	75 m <sup>2</sup>	13 m
3	over 183 m and within 400 m	85 m <sup>2</sup>	14 m

**Category D: Affixed to a Building Sign**

This policy is applicable to all County roads.

Signing allocation shall be calculated based on the total area of the individual units' exterior elevation visible to the County road.

Maximum signing area allowed per unit shall not exceed **20%** of exterior elevations.

Signing area per unit can be shared amongst other tenants within the property provided it's within the maximum allowable signing allocation.

This shall be in addition to the pylon signing as noted in Categories A, B and C of this section.

**8.6 Home Occupation Sign**

Most municipalities permit home occupations to locate in all residential and rural/agricultural zoning categories without specific amendment to the local zoning by-law.

The size of the home occupation, namely whether it occupies 25% or 30% of the total floor area should be of no consequence to the County since it is the responsibility of the municipality to determine whether the proposed use qualifies as a home occupation under the local by-laws.

The home occupation sign shall consist of one sign no greater than 3 m<sup>2</sup> or a two-sided sign with a total area no greater than 3 m<sup>2</sup> to identify the business.

An Application is required with no fee.

### **8.7 Environmental/Greening Initiative Sign**

Government agencies (including Municipalities and Conservation Authorities) will be permitted a sign to be placed adjacent to any County road to identify an environmental and/or greening initiative on the same property on which the sign is located. The sign is subject to the following requirements:

- 1) The sign is located on the property that is owned or managed by the government agency or conservation authority;
- 2) The message content must be related to the initiative on that property;
- 3) The sign must not be placed within 3 m of the property line and no higher than 5 m above the grade in the vicinity of the sign;
- 4) A two-sided sign not exceeding 1.22 m by 2.44 m will be permitted;
- 5) The sign must be removed when the management or ownership of the property changes. The permit shall be issued to the property owner and is not transferable to a new owner;
- 6) An Application is required with no fee.

Proof that the property is a designated environmental or greening initiative shall be submitted.

### **8.8 Guideline for Farm and Agricultural Product Signing**

For the purposes of this section, an agricultural product that is processed on a farm in Ontario from an agricultural food product shall be deemed to be produced on the premises on which the agricultural food product is produced.

Agricultural signs must be self-supporting and not embedded into the ground more than 0.3 m.

The policy applies to all County roads.

Sign Permits are not required for the following:

- 1) One sign not more than 1 m<sup>2</sup> in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises;

- 2) A maximum of two single-sided signs, each being not more than 1.7 m<sup>2</sup> in size and facing in different directions, or one single-sided sign not more than 3 m<sup>2</sup> in size if:
  - a. The signs display information about the sale of agricultural products, other than tobacco, that are produced and offered for sale on the premises where the signs are displayed;
  - b. The signs are only placed on the right-of-way adjacent to the agriculture property selling the product;
  - c. The signs are displayed on premise that is zoned for agricultural uses with a permit. These signs may be placed on County property provided they are at least 8 m from the driving lane and do not distract drivers or reduce site visibility;
  - d. The sign is not to be placed closer than 10 m from a driveway or within 50 m of an intersection.

Permitted Directional Sign (off premises):

- 1) Signs displaying directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale if the following conditions are met:
  - a. The owner of the signs must be the same as the owner or tenant of the land where the products are produced and the signs must be located on privately owned land zoned for agricultural uses and must be displayed only during the season during which the products are offered for sale.
- 2) A maximum of two (2) single-sided signs, each being not more than 1.7 m<sup>2</sup> in size and facing in different directions, if:
  - a. The signs display directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale or information about the sale;
  - b. The owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-sub-clause (a) were produced;
  - c. The signs are displayed on premises that are zoned for agricultural uses. The signs are displayed only during the season during which the agricultural products mentioned in sub-sub-clause (a) are offered for sale (see 8.7.1).

### **8.9 Community Non-for-Profit Information (Not Advertising)**

Community Non-for-Profit Information (Not Advertising) signs such as Mothers Against Drunk Driving will be permitted to be placed subject to the following requirements:

- 1) The sign may be located on County road right-of-way within 2 m of the property boundary;
- 2) The message shall not advertise a product or event;

- 3) The sign must not exceed 3 m<sup>2</sup> in area and must not exceed 4 m above the grade in the vicinity of the sign;
- 4) The sign must not be within 500 m of a location or field advertisement sign or within 100 m of a municipal road intersection or within 20 m of an entrance or obstruct the view from a the adjacent property;
- 5) The requester must have the local municipality approval for the placement of the sign;
- 6) An Application is required with no fee.
- 7) An encroachment permit will be required (at no cost).

### 8.10 Changeable Message Sign (Location Sign)

A Changeable Message Sign is a sign that permits changing static messages; these signs would not be animated, nor would they include video. A changeable message sign may be fully or partially incorporated as a component into any location sign.

Specifications:

The following specifications must be applied to all changeable message signs.

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

Type	MDT (sec)	MTT (sec)
Mechanical	180	2
Electronic	180	1

The purpose of the MTT is to ensure a near instantaneous change between fully displayed messages. Transition effects such as wipe, slide, fade, or pixelate shall not be allowed.

A changeable message sign that alternates solely between current time and current temperature shall be permitted a MDT equal to 15 seconds. The MTT shall be as listed in the previous table, dependent on whether the sign is mechanical or electronic in nature.

All changeable messages signs must be designed to ensure that in the event of a malfunction the displayed image becomes fixed or blacks out.

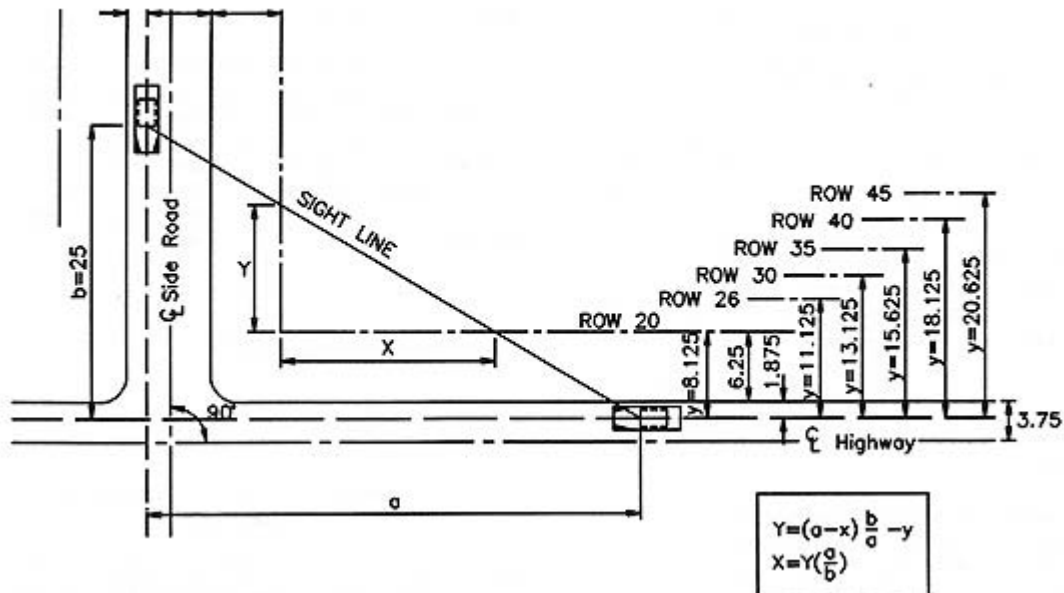
Changeable message signs may be illuminated per the specifications of this Policy.

Changeable message signs will be subject to all of the other requirements of the Advertising Sign Procedure that apply to freestanding signs.

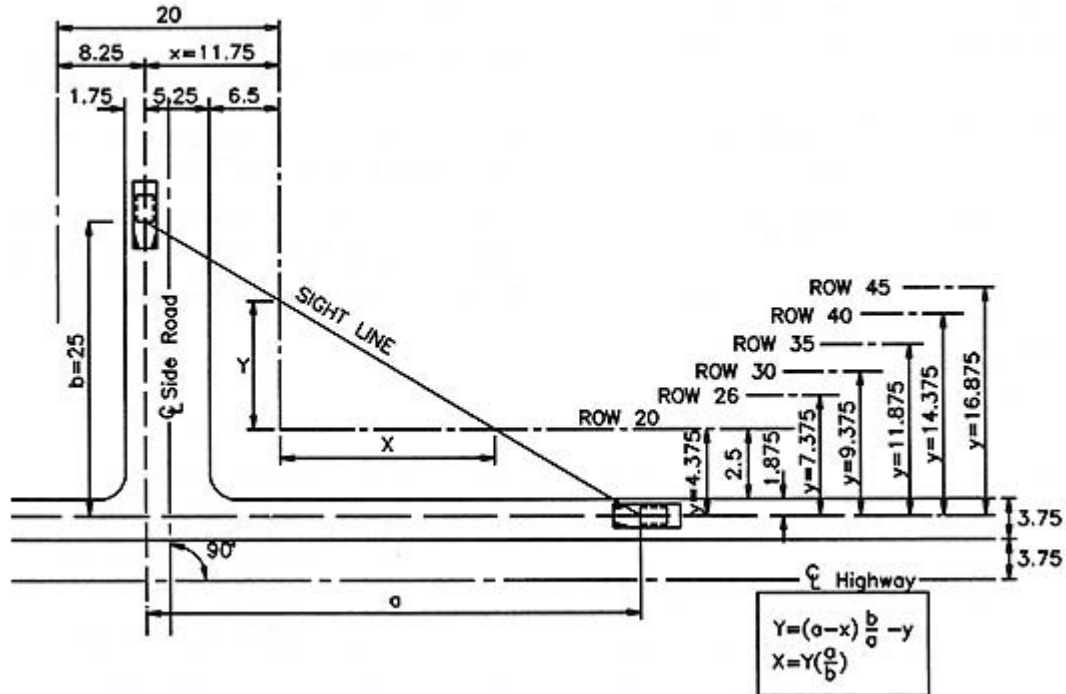
Changeable message signs are permitted for Billboard Signs.

### 8.10 Diagrams: Intersection Sight Distance Requirements for Vision Triangle

**Two-lane Highway - Sight Distance for At-Grade Intersections**



**Four-lane Highway - Sight Distance for At-Grade Intersections**



**Two-lane Highway - Sight Distance for At-Grade Intersections**

Design speed on Highway km/h	Approach Distance 'a' based on 3 s (metres)	Highway Right of Way (metres) Visibility Triangle: X & Y											
		20		26		30		35		40		45	
		X	Y	X	Y	X	Y	X	Y	X	Y	X	Y
40	30	8	7	5	4	2	2	n/a	n/a	n/a	n/a	n/a	n/a
50	40	15	10	10	7	7	5	3	2	n/a	n/a	n/a	n/a
60	50	22	11	16	8	12	6	7	4	2	1	n/a	n/a
70	60	29	12	22	9	17	7	11	5	5	2	n/a	n/a
80	65	32	12	24	9	19	7	13	5	6	2	n/a	n/a
90	75	39	14	30	10	24	8	17	6	9	3	2	1
100	85	46	14	36	10	29	8	20	6	12	3	3	1
110	95	53	14	41	11	34	9	24	6	15	4	1	1

Minimum Property Requirements at 90 degree Intersections, for approaches with Stop Control

**Four-lane Highway - Sight Distance for At-Grade Intersections**

Design speed on Highway km/h	Approach Distance 'a' based on 3 s (metres)	Highway Right of Way (metres) Visibility Triangle: X & Y											
		20		26		30		35		40		45	
		X	Y	X	Y	X	Y	X	Y	X	Y	X	Y
40	30	13	11	9	8	7	6	4	3	1	1	n/a	n/a
50	40	21	13	16	10	13	8	9	6	5	3	1	1
60	50	29	15	23	12	19	10	14	7	9	5	1	2
70	60	38	16	30	13	26	11	20	8	14	6	8	3
80	65	42	16	34	13	29	11	22	9	16	6	9	4
90	75	50	17	41	14	35	12	27	9	20	7	12	4
100	85	58	17	48	14	41	12	33	10	24	7	16	5
110	95	66	17	55	14	47	12	38	10	28	7	19	5

Minimum Property Requirements at 90 degree Intersections, for approaches with Stop Control

## Section 9 Billboards

A billboard sign is a sign which contains a message that is not related to the property on which the sign is located.

### 9.1 Message on the Billboard

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by color, race, ancestry, religion, ethnic origin, sexual orientation or disability.

### 9.2 Billboard Requirements in Rural Area

A billboard sign which is located in an area with a posted speed limit of more than 70 km/h or more must not:

- 1) Exceed 8 m in height above the ground;
- 2) Exceed 60 m<sup>2</sup> in area;
- 3) Be placed in or be allowed to overhang a daylighting area;
- 4) Be placed within 305 m of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist;
- 5) Be affixed to or mounted upon or be made to form part of a fence;
- 6) Be placed within 91 m of the limit of a road, street, or railway that intersects a County road at grade; or
- 7) Be placed adjacent to a curve where the radius is less than 1165 m radius (1.0 degree 30 minutes);
- 8) Must not contravene federal/provincial legislation. Must not advertise restricted products (i.e. tobacco).

### 9.3 Billboard Requirements in Built-Up or Urban Area

A billboard sign which is located in a built-up or urban area with a posted speed limit of less than 70 km/h must not:

- 1) Exceed 8 m in height;
- 2) Exceed 60 m<sup>2</sup> in area;
- 3) Be placed in, or be allowed to overhang, a daylighting area;
- 4) Be placed within 75 m of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist;
- 5) Be made to form a part of a building;
- 6) Be placed within 45 m of the limit of a road, street or railway that intersects a County road at a grade.

#### **9.4 Location of Billboard Signs Related To Direction of Travel of Vehicles**

In situations where billboard signs have been placed to be viewed on the left hand side of the County road, no additional billboard signs will be permitted within the spacing requirements on the opposite side of the County road.

#### **9.5 Angle of Billboard Sign as Related To County Road**

The angle of a billboard sign as this relates to the center line of a County road shall be equal to or greater than 45 degrees whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the center line of the County road, the angle this formed would be at the minimum angle of 45 degrees.

#### **9.6 Billboard Signs In City, Town, And Village Etc.**

Billboard signs which are located within the limits of a city, town or village and adjacent to an assumed County road shall be subject to this policy.

#### **9.7 Setback Distance for Billboard Signs**

The following setback distances shall apply to billboard signs:

- 1) No signs are to be placed within 17.0 m of the County road property line;
- 2) Signs up to and including 12.0 m<sup>2</sup> must be set back 17.0 m from the County road property line;
- 3) Signs over 12.0 m<sup>2</sup>, but not over 18.5 m<sup>2</sup>, must be set back 22.5 m from the County road property line;
- 4) Signs over 18.6 m<sup>2</sup>, but not over 30.2 m<sup>2</sup>, must be set back 34.5 m from the County road property line;
- 5) Signs over 30.2 m<sup>2</sup>, but not over 60.4 m<sup>2</sup>, must be set back 63 m from the County road property line;
- 6) Signs greater than 60.4 m<sup>2</sup> will not be allowed within the controlled area.

#### **9.8 Basic Setback Distances Must Be Maintained**

The setback distances for billboard signs located other than in a built-up area must not be reduced to less than the setback distances set out in subsection 9.7- *Setback Distance for Billboard Signs*, regardless of the width of the right-of-way of the County road.



### **9.9 Setback Distance for Billboards in Built-Up Area**

A billboard sign that is located within a built-up area must not be reduced to less than the setback distances set out in subsection 9.7 - *Setback Distance for Billboard Signs*, except when a building line approved by the Director of Transportation Services has been established. In such cases, the billboard sign may, if approved by the County, be placed at less than the basic setback distance for billboard signs of a similar size but not closer to the County road than the approved building line.

### **9.10 Requirements Regarding Billboard Affixed To a Building**

A billboard sign located adjacent to a County road may be affixed to a building providing the height of the sign does not exceed 8 m above the ground. A billboard sign which is affixed to a building shall be on the right side of the County road, facing the motorist. Each such sign must conform to the basic setback provisions as set out above.

### **9.11 Each Billboard Must Be Covered By a Permit**

A sign permit, issued by the County, must be obtained for each billboard sign.

The sign permit will be issued in the name of the registered property owner for a sign located on private property. However, when the owner of the property has a documented arrangement with the advertiser/sign operator the sign permit may then be issued to the advertiser/sign operator. The advertiser/sign operator will be entered into the County sign computer system.

### **9.12 Signs Must Be Placed Within Six Months of Issuance of Permit**

When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six months of the date of issuance of the permit otherwise the permit shall be void and shall be cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

### **9.13 Message on Sign May be Changed**

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels). If the size and setback of the sign remains the same a new permit is not required. A new permit is only required when the size or setback has been changed.

## Section 10 Revocation, Appeal and Costs

### 10.1 Revocation of Permits

- 10.1.1 The County may revoke a Sign Permit issued under the Advertising Sign Permit Policy for the following reasons:
  - 10.1.1.2 It was issued based on mistaken, false or incorrect information;
  - 10.1.1.3 In the opinion of the Director of Transportation Services, the construction is substantially suspended or discontinued for a period of more than one year;
  - 10.1.1.4 It was issued in error;
  - 10.1.1.5 The applicant requests in writing that it be revoked; or
  - 10.1.1.6 A condition of the Sign Permit has not been complied with.
- 10.1.2 In the event that the applicant breaches any of the conditions contained in the Sign Permit, the County may use its own employees or agents to complete the work required under the Sign Permit or to remove the sign and may collect the cost of the work pursuant to the provisions of sections 398 and 446 of the *Municipal Act, 2001*.

### 10.2 Appeals

- 10.2.1 An applicant may appeal the decision of the Director of Transportation Services with respect to the issuance of the Sign Permit or any of its conditions to the Transportation and Public Safety Committee.
- 10.2.2 The applicant is required to submit a written notice of appeal to the Director of Transportation Services which sets out the reasons for the appeal and must be accompanied by the applicable fee prescribed in the Fees and Services By-Law.
- 10.2.3 The decision of the Transportation and Public Safety Committee is final and binding.

### 10.3 Costs

- 10.3.1 All costs associated with a Sign Permit are the responsibility of the applicant. These costs may include, but are not limited to, applicable Sign Permit application fees, construction materials and labor, utilities, traffic control devices, layout, surveying, legal costs and removal of non-conforming works. Refer to the Fees and Services By-Law for applicable fees.
- 10.3.2 Where an applicant fails to comply with the requirements or provisions of the By-Law, the County may recover the expense by requesting that the Treasurer of the local municipality include any part of these fees and charges incurred by the County to the tax roll pursuant to the provisions of section 398 and 446 of the *Municipal Act, 2001*.

## Section 11 Administration and Enforcement

- 11.1 This procedure will be administered by the Director of Transportation Services or designate except the provisions regarding recovery of costs which will be administered by the County's Director of Finance or designate.
- 11.2 This procedure shall be enforced by the persons appointed pursuant to section 15 of the *Police Services Act* and referred to in this procedure as Municipal Law Enforcement Officers.
- 11.3 No Person shall create or alter a sign on a County road without first having applied for and obtained a Sign Permit from the County.
- 11.4 Any person who contravenes any of the provisions of this procedure is guilty of an offence and upon conviction is liable to a fine as provided for in the Provincial Offences Act, R.S.O. 1990, as amended, and such fine is recoverable under the Provincial Offences Act R.S.O. 1990 as amended.
- 11.5 If a person has been convicted of an offence under this procedure, pursuant to section 431 of the Municipal Act, 2011, the court in which the conviction has been entered may, in addition to any other penalty or other remedy imposed, make an order prohibiting the continuation or repetition of the offence.

## APPENDIX

### Classifications

For the purpose of this policy each type of sign shall be placed in one of the classes under classification of signs. The following types are classified and may be used as a guide to the classification of other signs.

TYPE	DESCRIPTION	CLASSIFICATION
Advertising	-at a place where the goods and services advertised are available on the property	Location
	-at place where the goods and services advertised are not available on the property	Billboard
	- a sign or notice of a temporary nature, under 3.0 m <sup>2</sup> (32 square feet) in size	Temporary
Advertising Devices	-see Devices	
Agriculture	-to identify members of agricultural groups and clubs	Location
	-to identify field crops, sale of crops, etc.	Location
	-to identify the location where crops are for sale	Temporary
Agricultural Society etc.	-to identify the property of the society	Location
	-to advertise annual or special event	Temporary
Association, Miscellaneous	-on member's property and of approved size	Location
Auction Sale	-see Sale, Auction	
Awning	-advertising or other message on an awning is classified as a sign	Classify according to use
Banner	-in any location off the right-of-way	Advertising Device
	-on or over Class 1 and 2 County roads	Prohibited
	-on or over the right-of-way	Temporary
Breed Association (cattle, horse, sheep, swine or any other animal)	-see Association, Miscellaneous	
Bunting	-in any location off the right-of-way	Advertising Device
	-on or over the right-of-way	Prohibited
	-used to advertise at place where item advertised is not available on the property	Billboard
	-used to advertise at place where item advertised is available on the property	Location
	-used to identify, or name, a business	Location

TYPE	DESCRIPTION	CLASSIFICATION
	location on the property	
Camp/Lodge	-used to identify or name private camp or lodge and located on the property	Location
	-used to identify or name public camp or lodge and location on the property	Location
Canopy or Marquee	-see Marquee or Canopy	Location
Car Race Posters	-temporary, used to advertise race meet etc.	Temporary
Charitable or Religious Organization	-see Agriculture Society etc.	
Chimney or Smokestack	-using a chimney or smokestack as a sign mounting is restricted. Only business identification and municipality names allowed. Must not exceed height or width of chimney.	Location
Church	-to name and identify church	Location
Circus, Posters, Tack Signs	-if event conducted solely for private profit; see Temporary Signs	Prohibited
Construction	-placed on site during construction for any purpose other than signs placed, required or approved by the Ministry construction projects or projects on the right-of-way of a County road	Temporary
Contractors	-on construction site naming general and sub-contractor(s) and/or architect for convenience of persons making deliveries etc.	Location
Crop Association	-on member's property	Location
Crop Identification	-on farm to identify crop, seed strain etc.	Location
Device	-a permanent device, other than a recognized type of sign, advertising an item available on the property	Location
	-a permanent device, other than a recognized type of sign, advertising an item not available on the property	Prohibited
	-temporary advertising device, other than a recognized sign, advertising an item available on the property without a message	Location
Election	-used by or on behalf of a candidate or party	Temporary
Entrance or Exit	-used to mark the entrance to, or exit from, a property	Location

TYPE	DESCRIPTION	CLASSIFICATION
Fascia	-a sign placed parallel to and facing a County road	Classified according to use
Fare Zone	-used to mark the limits of transportation company fare zones	Location
Fingerboard	-other than official	Prohibited
Flags	-with advertising or message	Advertising Device
Fraternal	-located on property on which the organization has its headquarters	Location
	-located on other than the property on which the organization makes its headquarters	Prohibited
Horse Race Posters and Track Signs	-temporary, used to advertise racing events	Temporary
Hotel or Motel	-used solely to name or identify the hotel or motel, bearing only the name of the establishment and located on the property or affixed to the establishment	Location
	-used to convey a message in addition to the name of the establishment and located on the property or affixed to the establishment	Location
Identification	-used to identify, or name an occupant, owner, property or resident, other than a commercial establishment and located off the right-of-way of the County road	Location
	-used to identify a newspaper	Location
Inflatable Device	-Cold or Hot Air Balloon	Temporary
	-Balloons inflated with other gases	Temporary
Marquee or Canopy	-used to identify or name a business	Location
	-used for advertising product for sale on the property	Location
Midway, Posters, Tack Signs	-temporary, used to advertise Midway rides and shows	Prohibited
Notice, posters and Tack signs (Election Signs are excepted)	-temporary notices on County road right-of-way	Prohibited
	-military convoys	Temporary
	-temporary notices off the County road right-of-way	Temporary
No Vacancy	-see Vacancy	
Oil Company Service Station	-approved oil company identification sign used on service station property to identify	Location

TYPE	DESCRIPTION	CLASSIFICATION
Identification	the oil company whose products are dispensed at the station	
Oil Company Miscellaneous	-used at a service station to advertise products, services etc., available at the station	Location
Overhanging	-used for business identification	Location
	-used for advertising	Location
	-overhanging signs, canopies, marquees and similar devices	Location
Posted Panel	-posted paper used for advertising etc. other than where product or services available on the property	Billboard
Private	-a sign placed on a private or residential property used solely to identify the property, or name the occupant or owner	Location
	-an entrance or exit sign	Location
Professional	-to identify office or place of business and type of service	Location
Public Assembly	-to name and identify public assembly hall i.e., town hall, community hall and community owned halls of a similar nature	Location
	-to convey message regarding public or community meetings	Location
Pylon	-freestanding sign used to identify or name a business, product or service on the property	Location
Real Estate	-when located on the property and under 3.0 m <sup>2</sup> (32 square feet) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development or subdivision	No Restrictions
	-when located on the property other than that advertised, regardless of size or sign	Billboard
	- when located on the property and over 3.0 m <sup>2</sup> (32 square feet) and under 46 m <sup>2</sup> (500 square feet) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development	Location
	-leased, rented, sold or traded	Prohibited
Reforestation	-see Forestry Signs	
Restaurant	-used solely to identify or name the business and located on the same property	Location

TYPE	DESCRIPTION	CLASSIFICATION
	-used to advertise and located on the same property	Location
Road Identification	-other than official, within 3 m (10 feet) of County road right-of-way	Prohibited
	-3 m (10 feet) or more from County road right-of-way	Location
	See County Road Guide Signing Policy Manual	
Running String or	-a series of two or more signs placed one after the other along a County road with each sign conveying portion of a message	Prohibited
Sale/Auction	-to advertise the sale of private goods or property when such sale is not held at a public sale barn etc.	Temporary
	Commercial auction	Billboard or Location
Service Clubs	-used on the right-of-way within the limits of the city, town, village or policy village in which the organization makes its headquarter to convey information regarding service clubs and service club meetings etc.	Encroachment Permit
	-along or combined with Chamber of Commerce signs located outside the limits of a city, town, village or police village and located off the County road right-of-way	Billboard
	-temporary notices used for advertising functions sponsored, or the services provided, by a club	Temporary
Shopping Centre	-used to identify the center or plaza	Location
	-used to identify a commercial establishment forming part of center or plaza	Location
Sold	-indicating real estate etc. has been sold	Prohibited
String Running or	-see Running or String Signs	
Sub-Contractors	-on construction site naming the general and sub-contractor(s) and/or architect for the convenience of persons making deliveries	Temporary
Subdivision	-see Development/Real Estate	
Theatre	-canopy, marquee and other theatre	Location
	-signs used solely to identify the theatre by name	Location



TYPE	DESCRIPTION	CLASSIFICATION
	-to advertise the plays or other business of the theatre	Location
Tower	-affixed to a tower. Must not exceed height of tower. Location sign or a municipality name/logo only allowed. This does not include a tower (structures) built specifically to carry a sign	Billboard
Trucks/Trailers	-advertising a message	According to use
Utility	-on right-of-way of County road to indicate location of pipe lines, pipe line valves, hydro and telephone sub-stations etc. off right-of-way	Location
Vacancy/No Vacancy	-used to indicate availability of accommodation at hotel, motel camp etc.	Location
Water Tower	-see Tower Signs	