

**CORPORATION OF THE CITY OF QUINTE WEST
BY-LAW NO. 09-79**

**A BY-LAW TO REGULATE AND CONTROL THE
CONSTRUCTION AND ERECTION OF SIGNS WITHIN
THE MUNICIPAL BOUNDARIES OF THE CITY OF
QUINTE WEST.**

WHEREAS subsection 4.3 of Section 11 of the Municipal Act, 2001, as amended, authorizes Council to pass by-laws respecting signs;

AND WHEREAS subsection 23.2 of the Municipal Act, 2001, as amended, authorizes the Council of the Corporation of the City of Quinte West to delegate it's powers and duties the Act to a person or body;

AND WHEREAS the Council of the Corporation of the City of Quinte West considers it reasonable and necessary to regulate by By-law the number, location, size and type of signs within the municipal boundaries of the Corporation of the City of Quinte West;

AND WHEREAS a public meeting was held on November 4, 2004 and public notice of same was published in the Trentonian and the Community Press on October 8, 2004 and posted on the municipal web site;

AND WHEREAS a second public meeting was held on February 24, 2005 and public notice of same was published in the Trentonian and the Community Press on February 11, 2005 and posted on the municipal web site;

NOW THEREFORE, THE COUNCIL OF THE CORPORATION OF THE CITY OF QUINTE WEST ENACTS AS FOLLOWS:

PART 1 - SHORT TITLE

1.1 This By-law may be cited as the "Sign By-law".

PART 2 - DEFINITIONS

2.1 In this By-law:

"Agriculture" means the use of land for the tillage of soil, and the growing of vegetables, fruits, grains or other staple crops and shall include nurseries, green houses, dairying, and animal husbandry, or any of these operations together with any farm dwellings, barns, sheds, and other buildings or structures used and maintained in connection with these activities.

"Alteration" means any change, alteration or repair to a sign structure or sign face but does not include a change in the message display by a sign or other advertising device or the replacement of a part with a similar part for maintenance purposes.

"Building Code" means *Building Code Act*, 1992, S.O. 1992, Chapter 23, as amended, and includes the regulations made there under.

"City" means the Corporation of the City of Quinte West.

"Clerk" means the City Clerk for the City of Quinte West

"Commercial Message" means any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service, or other commercial activity.

"Corner Lot" means a lot situated at the intersection of, and abutting, two streets, or parts of the same street, the adjacent sides of which street or streets (or in the case of a curved corner, the tangents of which) contain an angle of not more than 135 degrees.

"Committee" means the Committee of Adjustment Committee appointed by Council.

"Copy" means the wording and symbols on a sign.

"Council" means the Council of the Corporation of the City of Quinte West.

"Day Light Triangle" means a triangle area formed within a corner lot by the intersecting street lines or the projections thereof and a straight line connecting them 6.0 metres from their point of intersection.

"Enforcement Officer" means the By-law Enforcement Officers appointed by Council.

"Erected" means attached, built, constructed, re-constructed, enlarged, placed or moved.

"Face Area" means the area of that portion of a sign, excluding any part of the sign structure, that is open to view and which may be used for the display of any advertising or other message or communication.

"Grade" means the surface level of the ground directly beneath a sign.

"Lot" means a parcel of land that can be legally conveyed pursuant to Section 50 of The Planning Act, R.S.O. 1990, c.P. 13, as amended. Where two or more abutting lots under one identical ownership have been consolidated for the purpose of development, all such lots shall be deemed to be a single lot for the requirements of this By-law, and any setback requirements from lot lines shall apply only to the outer perimeter lot lines of the consolidated lot.

"Lot Line" means the line formed by the boundary of any lot.

"Official Plan" means any Official Plan as defined in the *Planning Act* R.S.O. 1990, C.P. 13, as amended and that may be in force from time to time within the City.

"Person" shall include any association, partnership, corporation, Municipal Corporation, agent or trustee, and the heirs, executors or other legal representatives of a person to whom the context can apply according to law.

"Plaque" means a commemorative or identifying inscribed tablet, which does not bear any advertising for any commercial purpose.

"Retail Core" means those areas that are shaded in Schedules "A" and "B" which are attached to and form a part of this By-law.

"Sign" means any identification, description, illustration or device that directs attention to, or advertises, any person, business, commodity, service or use. A sign shall include "Face Area" and "Sign Structure" and shall be considered a structure for the purpose of this By-law. Without limiting the generality of the above, the definition of sign includes, but is not limited to, the following types of signs:

- (a) **"Abandoned Sign"** means a sign which formerly identified, but no longer correctly identifies, the business, commodity, service or use presently conducted, sold or offered. A sign shall not be deemed abandoned until 90 days after such activity is discontinued.
- (b) **"Address Sign"** means a fascia or ground sign that contains no commercial information, and is intended only to indicate municipal street address of the lot upon which it is located.
- (c) **"Agricultural Sign"** means a sign promoting the sale of locally grown agricultural produce, at a farm or rural roadside stand, and may advertise the location and type of produce for sale. Off-premise Agricultural signs shall comply with the Section herein entitled "Special Event Signs", with the exception that Agricultural Signs may be erected for the period of time that the product is available.
- (d) **"Banner Sign"** means a sign of lightweight fabric or similar material, displaying a message in words or symbols, but shall not include an awning sign, canopy sign, or window sign.

- (e) **"Billboard Sign"** means a General Advertising Sign using either permanent copy, or poster panels or other similar surfaces to which temporary or permanent sign copy may be attached, with a single face area greater than 6.0 square metres.
- (f) **"Campaign Sign"** means a sign used to advertise any person or political party participating in an election for public office.
- (g) **"Canopy Sign"** means a sign attached to, or constructed upon, a roof-like projection which projects horizontally from the building face or wall, extends across part or all of that building face or wall, or is a free-standing structure supported from the ground, and is intended to provide shelter and prevent access of direct sunlight into the building through such windows or doorways.
- (h) **"Gateway Sign"** means a designed sign approved by Council and the Economic Development Committee that is part of the City's identification strategy to recognize the location of these areas in the City.
- (i) **"Residential Construction/Development Sign"** means any type of sign advertising construction, reconstruction, repair, renovation, and/or development and may include the name of the project, the name and address of contractors, architects, engineers, information and personnel related to the project. (Hereinafter referred to as a "development sign")
- (j) **"Directional Signs"** means directional signs located on municipally owned property, including road allowances for the purposes of identifying Industrial and Commercial Development clusters that are not located adjacent to an arterial or collector roadway.
- (k) **"Electronic Message Display Sign"** means a sign which is illuminated and which is electronically controlled and which displays information in a pre-arranged sequence.
- (l) **"Fascia Sign"** means a sign attached to a wall of a building or the sloping portion of a mansard roof.
- (m) **"Flashing Sign"** means a sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of illumination or an externally mounted light source, but shall not include electronic message display sign.
- (n) **"General Advertising Sign"** means a sign that is used to identify or advertise any business, activity, service, person, or goods, commodities or products, which are not located in, conducted on, sold on, produced on or displayed on the lot upon which the sign is located.
- (o) **"Ground Sign"** means a sign supported by a structure that is erected on or anchored in the ground for the sole purpose of supporting the sign, and is not attached to any building or other structure, but shall not mean a pylon sign or Billboard Sign.
- (p) **"Home Occupation Sign"** means a fascia, window, or ground sign that only displays the name of the person or small business occupying the property, or describing the occupation of the proprietor.
- (q) **"Illuminated Sign"** means any sign illuminated by any artificial light source.
- (r) **"Incidental Sign"** means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "telephone", "private parking", "entrance", "washroom", "loading dock", "staff only", and other similar directives. No sign with a commercial message legible from a position off the lot shall be considered incidental.
- (s) **"Inflatable Sign"** means a special event sign designed to be airborne and tethered to the ground.

- (t) **"Local Advertising Sign"** means a sign in which the copy refers to any business or service being provided on the lot upon which the sign is located.
- (u) **"Institutional Sign"** means a sign indicating the location of or directions to a public institution such as churches, schools or hospitals.
- (v) **"Mechanical Sign"** means a sign having moving parts but shall not include an electronic message display sign.
- (w) **"Mobile Sign"** shall mean any sign that is specifically designed or intended to be readily moved from one location to another or is capable of being moved or towed to different locations with or without wheels, and not permanently anchored to the ground, a structure, foundation or other stationary object and has a face area or areas that can be used for permanent or temporary sign copy. A Mobile sign shall also include any sign mounted on a trailer, a banner sign or an inflatable sign, but shall not include, ground signs, sidewalk signs, sandwich board signs, real estate signs, incidental or such other signs that are defined in this by-law. Mobile signs may also have the capability of being illuminated by artificial light and shall not be considered as Electronic signs.
- (x) **"Pennant Sign"** means any lightweight plastic, fabric, or other material, with or without copy, suspended from a rope, wire, or string and designed to move in the wind.
- (y) **"Projecting Sign"** means a sign attached to the wall of a building in such a manner that the face area of the sign projects outward from the wall of the building to which it is attached.
- (z) **"Pylon Sign"** means a freestanding sign which is anchored in the ground, and which has its sign face(s) at least 1.5 metres above grade.
- (aa) **"Real Estate Sign"** means a fascia sign, ground sign or pylon sign advertising the sale, rental, or leasing of the premises or lot upon which sign is located.
- (bb) **"Sidewalk Sign"** means a freestanding sign that is erected on but not anchored in the ground. Without limiting the generality of the above, this definition shall include signs commonly referred to as A-frame, T-frame, sandwich boards and menu boards, but shall not mean or include portable signs or special event directional signs as defined herein.
- (cc) **"Special Event Directional Sign"** means a free-standing or a ground sign which is used solely for the purpose of directing traffic to the location of a special event. Without limiting the generality of the above, this definition shall include signs commonly referred to as real estate "open house" or "model home" signs, and signs advertising garage or household auction sales, festivals and exhibitions, and fund raising or special events hosted by a charitable organization or community service club or group. Such signs may include the name of the event holder and the location and/or time of the event, but shall contain no other commercial message.
- (dd) **"Window Sign"** means a sign placed inside or upon a window or door facing the outside, and which is intended to be seen from the exterior of the window or door.

"Sign Clearance" means the vertical distance measured from the grade at the base of the sign structure to the bottom of the sign face or structure that supports the sign face.

"Sign Face" means that portion of the sign where copy information or messages can be placed on display and made visible to the public but does not include the sign structure.

"Sign Height" means the vertical distance measured from the grade at the base of the sign structure to the top of the highest attached component of the sign structure.

"Sign Structure" means the structure which is designed or intended to support, or be capable of supporting a sign, and which is located on, or attached to, the ground or any building or structure that is not an integral part of the sign.

"Street Line" means the boundary line between a public road allowance and a lot abutting the public road allowance.

"Zone" means those specific land use areas which relate to the Zoning By-law for the City and those specifically defined areas identified by this By-law.

"Zoning By-law" means the Zoning By-law(s) as applicable to the City of Quinte West.

PART 3 - INTERPRETATION AND APPLICATION

- 3.1 In this By-law, unless the contrary intention appears, words importing the singular number shall include more persons, parties or things of the same kind than one, and words importing the masculine gender shall refer to females as well as males.
- 3.2 In this By-law, the word "shall" is construed as being mandatory and not directory.
- 3.3 No person shall place, erect, display, alter, cause or permit to be placed, erected, displayed or altered any sign which does not comply with the provisions of this By-law, provided that the replacement of the sign face or sign structure with a similar part or change in the message displayed on the sign face shall not in and of itself constitute an alteration.
- 3.4 This By-law shall not apply to:
 - (a) Signs within an enclosed structure, except window signs.
 - (b) Signs installed by or on behalf of the City, the Province of Ontario, or the Government of Canada.
 - (c) Signs or plaques placed by historical or other agencies of the City, the Province of Ontario, or the Government of Canada.
 - (d) Election proclamations or notices under any *Election Act*, R.S.O., 1990, c.E2, as amended or any voter's list posted in accordance with a statute.
 - (e) TODS (Tourist Oriented Directional Signs)
- 3.5 In the event of a conflict between the provisions of this By-law and the provisions of a zoning By-law prescribing sign requirements, the provisions of this By-law shall prevail.
- 3.6
 - (a) This By-law does not apply to any sign or advertising device, except mobile/flashing signs, that is lawfully erected or displayed on the day this By-law comes into force provided that the sign or advertising device is not moved to another location on the lot, or from the lot, upon which it is situated on the day that this By-law comes into force and provided that the sign or advertising device is not substantially altered. For the purpose of this By-law, the ordinary maintenance and repair of the sign or advertising device or any change in the message displayed on the sign or advertising device shall be deemed not in itself to constitute an alteration.
 - (b) This By-law does not apply to any mobile/flashing sign that is lawfully erected or displayed on the date this By-law is passed, until 6 months from the date of passing of this by-law.
 - (c) Any sign or advertising device which is erected or displayed at any time after the day this By-law comes into force and which does not comply in all respects to the provisions of this By-law, shall be made to comply with the provisions of this By-law or be removed by the owner of the sign or the owner of the lot upon which the sign is located.

If the owner of the sign or the owner of the lot on which the sign is located does not remove the sign or bring the sign into compliance with this By-law after receiving written notice in accordance with Part 6 of this By-law, the City may pull down or remove at the expense of the owner any sign or other advertising device that is erected or displayed in contravention of this By-law and the City may recover any expense incurred by the City pursuant to this Section by action or in a like manner as municipal taxes pursuant to Section 427 of the *Municipal Act*, 2001, as amended.

- 3.7 Where a term or word is used in this By-law or by-laws and the same term or word is defined in the City's Comprehensive Zoning By-law or By-laws, the term or word shall have the same meaning in this By-law as the definition in the City's Comprehensive Zoning By-law or By-laws.

PART 4 - REGULATIONS

4.1 General

- 4.1.1 Signs shall not be erected or displayed upon any property without the written consent of the owner of such property.
- 4.1.2 Signs shall not:
- (a) Obstruct pedestrian or vehicular traffic;
 - (b) Obstruct, obscure, or interfere with the visibility of pedestrians or those operating vehicles on any public road;
 - (c) Be erected or displayed so as to be, by nature of the colour, shape or location thereof, confused with any traffic control sign, signal or device, or obscure the visibility or effectiveness of a traffic control sign, signal or device;
 - (d) Be located within the Day Light Triangle as defined herein.
 - (e) Encroach upon lands owned by the City, except as provided in this By-law.
- 4.1.3 Signs shall not obstruct any fire escape, fire exit, standpipe, fire hydrant or fire access route and in any case not be erected or displayed any closer than 3.0 metres from any fire escape, fire exit or standpipe or fire hydrant or fire access route, or driveway.
- 4.1.4 Where there is a need for electrical power to be provided for a sign, the sign shall comply with the regulations of Hydro One. Electrical wires accessory to signs are prohibited on parking lots, driveways and walkways.
- 4.1.5 Unless otherwise prohibited in this By-law, signs may be luminous or illuminated provided that any lights or lighting used to illuminate a sign shall be arranged or located so as to direct light away from adjacent premises and streets.
- 4.1.6 Signs shall not project or encroach over or onto any road allowance or any other public property except as otherwise permitted in this By-law.
- 4.1.7 Signs within the retail core are permitted to encroach into the City road allowance, however, said encroachment shall not be greater than 0.3 metres, and shall comply with all other provisions of this By-law.
- 4.1.8 All signs erected or placed within the City shall comply with and be constructed and installed in accordance with the Building Code, as applicable.

4.2 **Signs Permitted by Zone Category**

Signs shall only be permitted to be located in zones as set out in Table 1, as follows:

TYPE OF SIGN	Commercial & Industrial	Residential	Agriculture & Rural	Open Space
Address Sign	X	X	X	X
Banner Sign	X		X	X
Billboard Sign	X		X	
Campaign Sign	X	X	X	X
Canopy Sign	X		X	X
Construction/Promo Sign	X	X	X	X
Electronic Message Display Sign	X		X	X
Fascia Sign	X	X	X	X
Flashing Sign	X		X	X
General Advertising Sign	X		X	
Ground Sign	X		X	X
Home Occupation Sign		X	X	
Illuminated Sign	X		X	
Incidental Sign	X	X	X	X
Inflatable Sign	X		X	X
Institutional Sign	X	X	X	X
Local Advertising Sign	X		X	
Mechanical Sign	X		X	X
Mobile Sign – Local Advertising	X		X	X
Mobile Sign – General Advertising	X (Highway Commercial only)		X	
Pennant Sign	X		X	X
Projecting Sign	X		X	
Pylon Sign	X		X	
Real Estate Sign	X	X	X	X
Sidewalk Sign	X		X	X
Special Event Directional Sign	X	X	X	X
Window Sign	X		X	X

4.3 **Regulations By Sign Type**

Unless otherwise provided in this By-law, the following signs shall be erected strictly in accordance with the following regulations:

4.3.1 **Canopy Signs**

- (a) When attached to the face of a canopy, a canopy sign shall have maximum projection beyond the canopy of 0.3 metres.
- (b) When erected on top of a canopy, a canopy sign shall consist of directly applied copy to the canopy surface.

- (c) The minimum sign clearance shall be 2.4 metres.

4.3.2 **Electronic Message Display/Ground/Mechanical Signs**

- (a) One combined electronic message display or flashing or ground or mechanical sign shall be permitted for those businesses or uses located on the lot upon which the electronic message display, flashing, ground or mechanical sign is located.
- (b) Electronic message display or ground or mechanical signs shall be located in accordance with the following regulations:
 - (i) Electronic Message Display or ground or mechanical signs shall be prohibited within the daylight triangle.
 - (ii) Electronic Message Display or ground or mechanical signs shall be set back 3.0 metres from any lot line.
 - (iii) Notwithstanding the above, in an agricultural zone, an electronic message display or ground or mechanical signs shall be located at least 2.0 metres from any street line, and 15 metres from any side or rear lot line.
 - (iv) Electronic Message Display or ground or mechanical signs shall be prohibited within 10.0 metres of another electronic message display, ground, pylon, or mechanical sign.
- (c) Maximum Sign Face Area for Electronic Message Display or ground or mechanical signs:
 - (i) Single Face Area: 25.0 square metres.
 - (ii) Total Face Area: 50.0 square metres.
- (d) Maximum Sign Structure Height:
 - (i) Structural Height: 8.0 metres
- (e) A maximum of one electronic message display or ground or mechanical sign is permitted for an open space use.
- (f) In Residential or Open Space Zones, ground signs accessory to a multiple residential or non-residential use legally established on the lot shall be permitted in compliance with the above, and the following:
 - (i) Ground signs are prohibited within 3.0 metres of any lot line
 - (ii) A maximum of one ground sign is permitted for a residential building or open space use.
- (g) Minimum setback for an Electronic Message Display Sign from a Residential Zone shall be 150 metres.
- (h) Minimum distance between Electronic Message Display Signs shall be 2,000 metres.

4.3.3 **Fascia Signs**

- (a) The maximum projection from any wall to which the sign is attached shall be 0.35 metres.
- (b) The minimum sign clearance shall be:
 - (i) nil when projecting over an area not used for pedestrian or vehicular traffic.

- (ii) 2.4 metres when projecting over an area used for pedestrian traffic.
 - (iii) 5.0 metres when within 0.6 metres of an area used for vehicular traffic.
 - (iv) Notwithstanding Part (iii) above, a fascia sign having a Face Area no greater than 2.0 metres shall be permitted above a service bay door.
- (c) The aggregate sign Face Area shall not exceed 40% of the area of the wall on which the sign is attached, and shall not be greater than 25.0 square metres.
 - (d) Notwithstanding the above, in all Residential or Open Space Zones, fascia signs accessory to a multiple residential or a non-residential use legally established on the lot, shall have an aggregate Face Area which shall not exceed 10% of the area of that portion of the wall on which the sign is located, and shall not be greater than 9.0 square metres.
 - (e) In all Residential or Open Space Zones, a maximum of one (1) sign is permitted (either fascia or ground), when accessory to a multiple residential or non-residential use legally established on the lot.

4.3.4 **Billboard Signs**

- (a) May only locate along a Provincial Highway, an arterial road, or a major collector road, as identified in the Official Plan.
- (b) No Billboard Sign may be located within 2,000 linear metres of any other Billboard Sign.
- (c) No Billboard Sign may be located within 4,000 linear metres of any other Sign advertising the same business.
- (d) Billboard Signs shall comply with the following:

Maximum sign height	10.0 metres
Setback from property lines	25.0 metres
Maximum sign face area	25.0 sq. m. (per side)
Setback from Residential Zone	150 metres
- (e) Billboard Signs that are also General Advertising Signs, shall also comply with the General Advertising provisions, and the most restrictive provisions shall apply.

4.3.5 **General Advertising Signs**

Signs permitted in this By-law may be of a General Advertising nature, provided that they conform to the requirements of this By-law, and the following:

- (a) General Advertising Signs may only locate along a Provincial Highway, an arterial road, or a major collector road, as identified in the Official Plan.
- (b) No more than two (2) General Advertising Signs may be located within a distance of 2,000 linear metres, measured along any street line or intersecting street line.
- (c) No General Advertising Sign may be located within 4,000 linear metres of any other Sign advertising the same business, measured along any street line or intersecting street line.
- (d) General Advertising sign shall be located in accordance with the building setbacks required by the applicable zoning by-law in which the sign is located.
- (e) No General Advertising Sign shall be located closer than 30 metres from a park, hospital, school or 100 metres from any lot zoned for residential

use.

- (f) Notwithstanding the above, businesses located in an industrial park or a commercial plaza may erect one common sign for identification purposes, on private property, at the entry to the park or area. A common sign may be located on municipal property subject to the approval of the City.
- (g) Notwithstanding subsections 4.3.5.(b) and 4.3.5.(c), Mobile signs may be used as general advertising signs subject to the following:
 - (i) a mobile sign used for general advertising purposes shall be located on a lot zoned for industrial, agricultural, highway commercial or rural use.
 - (ii) The mobile sign used for general advertising purposes per lot is permitted subject to the lot having a minimum of 45 metres frontage and a minimum of 4 hectares of lot area.
 - (iii) Subsections 4.3.6 (d), (e) and (f) apply to a mobile sign used for general advertising purposes.

4.3.6 **Mobile Signs**

- (a) Every person who places or permits to be placed or allows to remain placed on the premise a mobile sign shall ensure that the mobile sign is:
 - (i) a local advertising sign
 - (ii) a general advertising sign subject to the provisions of Section 4.3.5.(e).
- (b) No more than one Mobile Sign shall be permitted on each lot, except where a lot's frontage exceeds 30 metres, one additional sign shall be permitted on a lot that exceeds 30 metres of frontage provided that the two signs are located a minimum of 15 metres apart.
- (c) Mobile signs are permitted in Residential Zones for the purpose of conveying greetings or other similar message regarding special events such as the Birthday or Anniversary of those residing on the subject property, for a period not exceeding 72 hours.
- (d) Mobile signs shall display the name and telephone number of the sign owner.
- (e) Maximum Sign Face Area (one side): 6.0 square metres
(all sides): 12.0 square metres
- (f) Maximum Sign Structure Height: 3.0 metres
- (g) Minimum Setback: 1.5 metres from all lot lines and property lines
- (h) Notwithstanding clause 4.3.6.(g) above, no sign shall be located on a corner lot within a triangle formed by the boundaries of the lot common with the street lines and a straight line connecting points on each of the said boundaries measured distance 6 metres from the point where they intersect.
- (i) The colour for the lettering on a mobile sign including mobile signs permitted in Section 4.3.5. is permitted to be multi-coloured by using not more than three (3) colours for the advertised message, and the lettering shall be maintained in good condition and replaced as the colour fades. The background colour of the mobile sign is permitted to be black, white or other colour at the discretion of the owner of the mobile sign.

4.3.7 Projecting Signs

- (a) One projecting sign shall be permitted for each business or use located on the lot upon which the projecting sign is located.
- (b) The maximum projection for a projecting sign shall be one metre, measured outward from the wall to which the projecting sign is attached.
- (c) Projecting signs shall not extend above the walls of the building to which they are attached.
- (d) The maximum Face Area shall not exceed 15% of the area of the portion of the wall on which the sign is erected.
- (e) Notwithstanding the above, projecting signs may be erected on the supporting pylons of canopies over service station pump islands. Such sign shall have a maximum Face Area of 1.5 square metres per side and may not project horizontally beyond the limits of the pump island over which it is displayed.
- (f) Projecting signs shall have a minimum clearance of 5.0 metres when located within 0.6 metres of an area intended for vehicular traffic otherwise; the minimum clearance shall be 2.4 metres.

4.3.8 Pylon Signs

- (a) One pylon sign shall be permitted for each business or use located on the lot upon which the pylon sign is located.
- (b) Pylon signs are prohibited within 10.0 metres of another pylon sign or ground sign on the same lot, and are prohibited within 3.0 metres of any side or rear lot line.
- (c) When any part of the pylon sign is located within 0.6 metres of an area intended for vehicular traffic the sign clearance shall be at least 5.0 metres.
- (d) No pylon sign shall be erected or placed with a sign face that is less than 1.5 meters above grade.
- (e) Maximum pylon height 13.0 meters
- (f) Notwithstanding the above, in an agricultural zone, a pylon sign shall be located at least 2.0 metres from any street line, and 15 metres from any side or rear lot line.

4.3.9 Special Event Signs

- (a) The maximum display period for a special event sign shall be a period no more than 14 consecutive days from the date it is erected, installed or placed
- (b) Notwithstanding a) above, signs erected for events hosted by charitable organizations and / or service clubs or groups may be displayed for a period of no more than 30 consecutive days from the date it is erected, installed or placed.
- (c) Special event directional signs may be erected on that portion of a City street located between the curb or edge of travelled roadway and the sidewalk, commonly known as the boulevard. Where no curbs, sidewalks or boulevards exist, such signs may be erected on the undeveloped portion of the right-of-way closest to the outer edge of travelled roadway.
- (d) Special event directional signs may not be erected on City sidewalks or on any portion of the travelled roadway, including any paved or graveled shoulder.

- (e) Notwithstanding the provisions of (b) and (c) and (d) above, a special event directional sign shall be removed or relocated upon request by an Enforcement Officer.

4.3.10 **Development Signs**

- (a) A development sign may be located on the subject property (boundaries of the development proposal) including municipal road allowances contained therein, municipal road allowances contiguous with the property boundary of the development proposal subject to section (i) on private property that abuts arterial or collector roads subject to section (f), municipal road allowances subject to section (f) and be removed on completion of the project or 3 years, whichever occurs first.
- (b) An application may be completed, requesting an additional 3 year term, which would include a renewal fee at the same rate as the original term. Signs shall be kept in good repair or the City will be authorized to use hold back funds to complete repairs or remove the subject sign.
- (c) Not more than two (2) signs (advertising the same Subdivision Project), may be installed within 500 meters of each other. One Subdivision Layout Plan may be installed in proximity to one of the Advertising Signs. One (1) additional sign may be installed off site at a location subject to the approval of the Committee or under an application for a Sign Variance through the Committee, if the location is contrary to the Sign By-Law. The off site sign is not subject to the 500 meter separation for on site project signs.
- (d) Subdivision Projects that are sharing similar space and roads, may share a common sign to advertise each project.
- (e) Signs installed on property that is developed in the subject project that is subsequently sold, shall have the written consent of the new owner.
- (f) Development Signs may be located on arterial or collector municipal road allowances within 30 metres of the intersecting street leading to the development proposal or private property that abuts a municipal arterial or collector road subject to the following:
 - (i) Approval of the Committee
 - (ii) Public Notification to ensure that the public is consulted prior to final approvals. A 120 meter radius from the location of the sign will be the circulation area.
 - (iii) Approval from the Site Plan Control Committee*
- (g) The Applicant for a Development Sign shall provide a deposit as a holdback for the removal or maintenance of the sign for the duration of the Project. Subdivision agreements for the development proposal shall contain wording to address the holdback. The City will require 100% of the cost of removing the sign at all times until the sign is removed.
- (h) Signs shall be temporary; however, they may be installed on concrete footings or similar anchoring methods. The cost of removal shall be the responsibility of the owner of the sign. If the City removes the sign, any costs above the holdback amount shall be passed to the owner of the sign.
- (i) Development signs located on municipal road allowances contiguous with the development proposal shall require the approval of the Committee.

4.3.11 **Directional Signs**

- (a) A Directional Sign may be located on a municipal road allowance, including, a municipal road allowance at the intersecting road of the area, as described in the definition for Directional Signs. This includes road allowances on Green Belts subject to committee approval.

- (b) Directional Signs may share space to identify multiple companies, but not more than one Directional Sign shall be installed for identifying the area, unless approved by the Committee.
- (c) Directional Signs located on arterial or collector municipal road allowances shall not be installed more than 30 metres from the intersecting street leading to the development site and shall have the:
 - (i) Approval of the Committee; and
 - (ii) Approval from the Site Plan Control Committee

Signs shall be kept in good repair or the City will be authorized to complete repairs or remove the subject sign at the cost of the owners of the sign.

4.3.12 Miscellaneous Requirements

- (a) Signs announcing the availability of fresh farm gate fruits and vegetables are permitted. Display of these signs shall ordinarily be limited to the period the product is available. Said signs may be displayed on the property with the product or as a directional sign in the vicinity of that product. No permit is required for these signs.
- (b) No person shall erect or place an address sign that contains commercial information or that has a maximum face area greater than 0.2 square metres.
- (c) Where permitted by the City's Comprehensive Zoning By-law or By-laws, no person shall erect or place a home occupation sign that has a face area greater than 0.4 square metres.
- (d) No person shall erect or place a real estate sign:
 - (i) on any lot or premises other than the lot or premises that is being sold, rented or leased;
 - (ii) that has a face area greater than 0.6 square metres in any portion of the City zoned Residential or Open Space in the City's Comprehensive Zoning By-law; or
 - (iii) that has a face area greater than 6 square metres in any zone other than a zone set out in subparagraph (d)(ii) above.

PART 5 - PERMITS

- 5.1 No person shall erect, display, relocate, extend or enlarge any sign without first having obtained a Sign Permit from the City to do so.
- 5.2 Application for a sign permit shall be made to the Director of Planning & Development or designate.
- 5.3 A Sign Permit shall not be issued by the City until all other necessary approvals have been obtained.
- 5.4 Fees in accordance with the Consolidated Fees By-law 09-37, for inspection and review of plans submitted with an Application for a Sign Permit shall be payable at the time of application.
- 5.5 Notwithstanding Section 5.1 above, the following signs shall not require a Sign Permit, provided they conform with the provisions of this By-law and any other Municipal By-laws.
 - (a) Address sign
 - (b) Banner sign
 - (c) Campaign sign
 - (d) Incidental sign
 - (e) Inflatable sign
 - (f) Institutional sign
 - (g) Pennant sign

- (h) Real Estate sign
- (i) Sidewalk sign
- (j) Special Event Directional sign
- (k) Window sign

PART 6 - MISCELLANEOUS

6.1 Council Approvals

- 6.1.1 Council may, upon the application of any person, authorize variances from this By-law if in the opinion of Council the general intent and purpose of the By-law are maintained.
- 6.1.2 The Committee is hereby delegated Council's authority to make decisions in accordance with Section 6.1.1 of this By-law.
- 6.1.3 An applicant may appeal any decision of the Committee to Council for a decision.
- 6.1.4 Applications for variances shall be initiated by the filing of a letter from the applicant to the Clerk requesting the Committee to consider a proposal.
- 6.1.5 Applicants shall provide a detailed analysis of their proposal complete with a detailed site plan indicating setbacks from property lines, intersections, residential areas, and other signs.
- 6.1.6 Council or the Committee may direct the Site Plan Committee to review the proposal and to prepare a detailed report for consideration by Council. The Committee may consult with the Police Department, the Clerk and other staff as required.

6.2 Maintenance and Removal of Signs

- 6.2.1 Every sign in the City shall be maintained in good structural condition at all times. All signs shall be clean and neatly painted, including all metal parts and supports. If any sign does not conform in any respect with the provisions of this By-law, or any other By-law or Code applicable thereto, the Enforcement Officer may give written notice to the owner of the sign. Such notice shall require that the sign be repaired, removed or brought into compliance with this By-law and/or any other applicable law, within a period of time not exceeding fourteen (14) days. If in the opinion of the Enforcement Officer any sign is in an unsafe condition, the Enforcement Officer shall take immediate action pursuant to the Building Code. The cost of removal, repair, transportation and / or storage of any sign, may be recoverable from the owner by the City in like manner as municipal taxes, pursuant to the provisions of the Municipal Act, 2001, as amended and shall be as follows: minimum \$100.00 plus costs associated with said removal.
- 6.2.2 (a) A candidate for whom campaign signs have been erected or the owner of the lot upon which campaign signs have been erected shall remove all campaign signs within 7 days of the date of the election for which the signs were erected failing which the City may remove such signs at the expense of the owner of the lot on which the sign is located or the candidate for whom the sign was erected.
- (b) The Owner of the lot shall remove any real estate signs that have been erected on any lot within 21 days of the completion of the sale of the lot in question failing which the enforcement officer may remove such signs at the expense of the Owner.
- (c) Abandoned signs shall be removed or covered with an opaque material to ensure that the internal sign hardware is not visible.

6.3 Schedules

Schedules A, and B shall be and are hereby deemed to be a part of this By-law to same extent and effect as if incorporated herein.

6.4 **Administration and Enforcement**

6.4.1 The Planning & Development Services Department is responsible for the administration of this By-law.

6.4.2 The Corporate Services Department is responsible for enforcement of this By-law.

6.5 **Penalty**

6.5.1 Any person who contravenes any provision of this By-law is guilty of an offence and is liable, upon conviction, to a fine in accordance with the *Provincial Offences Act*, R.S.O., 1990, c-P-40 as amended.

6.6 **Severability**

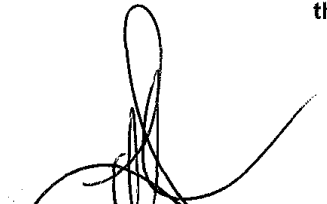
6.6.1 It is hereby declared that each and every of the foregoing provisions of this By-law is severable and that if any provisions of this By-law should, for any reason, be declared invalid by any court, it is the intention of this Council that each and every of the then remaining provisions hereof shall remain in full force and effect.

6.7 **Repeal and Enactment**

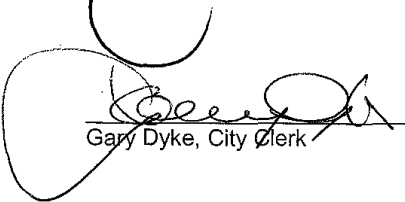
6.7.1 By-laws 07-100, 08-12, 08-23 and 08-119 are hereby repealed in their entirety.

6.7.2 This By-law shall take effect upon the final passing hereof.

**READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED
this 15th day of June, 2009.**

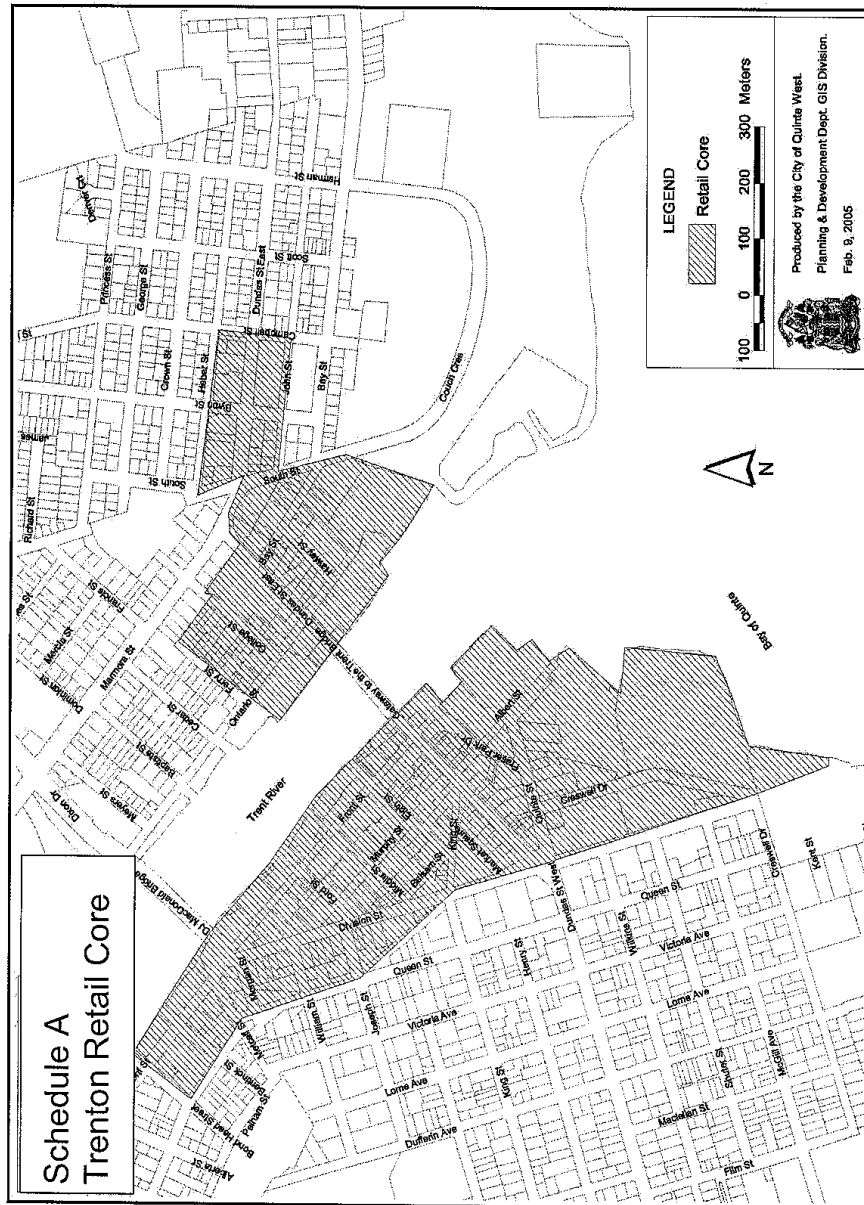


John Williams, Mayor



Gary Dyke, City Clerk

SCHEDULE 'A'
CORPORATION OF THE CITY OF QUINTE WEST
BY-LAW 09-79
Trenton Retail Core



SCHEDULE 'B'
CORPORATION OF THE CITY OF QUINTE WEST
BY-LAW 09-79
Frankford Retail Core

