Sign By-law Review

September 15, 2015
Background

- **Purpose of Current By-law 2007-55**
  - To restrict placement of outdoor signs within County road allowance
  - To regulate placement of outdoor signs on private lands within 400 m of County road allowance
  - To prohibit third party advertising within County road allowance

- **Update to previous By-law 1999-71**
  - Lapsed in 2006
  - Difficult to enforce
  - Inconsistent with Township By-laws

- **Sign By-law 1999-71 update to By-law 61-1991**
  - Updated due to Provincial downloading
By-law 2007-55 – Section 3 Prohibitions

- No person shall install any sign in a County road allowance
- No person shall install any sign within 400 metres of a County road allowance without issuance of a Permit
- Signs may be installed in County road allowance in designated Bush Country area (subject to Permit)
- No third party advertising permitted in County road allowance
- Election signs < 6 sq. ft. may be installed in County road allowance without a Permit
- County may install any sign in County road allowance or within 400 metres of a County road allowance
Section 4 - Bush Country Signs

- In locations with thick brush, lesser setbacks accepted
- Preserves forests by not removing brush
- Support of recreation & tourism industries
- Third party advertising opportunities
- Signs installed close to property line
- Permit - issued to & maintained by sign owner
- Annual fee – for leasing of County property & cost of ground maintenance around sign
- No signs > 64 sq. ft. permitted in road allowance
Section 4 - Bush Country Signs
Section 5 – Illuminated Signs

- Approval of sign illumination by County
- Limited to spot lights or back lighting
- Flashing or moving lights prohibited
- Moving messages on programmable reader boards not permitted
- Static messages of > 60 second duration permitted on programmable reader boards
Section 6 – Exempted Signs

- Street signs, 911 signs, owner name signs, etc.
- Directional signs w/o advertising < 32.3 sq. ft.
- Real estate signs - < 6 sq. ft., no restriction; > 6 sq. ft., 15 m setback required
- “No Trespassing” signs
- Commemorative ground mounted or building signs
- OTM traffic signs; municipally recreation/tourism signs
- Own commercial signs mounted on building
- Signs on own premises to advertise business conducted
- Election signs < 6 sq. ft.
- Special event signs for charities/not-for-profit
- Farm produce signs < 16 sq. ft.
“Illegal” signs

- Sign without permit
- Sign within 91m of intersection
- Sign attached to utility pole, tree, etc.
- Sign attached to regulatory sign
- Sign spacing (300m min.) not maintained
- Sign interfering with the safe movement of traffic
- Advertising sign outside of Bush Country area
- Portable sign too heavy to remove
“Illegal” signs
Permitted signs
Section 7 – Urban & Built-up Areas

- In urban & built-up areas with speed limit of 50km/hr
- All signs installed are exempted from By-law 2007-55, save and expect:
  - Signs installed along (ie. adjacent to and not within) County road allowance must be in compliance with local municipal by-laws or policies
  - Signs overhanging County road allowance subject to obtaining Encroachment Agreement from County
Section 8 – Sign permit

- Plans
- Colours, size
- Message
- Location
- Mounting structure
- Illumination
- Agreement
- Application fee
- Annual fee
- Building permit
Schedule “C” - Size, Height & Location

- Max. length 49 ft.; maximum height 26 ft.
- Maximum size w/in 400m – 650 sq. ft.
- Signs on own business:

<table>
<thead>
<tr>
<th>Sign size (sq. ft.)</th>
<th>Height off ground (ft.)</th>
<th>Min. distance from property line (ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 43</td>
<td>6.56</td>
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<td>43 – 86</td>
<td>3.28</td>
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<tr>
<td>86 – 128</td>
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<tr>
<td>128 – 200</td>
<td>3.28</td>
<td>98.4</td>
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<tr>
<td>200 – 325</td>
<td>3.28</td>
<td>150</td>
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<tr>
<td>325 – 650</td>
<td>3.28</td>
<td>275</td>
</tr>
</tbody>
</table>
Schedule “C” - Size, Height & Location

- Signs on private property other than own business:

<table>
<thead>
<tr>
<th>Sign size (sq. ft.)</th>
<th>Height off ground (ft.)</th>
<th>Min. distance from property line (ft.)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>64 – 128</td>
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<td>75</td>
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<td>128 – 200</td>
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Issues

- Proliferation of advertising signs along County roads
- Aesthetics and clutter
- Creep of signage into areas outside of Bush Country area
- Monopoly of ownership of Bush Country sign locations
- No designated By-law Enforcement Officer
- Enforcement for 400 m into private lands
- $1,000 penalty
- Coordination/contradiction between County By-law, local municipal By-laws and Ontario Building Code
Options

- Zero tolerance through strict enforcement
- Phase out of Sign By-law with prohibition of all signs from County road allowance
- Concentrate County By-law on County road allowances only; private properties subject to local municipal By-laws or policies
- Increase Bush Country fees
- Contract out By-law enforcement services
- Public-Private Partnership
- Design standardization (“TODS” style, fingerboards, other)
- Other options to be determined through consultation
Consultation

- Council initiation of Sign By-law review
- Consultation with local municipalities
- Public Information Centres – fact finding
- Stakeholder meetings – sign companies, businesses, other interested parties
- Consultation with Townships
- Public Information Centres – draft By-law
- Council presentation with By-law update