OFFICE CONSOLIDATION

This is a consolidation of the Town's by-law to regulate the size, use, location and maintenance of signs within the Town of Caledon and to repeal certain by-laws being By-law 2017-54 as amended by By-law 2018-23, 2026-015 and 2026-066. This is prepared for reference and information purposes only. The following consolidation is an electronic reproduction made available for information only. It is not an official version of the by-law. Official versions of all by-laws can be obtained from the Legislative Services section by calling (905) 584- 2272. If there are any discrepancies between this consolidation and By-laws 2017-54, 2018-23, 2026-015 and 2026-066 the By-laws shall prevail.

THE CORPORATION OF THE TOWN OF CALEDON

BY-LAW NO. BL-2017-54

A by-law to regulate the size, use, location and maintenance of signs within the Town of Caledon and to repeal By-law 94-14, as amended and By-law 2013-132

WHEREAS Sections 5(3), 8, 11(3), 63, 99, 431, 436, 445 and 446 of the *Municipal Act,* 2001, S.O. 2001, c. 25, as amended, authorize a municipality to regulate signs and advertising devices in the manner set out in this by-law;

AND WHEREAS the Council of The Corporation of the Town of Caledon deems it necessary to regulate signs and advertising devices within the Town of Caledon;

NOW THEREFORE the Council of The Corporation of the Town of Caledon ENACTS AS FOLLOWS:

Short Title

This by-law shall be known as the "Sign By-law".

Part 1 – Definitions

In this by-law:

1.1 *"Alter", "altered"* or *"alteration"* means any change to a *sign* or *sign* face with the exception of:

(a) a change in the message displayed by a *sign*;
(b) the re-arrangement of numerals, letters copy or graphics applied directly to the face of a *sign* specifically designed and intended to be periodically rearranged; or
(c) maintenance, including replacement of identical components, as required by this by-law;

1.2 *"Awning sign"* means a *sign* in the form of a roof-like cover that is comprised of either a rigid or a non-rigid material mounted on a frame that is either retractable or fixed, and is attached to a wall of a building, but does not include a *canopy sign*;

1.3 *"Banner sign"* means a *sign* in the form of a non-rigid material, attached to a building or to a structure, but does not include a flag or an *awning sign*;

1.4 *"Billboard sign"* means a *third party sign placed* and maintained on a *property* by a *person*, firm, or corporation engaged in the sale or rental of the space on the *sign* to a client, but does not include a *temporary sign*;

1.5 *"Building Code Act"* means the *Building Code Act*, 1992, S.O. 1992, c. 23, as amended;

[Definition "Campaign office sign" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

1.6 *"Canopy sign"* means a *sign* affixed to a permanent rigid structure, with or without supporting columns, attached to and projecting from the exterior face of a building, but does not include an *awning sign*;

1.7 *"Chief Building Official"* means the Chief Building Official appointed by the *Town* of

Caledon pursuant to the *Building Code Act*;

1.8 *"Commercial zone"* means any Commercial zone as identified in the *Town* of Caledon *Zoning By-law*;

1.9 *"Construction site sign"* means a *sign* on a *lot* or a *premises* that identifies the contractor, designer, consultant, builder or construction company and/or combination thereof involved in the ongoing construction, demolition or maintenance on that *lot* or *premises,* and includes *signs*;

1.10 "*Corner lot"* means a *lot* situated at the intersection of two *street lines* which contain an angle of not more than 100 degrees;

1.11 *"Council"* means the Council of The Corporation of the *Town* of Caledon;

1.12 *"Development area"* means an area which is appropriately zoned for the advertised development or for which a valid application to permit such development is under consideration by the *Town*;

1.13 *"Digital sign"* (see *"Electronic sign"*);

1.14 *"Drive-through service facility"* means a building or structure, or part thereof, where goods and/or services are offered to the public within a parked or stationary motor *vehicle* by way of a service window or kiosk, where goods, money or materials are exchanged, but does not include kiosks within a parking garage or associated with a surface parking lot;

[Definition "Election day" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

[Definition "Election sign" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

1.15 *"Electronic copy"* means any portion of a *sign* which is *illuminated*, and computer controlled and which displays information by way of a prearranged or variable sequence of either moving or static electronically generated letters, words and/or light patterns;

1.16 *"Electronic sign"* means a *sign* that displays, in whole or in part, *electronic copy,* and includes fluorescent, high intensity, incandescent, LED and neon displays, and/or any other similar technology, and "*Digital sign*" has the corresponding meaning;

1.17 *"Fees and Charges By-law"* means the *Town* of Caledon's Fees and Charges By-law*,* as amended;

1.18 *"Ground sign"* means a *sign*, *placed* in a fixed location, visibly separated from a building or structure, and supported by one or more uprights, poles or braces on a structural base *placed* in or upon the ground;

1.19 *"Height"* means the vertical distance measured from the lowest grade immediately below the *sign* to the highest point of the *sign* or *sign structure,* whichever is greatest;

1.20 *"Heritage Act"* means the Ontario *Heritage Act*, R.S.O. 1990, c. O.18, as amended;

1.21 *"Identifiable group"* means any section of the public distinguished by colour, gender, race, ancestry, ethnic origin, sexual orientation or disability;

1.22 *"Illuminated"* or "*Illumination"* means the lighting of a *sign*, in whole or in part, by artificial means and, when used in reference to:

(a) *internal illumination* or *internally illuminated,* means the lighting of a *sign* face with a light source located within the *sign*; and
(b) *external illumination* or *externally illuminated,* means having a light source exterior to the *sign* and on, or directed at the *sign*;

1.23 *"Lot"* means a parcel or contiguous parcels of land in one ownership which is capable of being legally conveyed in accordance with the *Planning Act*, or is described in accordance with a registered plan of condominium, and *"Property"* has the corresponding meaning;

1.24 *"Lot line"* means the line which bounds a *lot* in the title to the *property*;

1.25 *"Menu board sign"* means a *sign placed* as part of a *drive-through service facility* used to display and provide pricing for goods, food and/or services available at the *premises*;

1.26 *"Mobile sign"* means a *sign* which is specifically designated or intended to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support, but does not include a *sign* attached to a *vehicle* where the principal use of the *vehicle* is the transportation of people, goods and other material, nor a *banner sign*, a *construction site sign*, a *real estate sign*, an *open house real estate sign*, a *non-residential development sign*, a *residential development sign* or a *relocatable sign*;

1.27 *"Municipal Act"* means the *Municipal Act*, *2001*, S.O. 2001, c. 25, as amended;

[Definition "Municipal Elections Act" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

1.28 *"Niagara Escarpment Planning and Development Act"* means the *Niagara Escarpment Planning and Development Act*, R.S.O. 1990, c. N.2, as amended;

1.29 *"Non-residential development sign"* means a *sign placed* on any lands, buildings or structures within a *development area* which displays a message or information regarding a development in progress or a proposed development, but does not include a *residential development sign*;

1.30 *"Nuisance"* means that which causes an interference, inconvenience or damage to individuals and/or to the general public;

1.31 *"Ontario Building Code"* means the Ontario Building Code established under the *Building Code Act*;

1.32 *"Open house real estate sign"* means a *sign* intended to direct traffic to a residence for sale or lease but shall not include a *non-residential development sign, a residential development sign,* nor a *real estate sign*;

[Definition "Outsider Election Sign" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

1.33 *"Owner"* means a *person* registered on title to the land, who owns or has charge or is in control of the *lot*, *premises*, building or other structure or part thereof, and includes a lessee, tenant, occupant or a mortgagee in possession thereof;

1.34 *"Permanent sign"* means a *sign* that is installed, applied, projected onto or affixed to the ground or any building or structure, and includes a *ground sign*, *wall sign*, *canopy sign*, *awning sign*, *pre-menu board sign* or *menu board sign*, *billboard sign*, *third party sign*, and *traffic circulation control signs*;

1.35 *"Permit"* means a permit issued under this by-law permitting the *placement* of a *sign*;

1.36 *"Person"* means an individual, association, firm, partnership, corporation, trust, incorporated company, corporation created under the *Condominium Act,* 1998, S.O. 1998, c. 19, as amended, organization, trustee or agent, and the heirs, executors or other legal representatives of a person to whom the context can apply according to law, and includes directors and/or officers of a corporation and an *owner;*

1.37 *"Place"*, "*placed"* or "*placement"* means the positioning, siting, installation or relocation of any *sign* or part thereof;

1.38 *"Planning Act"* means the *Planning Act*, R.S.O. 1990, c. P.13*,* as amended*;*

1.39 *"Poster sign"* means a printed notice conveying information intended to be displayed for a temporary period of time and includes but is not limited to a bill, handbill, leaflet, notice, and placard;

1.40 *"Pre-menu board sign"* means a *sign placed* at the entry to a *queuing lane* of a *drive-through service facility* and used to display goods, food and/or services available at the *premises*;

1.41 *"Premises"* means the area of a building and/or *lot*, or part thereof, occupied by a business or enterprise. In a multiple tenancy building occupied by more than one business, each business area shall be considered a separate premises;

1.42 *"Projecting sign"* means a *sign* which is affixed to the wall of a building and which

projects approximately perpendicular from the wall to which it is affixed but does not include a *wall sign*, *canopy sign* or *awning sign*;

1.43 *"Property"* (see *"lot"*);

1.44 *"Provincial Offences Act"* means the *Provincial Offences Act*, R.S.O. 1990, Chapter P.33, as amended;

1.45 *"Public authority"* means any department, appointed agency or commission of the Government of Canada, Province of Ontario, *Region* of Peel or *Town* of Caledon, any governmental body, commission, committee, school board, public transit authority, department or agency, conservation authority or a local hydro utility;

1.46 *"Public highway"* (see *"Street"*);

1.47 *"Public lands"* means *property*, land, *streets*, or buildings owned by a *public authority*;

1.48 *"Queuing lane"* means an area of land that is used exclusively for motor *vehicles* whose occupants are waiting to be provided with goods, materials or services;

1.49 *"Real estate sign"* means a *sign* advertising the sale, rental or lease of a *lot* or *premises,* but shall not include a *non-residential development sign*, a *residential development sign*, nor an *open house real estate sign*;

1.50 *"Region"* means The Regional Municipality of Peel;

[Definition "Registered Third Party" deleted, section reordered, By-law 2026-015 effective March 30, 2026]

1.51 *"Relocatable sign"* means any *sign* which is specifically designed or intended to be moved from one location to another, which does not rely on a building or a fixed foundation for its support, and includes *sign*s commonly known as A-frame or sandwich board but does not include a *mobile sign*;

1.52 *"Residential development sign"* means a *sign placed* on any lands, buildings or structures which displays a message or information regarding a proposed or in progress residential development;

1.53 *"Residential zone"* means any residential zone as identified in the *Town's Zoning By-law*;

1.54 *"Setback"* means the horizontal distance from a *lot line* or defined physical feature measured at right angles from such line or feature to the nearest part of any building or structure on the *lot*;

1.55 *"Settlement area"* means built up areas where development is concentrated and which have a mix of land uses; and lands which have been designated in an official plan for development;

1.56 *"Sight triangle"* means the triangular space on a *lot* formed by two intersecting *street line*s and a line drawn from a point on one *street line* across such *lot* to a point in the other *street line*, each such point being the required distance from the point of intersection of the *street line*s (measured along the *street line*s), and where the two *street line*s do not intersect at a point, the point of intersection of the *street line*s shall be deemed to be the intersection of the projection of the *street line*s or the intersection of the tangent to the *street line*s, and the distance from the point of intersection of the *street lines* and forming the *sight triangle* shall be 9m, except where one of the *street lines* is a *Regional road*, where the distance shall be 15m;

1.57 *"Sign"* means any advertising or notification device and any visual medium including its structure and other component parts, which is used or is capable of being used to attract attention to a specific subject matter, other than itself, for identification, information, or advertising purposes, and includes any *vehicle* or trailer that is *placed* in a location for the primary purpose of sign display, but does not include image wrapping or film on a licensed motorized *vehicle* that is not placed in a location nor parked for the primary purpose of *sign* display;

1.58 *"Sign area"* means:

(a) the area of the display surface including the border and/or the frame; or

(b) the aggregate area of the display surfaces lying within the extremities of and wholly enclosing the individual components of the *sign*, if the *sign* does not have a border or frame, is comprised of individual characters or components or is located on a canopy or awning; or

(c) where a *sign* has two display surfaces, with the thickness of the *sign* not greater than what is required to accommodate the structure and not used as a display surface, the area of one display surface;

1.59 *"Sign sleeve"* means an area on a pole or other structure within which a *poster sign* may be *placed* in accordance with the provisions of this by-law;

1.60 *"Sign structure"* means the support, uprights, bracing and framework of a *sign*;

1.61 *"Special event sign"* means a *sign placed* on private *property* on private *property* or *Town* or *Region* owned lands by a registered non-profit organization or an organizations designated as the *Town's* Community Group Affiliate in accordance with the *Town's* Community Group Affiliation Policy.

[By-law 2018-23 effective March 20, 2018]

1.62 *"Street"* means a public thoroughfare, including public right-of-ways under the jurisdiction of either the *Town,* the *Region* or the Province of Ontario, but does not include a private lane, a private right-of-way or a private road, and *street allowance* and *public highway* shall have the corresponding meaning;

1.63 *"Street allowance"* (see *"Street"*);

1.64 *"Street line"* means the limit of a *street allowance* and is the dividing line between a *lot* and a *street;*

1.65 *"Temporary sign"* means a *sign* that is not permanently installed or affixed to any structure or building, and includes *mobile signs, banner signs, real estate signs*, *open house real estate signs, election signs, poster signs, relocatable signs, construction site signs, non-residential development signs* and *residential development signs*;

1.66 *"Third party sign"* means a *sign placed* and maintained to advertise, market or promote a business, product, service or activity not conducted or produced, sold, stored or assembled within the building or upon the *lot* or *premises* on which the *sign* is *placed* and does not include an off-site *non-residential development sign* or *residential development sign,* nor a *special event sign;*

1.67 *"Town"* means the Corporation of the Town of Caledon or the geographical area under its jurisdiction, as the context permits;

1.68 *"Town Designate"* means a *person* who is an employee of the *Town*, and who has been appointed by *Council* to administer and/or enforce all or part of this by-law on behalf of the *Town*, and shall include any and all municipal by-law enforcement officers;

1.69 *"Traffic circulation control sign"* means a *sign* located on private *property* for the purpose of directing pedestrian and vehicular traffic on that *property*;

1.70 *"Unsafe sign"* means a *sign* or *sign structure* which is structurally unsafe, or which constitutes a risk to the health and safety of a *person*, including but not limited to fire, traffic, or pedestrian hazards or a *sign* or *sign structure* which impedes a means of egress from any *lot* or building;

1.71 *"Use"* means the purpose for which any portion of a *lot*, building or structure is designed, arranged, intended, occupied or maintained;

1.72 *"Vehicle"* means any object manufactured or designed for the purpose of conveyance of people or goods and includes but is not limited to motorized vehicles, trailers, wagons, tractors, construction machinery, bicycles and any vehicle drawn, propelled or driven by any kind of power, including muscular power;

1.73 *"Wall sign"* means a *sign* that is marked or inscribed on, *placed* or affixed to and structurally supported on the wall of a building and which is parallel to and projects not more than 0.25m from the face of the building or structure to which it is attached;

1.74 *"Zone"* means a designated area of land use in accordance with the *Zoning By-law*;

1.75 *"Zoning By-law"* means the *Town* of Caledon's Zoning By-law*,* as amended.

Part 2 – Scope and Application

2.1 The provisions of this by-law shall apply to all lands within the limits of the *Town*.

2.2 The intent of this by-law is to regulate *signs* in relation to business needs, community appearance, safety and the impact on areas, *properties* or buildings identified for their historical significance.

2.3 With the exception of *third party signs*, the requirements of this by-law shall not apply to *signs placed* by a *public authority*, or under the direction of such a body, such as but not limited to memorial *signs* and plaques, official *sign*s, traffic *signs*, rail road crossing *signs*, safety *signs*, *signs* identifying public schools or public buildings, *signs placed* or maintained by or on behalf of a public transit authority, public information *signs*, and other *signs* of a similar nature.

2.4 Notwithstanding Section 2.3, a *public authority* shall obtain a *permit* in accordance with Part 4 of this by-law for any *sign* that is intended to be *placed* within the *Town.*

Part 3 – Prohibitions

3.1 Subject to Section 4.3, no *person* shall *place* or cause to be *placed* or *alter* or cause to be *altered*, a *sign* prior to obtaining a *permit* from the *Town*.

3.2 No *person* shall knowingly submit false or misleading information or documents, or knowingly make omissions that may mislead in connection with any application for a *permit*.

3.3 Where a *permit* has been issued pursuant to this by-law, no *person* shall *place*, display, repair or *alter*, or cause or permit to be *placed*, displayed, repaired or *altered*, any *sign* except in accordance with the plans and documents and other information on the basis of which the *permit* was issued.

3.4 No *person* shall make an application for a *sign permit* who is not the *owner,* or the *owner's* authorized agent*,* of the *property* to which the application applies.

3.5 The *owner* of the *lot* or *premises* upon which a *sign* is located shall maintain or cause such *sign* to be maintained in a proper state of repair so that such *sign* does not become an *unsafe sign*, or unsightly in the opinion of the *Town*.

3.6 No *person* shall *place* or cause to be *placed* a *sign* on *public lands*, except for:

(a) *open house real estate signs; and/or*
(b) *special event signs;*

in accordance with the provisions of this by-law.

3.7 No *person* shall *place* or maintain a *sign* upon a *lot* or *premises* unless it advertises or provides information with respect to a *use* that is permitted under the *Zoning By-law* for the *lot* or *premises* upon which the *sign* is situated, except for:

(a) *open house real estate signs*;
(b) *election signs*;
(c) *third party signs* authorized by the *Chief Building Official* and *Town Designate*; and/or
(d) *special event signs;*

in accordance with the provisions of this by-law.

3.8 No *person* shall *place*, display, repair or *alter*, or cause or permit to be *placed*, displayed, repaired or *altered*:

(a) a *sign* in conflict with any *Council* approved plan, including but not limited to a Caledon Improvement Plan, Urban Design Guidelines and a Heritage

Conservation District Plan, unless approval has been granted by the *Chief Building Official* or *Town Designate*;
(b) a *sign* that encroaches into a designated fire route;
(c) a *sign* which depicts violence, nudity or other sexually explicit conduct, or any message or content that is deemed by the *Town* to be offensive or negative;
(d) a *sign* that displays a message or content promoting violence, hatred, or contempt against any *identifiable group*;
(e) a *sign* that contravenes federal/provincial legislation;
(f) a *sign* that advertises restricted products, including but not limited to tobacco and/or alcohol;
(g) a *sign* located within a *sight triangle*;
(h) a *sign* that will impede or hinder the view of a *public highway* or a railway crossing;
(i) a *sign* that obstructs any exits, windows, doors, fire escapes, ventilation equipment, or access to a building by a firefighter;
(j) a *sign* that will impede, hinder or prevent parking by *vehicles* on private or *public lands*, or on a *public highway*, and/or will eliminate a public parking space required by law;
(k) a *sign* that obstructs or interferes with *street* maintenance, impedes the view or movement of any pedestrian, cyclist or motor *vehicle* driver, impedes the use of utilities or bus stops or otherwise creates a hazard;
(l) a *sign* which imitates in any way an emergency signal or sign, or a provincially authorized or municipally authorized or *Regionally* authorized traffic control signal or device;
(m) a *sign* or *sign structure* in a state of disrepair, or in an unsafe, damaged or hazardous condition;
(n) a *sign* in contravention of any of the provisions of this by-law;
(o) a *sign* prohibited in this by-law; and
(p) a *sign* not specifically authorized by the provisions of this by-law.

Part 4 – Administration and Permits

4.1 The *Chief Building Official* and/or *Town Designates* are hereby delegated the authority to administer and enforce this by-law which includes receiving applications and any fees established under this by-law. The *Chief Building Official* is also authorized to issue, revoke, or refuse to issue *permits*, including imposing conditions thereto, in accordance with this by-law.

4.2 **SIGN PERMIT REQUIRED:**

[By-law 2018-23 effective March 20, 2018]

(a) A *sign permit* shall not be issued to *place* or *alter* a *sign* unless an application for a *permit* has been submitted as required by this by-law, and the *sign* is in conformity with
  (i) the Ontario Building Code,
  (ii) this by-law, where the applicant is not a public authority, and
  (iii) all other applicable law and by-laws regulating signs;

(b) a *permit* issued for a *temporary sign* or a *mobile sign* may be renewed up to an additional four (4) times in a calendar year;
(c) the issuance of any *permit* shall not relieve the applicant from compliance with any other applicable law;
(d) neither the granting of a *permit*, nor the review of the plans and specifications, nor inspections made by the *Town*, shall in any way relieve the owner or any other person who is not a *public authority* from complying with any requirements set out in this by-law, nor from carrying out any work required pursuant to this by-law or requirements herein.

4.3 **SIGNS NOT REQUIRING A PERMIT:**

The following *sign*s may be *placed,* repaired or *altered* without a *permit*:

(a) a *sign* not exceeding 0.55m² in area, except where permitted otherwise in this by-law, but does not include an *awning sign, canopy sign, projecting sign* or *wall sign*;
(b) an *awning sign*, *canopy sign*, *projecting sign* or *wall sign* not exceeding 0.4m² in area, where the projection of the *sign* from the building wall to which it is affixed, does not exceed 0.2m;

(c) a flag bearing the crest or insignia of any corporation, *public authority* or religious, cultural, charitable or fraternal organization;
(d) a small *sign* displayed on a *lot* for the direction of the public, including a *sign* that identifies rest rooms, freight entrances and such other similar directional *signs,* but does not include *traffic circulation control signs*;
(e) public transit shelter advertising or any advertising on *street* furniture and fixtures approved by the *Town* or the *Region*;
(f) a *sign* customarily displayed on a gasoline pump which is an integral part of the pump or pump island design;
(g) a *sign* painted on glass in a window or door;
(h) a *sign* affixed to a wall entry feature displaying the name of a residential or other type of community approved by the *Town*;
(i) *a real estate sign* and/or an *open house real estate sign* as permitted by this by-law;
(j) a *sign* composed of shrubs, grasses, flowers, ornamental plants and landscape elements, including rocks or lumber rails *placed* directly on the ground and in the same plane to which they are *placed*;
(k) a *special event sign* as permitted by this by-law;
(l) a *banner sign* as permitted by this by-law; and
(m) a *relocatable sign* as permitted by this by-law.

[Subsection 4.3(l) deleted, subsections renumbered, By-law 2026-015 effective March 30, 2026]

4.4 **APPLICATION REQUIREMENTS FOR A SIGN PERMIT:**

Every application for a *permit* shall:

(a) include a completed application form as prescribed by the *Town*;
(b) include two copies of a site plan, drawn to scale and fully dimensioned, showing the dimensions of the *lot* on which the *sign* is to be *placed* or *altered,* the centre line of all *streets* surrounding the *lot*, the location of all existing and proposed buildings, structures and *signs* on the *lot*, and the dimensions of the proposed *sign* in relation to the *lot lines*, *sight triangles*, traffic lights, buildings and other structures;
(c) include two copies of all plans, elevations and specifications drawn to scale and fully dimensioned, showing sufficient detail to determine compliance with this by-law and the *Ontario Building Code*, including, but not limited to:

    (i) the location, size, *height* and graphics of all existing and proposed *signs;*
    (ii) the construction materials and specifications respecting structural support and framework of the *sign*;
    (iii) the message to be displayed on the *sign;*
    (iv) whether the *sign* is, or is to be, *illuminated* and, if so, the means by which it is, or is to be, *illuminated*; and
    (v) if the *sign* is an *electronic sign*, in whole or in part, the *lux* and timing of the messages as well as the size of the *electronic copy* in relation to the remainder of the *sign*;

(d) in lieu of the items required under Subsections 4.4(b) and (c), an application for a *mobile sign permit* shall include:

    (i) proof of insurance for the proposed *mobile sign*;
    (ii) written permission of the *owner,* and/or *person* in charge of the *lot*;
    (iii) proposed dates for *placement* and removal of the *sign*; and
    (iv) information with respect to the number and location of both the proposed *sign* and other *signs* on the *lot*;

(e) include full payment of the required fee and security deposit in accordance with the provisions of this by-law and the *Town*'s *Fees and Charges By-law*;
(f) be made by the owner of the *sign* or proposed *sign*, or by the owner's authorized agent;
(g) be accompanied by consent in writing from the *owner,* or an authorized agent*,* of the lands upon which the *sign* is, or is to be located, indicating that the *owner or agent* consents to the location of the *sign* on the lands; and
(h) be accompanied by any other documentation or information deemed necessary by the *Chief Building Official* or *Town Designate*, to evaluate the application.

4.5 **REVISIONS TO APPLICATION OR PERMIT:**

Revisions proposed to an application for a *permit,* or to an issued *permit*, require the applicant to apply for and obtain a revised *permit*, and pay the applicable fees in accordance with the *Fees and Charges By-law*.

4.6 **ABANDONED PERMIT APPLICATIONS:**

Where an application for a *permit* remains inactive or incomplete for six (6) months after it is submitted, the *Town* may deem the application to have been abandoned and cancel the application.

4.7 **REVOCATION OF PERMIT:**

A *permit* may be revoked by the *Town* if:

(a) the *permit was* issued on mistaken, false or incorrect information;
(b) the construction of the *sign*, in the opinion of the *Chief Building Official*, has not substantially commenced within six (6) months after issuance of the *permit* or it has been substantially suspended or discontinued for a period of more than six (6) months;
(c) the *permit* was issued in error; or
(d) the *owner* requests in writing that the *permit* be revoked.

4.8 **ADDITIONAL REVIEW OF PERMIT APPLICATION:**

(a) *Signs* requiring a *permit* which are proposed to be *placed* on a building or *lot*:

(i) located within a heritage conservation district pursuant to Part IV of the *Heritage Act*;
(ii) located within a *Council* approved Community Improvement Area; or
(iii) required to undergo a site plan approval;

may be subject to review and approval by the Division responsible for planning and development within the *Town* for conformity with any applicable heritage, signage and streetscape policies, studies and guidelines, of the *Town* or otherwise, prior to the issuance of the *permit*;

(b) in addition to the requirements of Section 4.4 of this by-law, all *permit* applications that are subject to an additional review shall be accompanied by plans drawn to scale and fully dimensions clearly showing:

(i) the type, character, and design of the proposed *sign* including proposed colours, materials, lettering and fonts; and
(ii) any other information prescribed or required by the *Town*;

(c) the provisions with respect to any other approval shall be deemed binding, and where there is a discrepancy between the provisions in this by-law and another approval, the most restrictive of any individual provision shall apply;
(d) the provisions in this Section shall not apply to *mobile signs* or *banner signs.*

4.9 **EFFECT OF SITE PLAN APPROVAL:**

Where a site plan approval has been granted pursuant to Section 41 of the *Planning Act*, all *sign*s that were included in the approved site plan application shall be deemed to comply with the provisions of this by-law, with the exception of the requirement to obtain a *sign permit*.

4.10 **SIGNS IN NIAGARA ESCARPMENT DEVELOPMENT CONTROL AREA**

All *signs placed*, displayed, repaired, or *altered* within the Niagara Escarpment Development Control Area, in addition to being required to conform with the provisions this By-law, shall also conform to the requirements of the *Niagara Escarpment Planning and Development Act*.

4.11 **EXISTING SIGNS:**

Any *sign* that was lawfully *placed* prior to the effective date of this by-law, but does not conform with one or more provisions of this by-law, may remain and continue to be used and maintained, but shall not be relocated or changed in size or dimensions, unless such relocation or change would bring the *sign* into compliance with the provisions of this by-law and, where it is required by this by-law, a *sign permit* for such relocation or change has been obtained.

4.12 **SIGN VARIANCES:**

Where a proposed *sign* does not comply with one or more provisions of this by-law, the applicant may choose to submit an application to the *Chief Building Official* requesting a variance from the provisions of this by-law, for:

(a) up to one additional *sign* on a *lot* or *premises* over the limit prescribed elsewhere in this by-law, provided the additional *sign* meets all other requirements of this by-law; or
(b) one or more of the following:

(i) an increase in the maximum permitted *sign area*;
(ii) an increase in the maximum permitted *sign height*;
(iii) the location of the *sign*, including *setbacks*;
(iv) *electronic signs*;
(v) *illumination*; and/or
(vi) projection of a *sign* beyond the wall of the building face, or above a roof line of a building or wall to which it is attached; or

(c) a *third party sign* that advertises, markets or promotes a business, product, service or activity conducted, produced, sold, stored or assembled elsewhere within the *Town*.

4.13 **APPLICATION REQUIREMENTS FOR A SIGN VARIANCE:**

(a) Every application for a *sign* variance shall:

(i) include a completed application form as prescribed by the *Town*;
(ii) include an evaluation report that outlines the reasons for the request, and shall address all criteria as outlined in Subsection 4.13 (c);

(iii) include the required fee and security deposit in accordance with the provisions of this by-law and the *Fees and Charges By-law*; and
(iv) be accompanied by any other documentation or information deemed necessary by the *Chief Building Official* to evaluate the application;

(b) the *Chief Building Official,* in conjunction with a *Town Designate,* is authorized to approve a *sign* variance in accordance with the permissions as outlined in this by-law;
(c) in considering the application for a variance, both the *Chief Building Official* and *Town Designate* shall have regard for:

(i) **physical difficulties,** where due to special circumstances, pre- existing conditions of the building, layout or topography of the subject *lot* or *premises*, it is difficult to comply with the provisions of this by-law;
(ii) **consistency with the architectural features of the building,** where the proposed *sign* blends well with the architectural features of the building and granting the *sign* variance will result in a more aesthetically pleasing visual appearance of the building for the community;
(iii) **consistency with the character of the neighbourhood,** where the *sign* variance, if granted, will not alter the essential character of the neighbourhood and will have no adverse impact on the *Town*'s urban design, community improvement plans, or cultural heritage;
(iv) **no adverse impact to an adjacent *property* or general public,** where such adverse impact may include, but is not limited to, *illumination*, obstruction of other *signs*, obstruction of natural light, distance to adjacent buildings and *properties*, and whether the *sign* will cause a *nuisance*;
(v) **adherence to corporate branding,** where not granting a *sign* variance results in a conflict in corporate branding requirements such

as updated/new logos or trademarks;

(vi) **amount of deviation,** where consideration shall be given to minimize the amount of deviation from this by-law where possible;

(vii) **impact on safety, traffic and accessibility,** where the proposed *sign* variance, if granted, shall not increase fire or traffic hazards or otherwise endanger public safety or negatively impact accessibility; and

(viii) **result in greater convenience to the public,** where approval of the variance will result in greater convenience to the public in identifying the business location for which a *sign* variance is sought;

(d) the decision made by the *Chief Building Official* and *Town Designate* shall be deemed final, without any further right of appeal.

Part 5 – General Provisions

5.1 The following provisions shall apply in all *zone*s and to all land-use categories.

5.2 **RESTRICTIONS ON TYPES OF SIGNS:**

Except for *signs* specified under Section 4.3, only the following *sign* types are permitted in the *Town*:

(a) *awning signs;*
(b) *banner signs;*
(c) *canopy signs*;
(d) *construction site sign*s;
(e) *ground signs*;
(f) *menu board signs* and *pre-menu board signs*;
(g) *mobile signs*;
(h) *non-residential development signs*;
(i) *poster signs*;
(j) *projecting signs*;
(k) *real estate signs*, including *open house sign*s;
(l) *relocatable signs*;
(m) *residential development signs*;
(n) *third party signs*, including *billboard sign*s;
(o) *traffic circulation control signs*; and
(p) *wall signs*.

[Subsection 5.2(e) deleted, subsections renumbered, By-law 2026-015 effective March 30, 2026]

5.3 **ILLUMINATION:**

(a) *No sign* shall be *illuminated* in such a way that either the *sign* or the method of *illumination* creates a hazard or a *nuisance;*
(b) *illumination* shall be of a constant intensity, and shall not blink, flash or give the appearance of movement;
(c) *a sign* within 50m of a *property* within a *residential zone*, and facing a *residential zone*, shall not be *illuminated*;
(d) where a *sign* is permitted to be *illuminated*, the method(s) of *illumination* shall comply with the provisions contained within Part 6 of this by-law.

5.4 **ELECTRONIC SIGNS (DIGITAL SIGNS):**

(a) An *electronic sign* may be integrated with the design of only a *ground sign*, *wall sign*, or *mobile sign*;
(b) altering *electronic copy* (messaging centre) is prohibited within the design of a *wall sign*;
(c) an *electronic sign* shall not display *electronic copy* in such a way that the *electronic sign* creates a hazard or a *nuisance*;
(d) an *electronic sign* shall not be located within 50m of properties within a *residential zone* or within 50m of a traffic control signal or device;
(e) a *sign* displaying *electronic copy* that is either moving or static shall be designed so as to cease operating in the case of a malfunction;

(f) all *electronic copy* displayed must be provided with automatic dimming software or solar sensors to control brightness for nighttime viewing and varying daytime lighting conditions;
(g) all *electronic copy* on the *sign* shall only direct attention to a business, product, service or entertainment conducted, sold or offered on the *lot* or *premises* on which the *sign* is located, except for community emergency alerts such as inclement weather or amber alerts;
(h) all *electronic copy* displayed must be programmed so the *electronic copy* change occurs instantaneously, without the *use* of scrolling, flashing, blinking, or other similar transitions;
(i) an *electronic sign* must contain static messages only, changed only through dissolve or fade transitions, but which may otherwise not have movement or the appearance or optical illusion of movement through varying light intensity;
(j) *illumination* levels shall not create an unsafe condition.

5.5 **LANGUAGE ON SIGNS:**

Where a *sign* contains text in any language other than English or French, such a *sign* shall also include the translation of the text in either English and/or French which is comparable in size to the original text. The provision of this Section shall not apply to:

(a) trade-marks, trade-names or business names; and
(b) logos and symbols.

Part 6 – Permanent Signs

6.1 **AWNING SIGNS, CANOPY SIGNS, PROJECTING SIGNS AND WALL SIGNS:**

No *person* shall *place*, display, repair or *alter*, or cause or permit to be *placed* displayed, repaired or *altered*, any *awning sign*, *canopy sign*, *projecting sign* or *wall sign*, except in accordance with the provisions of this by-law, including the following:

(a) the provisions as set out in Schedule A of this by-law;

(b) notwithstanding the provisions outlined in Schedule A, for a building occupied by only one business, the total *sign area* of all *awning signs*, *canopy signs*, *projecting signs*, and/or *wall signs* on the building wall to which the *signs* are affixed shall not exceed 30% of the area of the building wall to which the *signs* are affixed;
(c) for a building occupied by more than one business, one *wall sign* may be *placed* for each *premises* on each building wall deemed as part of the *premises* to which the *sign* applies and:

(i) the cumulative total *sign area* of all *awning signs*, *canopy signs*, *projecting signs* and/or *wall signs* on the building wall to which the *signs* are affixed shall not exceed 30% of the area of the building wall of the *premises* to which they are affixed; and

(ii) a maximum of two *wall signs* may be *placed* per *premises*, and such *wall signs* shall not be located on the same building wall;
(d) no *awning sign*, *canopy sign, projecting sign,* and/or *wall sign*, or any part thereof:

(i) shall be located so as to overhang a sidewalk or other pedestrian walkway, unless a minimum vertical clearance of 2.4m is provided, measured from the bottom of the lowest point of the *sign* to the uppermost surface of the walkway;
(ii) shall be located within 600mm of the vehicular travelled portion of a private lane or roadway, or of a motor *vehicle* parking area, unless a minimum vertical clearance of 4.25m is provided, measured from the bottom of the lowest point of the *sign* to the uppermost surface of the vehicular accessible area;
(iii) shall extend beyond the limits of the building wall of the *premises* to which the *sign* relates;
(iv) shall be located within the building wall area limits of a residential *use* in a mixed *use* building;
(e) no *awning sign* or *canopy sign*, or any parts thereof:

(i) shall have any portion *place*d within 0.50m from a curb, measured horizontally from the curb;
(ii) shall be designed as an integral part of the *sign structure*;
(iii) shall extend beyond the limits of the awning or canopy surface/face; and
(iv) shall project higher than the wall of the building to which the *sign structure* is attached;

(f) *projecting signs*, or any part thereof:

(i) shall be limited to one *projecting sign* per *premises*;
(ii) shall have a maximum projection beyond the vertical plane of the wall to which the *sign* is affixed of no more than 0.6m;
(iii) shall not project within the minimum building *setback* as specified in the *Zoning By-law,* for the building to which it is affixed;
(iv) shall not obscure or interfere with any traffic control signal or device;
(v) shall have a maximum *sign area* of 0.75m²; and
(vi) shall not have more than two *sign* faces;

(g) for the purposes of calculating the total cumulative area of all *sign*s on any one building face, the *sign area* of the face of the *projecting sign* will be applied to the total area of all the *signs* on the building wall of the *premises* as though the *projecting sign* was horizontal to the building wall to which it is attached;

(h) *wall signs*, or any part thereof:

(i) shall not project more than 0.25m from the wall upon which it is affixed;
(ii) shall not extend above the roof line of the building; and
(iii) shall not extend beyond the physical limits of the wall to which it is attached.

6.2 **GROUND SIGNS:**

No *person* shall *place*, display, repair or *alter*, or *cause* or permit to be *placed*, displayed, repaired or *altered*, any *ground sign* except in accordance with the provisions of this by-law, including the following:

(a) the provisions as set out in Schedule A of this by-law;
(b) notwithstanding the provisions outlined in Schedule A, *lots* indicated within Schedule B are permitted a *ground sign* up to a maximum *sign area* of 26m² and a *height* of 8m provided that:

(i) only one *ground sign* is *place*d on a *lot*;
(ii) the *lot* area is 2.02ha or more; and
(iii) the frontage of the *lot* is 137m or greater;

(c) a *ground sign* shall not be located within 15m of a traffic control signal or device;
(d) no more than one *ground sign* shall be *placed* on a *lot*, unless a variance approval has been obtained for the *placement* of more than one *ground sign* on the *lot*, or except in conformance with Subsection 6.2(e);
(e) notwithstanding Subsection 6.2(d), a second *ground sign* may be *placed* on the *lots* indicated within Schedule C of this by-law provided that:

(i) the *sign* meets all other provisions within Schedule A of this by-law;
(ii) the *lot* has a minimum frontage of 76.2m; and
(iii) there shall be a minimum distance of 30.5m between each *sign* and a minimum distance of 15.25m between each *sign* and the nearest site triangle;

(f) no part of a *ground sign* shall be *placed* or displayed less than 1.52m from a *lot line*, or the distance equal to the *height* of the *sign*, whichever is greater; and
(g) *ground signs* shall not obstruct, nor encroach upon a required parking space under the *Town*'s *Zoning By-law*.

6.3 **DRIVE-THROUGH MENU BOARD SIGNS AND PRE-MENU BOARD SIGNS:**

No *person* shall *place,* display, repair or *alter,* or cause or permit to be *placed,* displayed, repaired or altered, any *drive-through menu board sign* or *pre-menu board sign* except in accordance with the provisions of this by-law, including the following:

(a) not more than one *menu board sign* and one *pre-menu board sign* may be

installed or *placed* on a *lot* containing a *drive-through service facility*;

(b) the *sign area* of the *menu board sign* or *pre-menu board sign* shall not exceed 3m²;

(c) the *height* of the *menu board sign* or *pre-menu board sign* shall not exceed 2.4m;

(d) the *menu board sign* and *pre-menu board sign* may both be *internally illuminated*;

(e) *menu board signs* and *pre-menu board signs* that are *ground signs* shall conform to the general provisions of this by-law except for the provisions as outlined in Schedule A to this by-law; and

(f) *menu board signs* and *pre-menu board signs* that are *wall signs* shall conform to the provisions of this by-law including the provisions as outlined in Schedule A to this by-law.

6.4 **TRAFFIC CIRCULATION CONTROL SIGNS:**

No *person* shall *place,* display, repair or *alter,* or cause or permit to be *placed,* displayed, repaired or *altered,* a *traffic circulation control sign* except in accordance with the provisions of this by-law, including the following:

(a) a maximum of six *traffic circulation control sign*s may be *placed* on a *lot* within a *commercial zone* for the purpose of controlling the movement of traffic;

(b) the *traffic circulation control sign area* shall not exceed 0.5m²; and

(c) the *height* of the *traffic circulation control sign* shall not exceed 1.2m.

6.5 **THIRD PARTY SIGNS (INCLUDING BILLBOARD SIGNS):**

No *person* shall *place,* display, repair or *alter*, or cause or permit to be *placed,* displayed, repaired or *altered,* a *third party sign*, including a *billboard sign*, except in accordance with the provisions of this by-law, including the following:

(a) all *third party signs*, including *billboard signs,* are subject to variance approval in accordance with Sections 4.12 and 4.13 of this by-law;

(b) all *third party signs*, including *billboard signs*, shall be *ground signs* and shall conform to the requirements for *ground signs* in accordance with Section 6.2 of this by-law, except that *billboard signs*, and any parts thereof:

(i) may only be *placed* on a vacant *lot* within a *commercial zone* or *industrial zone* along King's Highway 10, commonly known as Highway 10 or Hurontario Street, subject to approval from the Ministry of Transportation;

(ii) shall comply with the provisions as set out in Schedule A of this by-law;

(iii) shall be monopole style, supporting a frame of steel construction;

(iv) shall not be *illuminated*, except by external means;

(v) shall not be an *electronic sign*, nor contain *electronic copy*;

(vi) shall not exceed 7.6m in *height* above the ground;

(vii) shall not exceed 15m² in *sign area*;

(viii) shall not be *place*d within 2000m of another *billboard sign* in any direction or opposite side of the *highway*;

(ix) shall not be *placed* within 100m of the limit of a road, *street*, or railway that intersects a *highway* at grade, nor a *lot* within a *residential zone*;

(x) shall not be *placed* adjacent to a curve where the radius is less than 1165m;

(xi) shall not be located within a *development area*, or shall be removed once located within a *development area*; and

(xii) shall be removed if a permit from the Ministry of Transportation expires.

Part 7 – Temporary Signs

7.1 **MOBILE SIGNS:**

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, a *mobile sign*, except in accordance with the provisions of this by-law, including the following:

(a) a *mobile sign* may be *placed* on a *lot* within a *commercial zone*, *industrial zone*, or *institutional zone* only;

(b) a *mobile sign* shall not be *placed* in a flood plain unless written consent has been granted by the *public authority* having jurisdiction over the flood plain;

(c) not more than one *mobile sign* shall be *placed* on a *lot* at any one time, except:

[By-law 2018-23 effective March 20, 2018]

(i) on *lots*, other than *corner lots,* with a *lot* frontage greater than 100m; or
(ii) on *corner lots* with a *lot* frontage of more than 20m;
(iii) for *lots* where more than one *mobile sign* is permitted, there shall be a maximum of two (2) mobile signs with a minimum distance if 30m between each *mobile sign*;

(d) unless otherwise specified in this by-law, a permit is required for the placement of a *mobile sign;*

(e) a permit issued for the placement of a *mobile sign* shall expire thirty (30) days from the date of its issuance and may be renewed four (4) times in a calendar year;

(e) a *mobile sign* shall not be externally *illuminated*;

(f) a *mobile sign* shall not employ a mechanical or electronic device to provide or simulate motion;

(g) a *mobile sign* shall not be located less than 0.5m from a *street line* or a *lot line*;

(h) the *mobile sign area* shall not exceed 4.6m^2; and

(i) the *height* of the *mobile sign* shall not exceed 3.0m.

7.2 BANNER SIGNS:

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, a *banner sign*, except in accordance with the provisions of this by-law, including the following:

(a) a *banner sign* may be *placed* on a *lot* within a *commercial zone, industrial zone,* or *institutional zone* only;

(b) not more than one *banner sign* shall be *placed* on a *lot* at any one time;

(c) a *banner sign* shall not be *placed* on any *lot* or *premises* for more than eight (8) weeks in total per calendar year;

(d) a *banner sign* shall only be *placed* on the wall of a building deemed as part of the *premises* to which the sign applies;

(e) a *banner sign* shall not be located so as to overhang a sidewalk or other pedestrian walkway, unless a minimum vertical clearance of 2.4m is provided, measured from the bottom of the lowest point of the *sign* to the uppermost surface of the walkway;

(f) a *banner sign* shall not be located within 600mm of the vehicular travelled portion of a private lane or roadway, or of a motor *vehicle* parking area, unless a minimum vertical clearance of 4.25m is provided, measured from the bottom of the lowest point of the *sign* to the uppermost surface of the vehicular accessible area; and

(g) the *banner sign* area shall not exceed 3.4m^2.

7.3 REAL ESTATE SIGNS, INCLUDING OPEN HOUSE SIGNS:

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, a *real estate sign*, including an *open house real estate sign*, except in accordance with the provisions of this by-law, including the following:

(a) a *real estate sign*, and any part thereof:

(i) shall only be *placed* on a *lot* to which the *real estate sign* applies;
(ii) shall not exceed more than one *real estate sign* on a *lot* at any one time, except that for a *lot* having more than one *lot line* with frontage, more than one *real estate sign* may be *placed* on the *lot* at any one time and shall not exceed more than one *real estate sign* per *lot line* having frontage;
(iii) shall not be *placed* on a *lot* for more than fourteen (14) days after the *premises* or *lot* has been sold, rented or leased;
(iv) shall not be *placed* within 1.0m of a *lot line*; and

[By-law 2018-23 effective March 20, 2018]

(v) the *real estate sign area* shall not exceed 1.5m, except that for any *lot* not situated within a defined *settlement area*, and having a *lot* frontage of 50m or greater, the *real estate sign area* shall not exceed 3.4m²;

(b) an *open house real estate sign*, or any parts thereof:

(i) shall not be *placed* or displayed on the centre median of a road or *highway*;
(ii) shall not be *placed* or displayed at any time except for the day(s) of the open house event; and
(iii) the *open house real estate sign* area shall not exceed 0.5m².

[Section 7.4 and 7.5 deleted, subsections renumbered, By-law 2026-015 effective March 30, 2026]

7.4 **SPECIAL EVENT SIGNS:**

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, any *special event sign*, except in accordance with the provisions of this by-law, including the following:

(a) *sign*s advertising a *special event*:

[By-law 2018-23 effective March 20, 2018]

(i) shall not include commercial advertising except to identify sponsors of the event;
(ii) shall be limited to thirty (30) *signs* per *special event* not exceeding 0.55m 2 per *sign* face area;
(iii) shall be limited to five (5) *signs* per *special event* for applicants affiliated with the Town not exceeding 4ft by 4ft per *sign* and shall be placed on *public lands* approved by the *Town Designate*;
(iv) shall have a maximum of two (2) faces;
(v) shall not obstruct *vehicle* or pedestrian sightlines;
(vi) shall be kept at least 2m away from the sidewalk or any curb; and
(vii) shall not be *placed* prior to three (3) weeks before the event and shall be removed four days after the last of the event unless approved otherwise by the *Town Designate;*

(b) the *Town Designate* may at any time remove *special event signs* that are not in compliance with the provisions of this by-law;
(c) the organizer of a *special event* shall ensure that a minimum of $3,000,000.00 of valid comprehensive general insurance is in effect showing the *Town and/or Region* has been named as an additional insured if the special event sign is to be located on *public lands*;
(d) the *Town Designate* may at any time request proof of insurance as indicated under Subsection 7.6(c).

7.5 **RELOCATABLE SIGNS:**

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, a *relocatable sign*, except in accordance with the provisions of this by-law, including the following:

(a) a *relocatable sign* may be *placed* on a *lot* or *premises* within a *commercial zone, industrial zone*, or *institutional zone* only;
(b) a *relocatable sign* shall not be *placed* in a flood plain unless written consent has been granted by the *public authority* having jurisdiction over the flood plain;

(c) a *relocatable sign* shall not be secured to the ground in a manner that prevents the *relocatable sign* from being readily moved;
(d) a *relocatable sign* may be *placed* on the boulevard portion of *street allowance* provided the *sign* does not obstruct or interfere with *street* maintenance, impede the view or movement of any pedestrian, cyclist or motor *vehicle* driver, nor impede the use of utilities or bus stops or otherwise create a hazard;
(e) a *relocatable sign* shall be *placed* within a 3m radius of the business to which it relates;
(f) a *relocatable sign* shall only be *placed* during the hours of operation of the business to which the *relocatable sign* relates;
(g) not more than one (1) *relocatable sign* shall be *placed* on a *premises*; and
(h) the *relocatable sign area* shall not exceed 0.6m^2.

7.6 **CONSTRUCTION SITE SIGNS:**

No *person* shall *place*, display, repair or *alter*, or ca*use* or permit to be *placed,* displayed, repaired or *altered*, a *construction site sign* except in accordance with the

following provisions:

(a) a *construction site sign* shall either be affixed to the ground or to construction site fencing only;
(b) a *construction site sign* shall be removed immediately after completion of the construction related to the *construction site sign*;
(c) a *construction site sign* shall not be *illuminated*;
(d) the *height* of the *construction site sign* shall not exceed 2.1m; and
(e) the *construction site sign area* shall not exceed 1m.

7.7 **NON-RESIDENTIAL AND RESIDENTIAL DEVELOPMENT SIGNS:**

No *person* shall *place*, display, repair or *alter*, or cause or permit to be *placed*, displayed, repaired or *altered*, a *non-residential development sign* or a *residential development sign*, except in accordance with the following provisions:

(a) a *non-residential development sign* may only be *placed* on a *lot* after receipt of a development application by the *Town* and:

  (i) a *permit* has been issued for the *non-residential development sign*;

(b) a *non-residential development sign* may only be *placed* on the *lot* to which the development application submitted to the *Town* relates;
(c) a *residential development sign* may only be *placed* on a *lot* after receipt of a development application by the *Town* and:

  (i) a *permit* has been issued for the *residential development sign*; and
  (ii) the vendor is offering for sale a minimum of five (5) new homes in a plan of subdivision;

(d) a *non-residential development sign* and/or a *residential development sign*:

  (i) shall face a *street*;
  (ii) shall not be *placed* or displayed less than 3m from a *lot line*, or the distance equal to the *height* of the *sign*, whichever is greater;
  (iii) shall not be *internally illuminated*;
  (iv) shall not be an *electronic sign*;
  (v) shall not exceed 7.3m in *height*; and
  (vi) shall have a maximum *sign area* of 15 m²;

(e) a *non-residential development sign* and/or a *residential development sign* shall be removed immediately upon receipt of an application by the *Town* for a *permanent sign* on the *lot,* regardless of the expiry date of the *permit* approval;
(f) a *non-residential development sign* and a *residential development sign* shall be removed two (2) years from the date a *permit* is issued, except that:

  (i) upon receipt of written request from the applicant and prior to expiration of the *permit*, the expiry date may be extended at the sole discretion of the *Chief Building Official*;

(g) at the time of the *permit* application, a security, in the form of a letter of credit or certified cheque only, shall be collected by the *Town*, in the amount of $1,500.00, and shall be returned to the applicant once the *non-residential development sign* or *residential development sign* has been removed to the satisfaction of the *Chief Building Official*; and
(h) where a *non-residential development sign* or a *residential development sign* is not removed within fourteen (14) days of the expiry date of the *permit*, the security collected shall be deemed forfeited and may be used towards all costs incurred by the *Town* for the administration and removal of the *sign*.

7.8 **POSTER SIGNS:**

No *person* shall *place* or display, or cause or permit to be *placed* or displayed, a *poster sign*, except in accordance with the following provisions:

(a) a *poster sign* shall not be *placed* on *public lands*, except within a *Town* designated *sign sleeve*;

(b) the locations of designated *sign sleeves* shall be identified by the *Town*, and approved by a *Town Designate*;
(c) not more than one *poster sign* shall be *placed* in a *sign sleeve*;
(d) a *poster sign* shall not be displayed for more than thirty (30) days;
(e) a *poster sign* shall not advertise unlawful activity by any means;
(f) a *poster sign* shall:

(i) indicate the name of the *person* or business responsible for affixing the *poster sign*;
(ii) conform to the shape of the designated *sign sleeve*;
(iii) not extend beyond the physical limits of the *sign sleeve*;
(iv) only be attached to the *sign sleeve* by staples, push pins or tacks;
(v) be made of biodegradable material; and
(vi) not exceed 0.22m by 0.28m in *sign area* dimensions;

(g) the *Town* may remove and dispose of lawfully and unlawfully *placed poster signs* without notice, regardless of the length of time the *poster signs* have been displayed; and
(h) where a *poster sign* has been removed pursuant to this by-law, the *poster sign* may forthwith be destroyed or otherwise disposed of by the *Town* without any notice or compensation to the owner thereof.

Part 8 – Enforcement

8.1 **POWER OF ENTRY AND INSPECTION:**

(a) The *Town* may at any reasonable time enter upon any land for the purpose of carrying out an inspection to determine whether the following are being complied with:

(i) this by-law;
(ii) any direction or order under this by-law;
(iii) any condition on a *permit* issued under this by-law; and/or
(iv) an order issued under Section 431 of the *Municipal Act*;

(b) submission of an application is deemed to be the consent of the *owner* for the *Town* to enter onto the lands and *premises* that are subject to an application for a *permit* at any reasonable time for the purpose of carrying out an inspection under Subsection 8.1(a);
(c) where an inspection is conducted pursuant to this Section, the *Town* may:

(i) require the production of documents and/or things for review that may be relevant to the inspection;
(ii) inspect and/or remove documents or things relevant to the inspection for the purpose of making copies;
(iii) require information from any *person* concerning a matter related to the inspection, including but not limited to name(s), address(es), contact information, and / or proof of identity / identification; and/or
(iv) alone or in conjunction with a *person* possessing special or expert knowledge, make examinations or take tests, samples or photographs necessary for the purpose of the inspection;

(d) no *person* shall hinder or obstruct, or attempt to hinder or obstruct, the *Town Designate* from exercising any power or authority, or performing a duty as permitted under this by-law;
(e) no *person* shall decline or neglect to give, produce or deliver any access, information, document or other thing that is requested by the *Town Designate* pursuant to this by-law;
(f) every *person* from whom information has been requested in relation to an inspection conducted under this by-law, shall identify themselves to the *Town Designate*; and
(g) failure to identify shall constitute hindering and/or obstructing, further to the provisions set out in Subsection 8.1(d) of this by-law.

8.2 **SEIZURE:**

When the *Town* finds a *banner sign*, *mobile sign*, *relocatable sign*, *real estate sign* or any other *sign* that is not permanently affixed, and that is in violation of this by-law, the

Town may seize any such *sign*, with or without notice, and store, dispose or destroy any such seized *sign* at the discretion of the *Town Designate*.

8.3 **ORDERS:**

(a) Where a *Town Designate* is satisfied that a contravention of this by-law, or a *permit* issued pursuant to this by-law, has occurred, the *Town Designate* may make an order requiring the *person* who caused or permitted such contravention, or the *owner* of the land upon which the contravention occurred, to discontinue the contravening activity and/or to correct the contravention;

(b) an order pursuant to Subsection 8.3(a) shall set out the following:

(i) the municipal address and/or the legal description of the land, *lot* or *premises* on which the contravention occurred;
(ii) reasonable particulars of the contravention;
(iii) what is required of the *person* subject to the order to bring the contravention into compliance;
(iv) the date by which there must be compliance with the order; and
(v) notice that if compliance is not achieved by the prescribed date, the *Town* may do the work, and expense the cost, plus the administration fee;

(c) any *person* to whom an order is issued shall comply with the order;

(d) an order may be delivered:

(i) personally, with service deemed effective on the date given;
(ii) by pre-paid ordinary mail, with service deemed effective on the fifth (5^{th}) day after mailing;
(iii) by registered mail, with service deemed effective on the fifth (5th) day after mailing;
(iv) by placing the order in the mailbox or other depository ordinarily used for mail, with service deemed effective on the fifth (5^{th}) day after placing or depositing the order; and/or
(v) by posting the order in a conspicuous location on the *sign*, *lot*, and/or *premises*, with service deemed effective on the day after posting;

(e) a *Town Designate* may enter upon the land for the purpose of serving an order pursuant to Subsection 8.3(d);

(f) where the *person* to whom an order is issued fails to perform the work required by the order, the *Town* may remove the *sign* at the expense of the *person* and/or owner of the *sign* without notification; and

(g) notwithstanding the provisions of this by-law, where a *sign* has been *placed* on *public lands*, contrary to the provisions of this by-law, the *sign* may be removed without notice at the expense of the owner of the *sign*.

8.4 **REMEDIAL ACTION AND COST RECOVERY:**

(a) Wherever this by-law, or an order issued under this by-law, directs or requires any matter or thing to be done by any *person* within a specified time period, in default of it being done by the *person* directed or required to do it, the action may be taken under the direction of the *Chief Building Official* or *Town Designate* at that *person*'s expense and the *Town* may recover the costs incurred through a legal action or by recovering the costs in the same manner as taxes;

(b) for the purposes of taking remedial action under Subsection 8.3 (f), the *Town*, its staff and/or its agents may enter, at any reasonable time, upon any lands on which a default to carry out a required thing or matter occurred;

(c) where a security deposit has been posted for a *sign permit*, in accordance with this by-law and the *Town's Fees and Charges By-law*, said security may be drawn upon or forfeited upon contravention of the time frame for which a *permit* was issued.

8.5 OFFENCE:

(a) Every *person* who contravenes any provision of this by-law is guilty of an offence and upon conviction is liable to a fine as provided for by the *Provincial*

Offences Act;

(b) every director and/or officer of a corporation who concurs in any contravention of a provision of this by-law, and/or an order issued pursuant to this by-law, is guilty of an offence;

(c) pursuant to Subsection 429(2) of the *Municipal Act*, any contravention of this by-law or an order or *permit* issued under this by-law, are designated as multiple offences and continuing offences and:

(i) a multiple offence is an offence in respect of two (2) or more acts or omissions each of which separately constitutes an offence and is a contravention of the same provision of this by-law; and

(ii) if an order or *permit* issued under this by-law, has not been complied with, the contravention shall be deemed to be a continuing offence, for each day or part of day that the contravention remains in non-compliance.

[Section 8.5(d) added, By-law 2026-066 effective June 23, 2026]

(d) Every Person who contravenes any provision of this By-law, including an Order issued under this By-law, is guilty of an offence and is liable to pay to the Town an Administrative Penalty and any Administrative Fees, where applicable, pursuant to the Administrative Monetary Penalty System By-law 2024-086, as amended

8.6 **CONTRAVENTIONS - FINES:**

In addition to Section 8.5(a) of this by-law, any *person* who is charged with an offence under this by-law by the laying of an information under Part III of the *Provincial Offences Act*, upon conviction is liable, pursuant to the fine provisions of the *Municipal Act* to a fine as follows:

(a) the minimum fine for any offence under this by-law is Three Hundred and Fifty dollars ($350.00);

(b) the maximum fine for any offence is Ten Thousand Dollars ($10,000.00);

(c) in the case of a continuing offence, for each day or part of a day that the offence continues, the minimum fine shall be Three Hundred and Fifty Dollars ($350.00) per day, and the maximum fine shall be Ten Thousand Dollars ($10,000.00) per day, with the maximum total fine not to exceed One Hundred Thousand Dollars ($100,000.00); and

(d) in the case of multiple offences, for each offence included in the multiple offences, the minimum fine shall be Three Hundred and Fifty Dollars ($350.00) and the maximum fine shall be Ten Thousand Dollars ($10,000.00), with the maximum total fine not to exceed One Hundred Thousand Dollars ($100,000.00).

8.7 **SPECIAL FINES - NO MAXIMUM:**

In addition to fines under this part, a *person* convicted of an offence under this by-law is liable to a special fine in accordance with Section 429 of the *Municipal Act*, the amount of which shall be the minimum and maximum fines as provided for in Section 8.6, to which may be added the amount of the economic advantage or gain that such a *person* obtained, or can obtain, from the contravention of this by-law.

8.8 **CONVICTION OF AN OFFENCE - ADDITIONAL REMEDY:**

Where a *person* is convicted of an offence under this by-law, the court in which the conviction has been entered, and any court of competent jurisdiction thereafter, may make an order prohibiting the continuation or repetition of the offence by the *person* convicted.

8.9 **PRESUMPTION - OWNER:**

(a) Where a *sign* is *placed* or displayed in contravention of any provision of this by-law, any *person* named on the *sign* shall be presumed to have been the *person* who *placed* or displayed the *sign*, which presumption may be rebutted by evidence to the contrary;

(b) where a *sign* is *placed* or displayed in contravention of any provision of this by-law, and the *sign* has no *person*'s name on it, but a telephone number appears on the *sign*, any *person* to whom the telephone number is listed in a telephone directory, shall be presumed to have been the *person* who *placed* or displayed

the *sign*, which presumption may be rebutted by evidence to the contrary;

(c) where a *sign* is *placed* or displayed by a corporation in contravention of any provision of this by-law, the directors and officers of the corporation shall be presumed to have knowingly concurred in the *placement* or display of the *sign* in contravention of this by-law, which presumption may be rebutted by evidence to the contrary; and

(d) where a *Town Designate* has reasonable grounds to believe that an offence has been committed by any *person*, the *Town Designate* may require the name, address and proof of identity of that *person*, and the *person* shall supply the required information.

Part 9 – Indemnification

9.1 Any *person* who posts or is responsible for a *sign*, regardless of whether the *sign* is compliant with the provision of this by-law, shall be deemed to undertake to, and shall, save harmless and indemnify the *Town*, its officers, employees, servants or agents from any claims associated with any injury, loss or damage to any *person* or *property*, as a result of any such *sign*.

Part 10 - Severability

10.1 Should any part, Section, Subsection, clause, paragraph or provision of this by-law be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of this by-law as a whole or any part thereof, other than the provision so declared to be invalid.

Part 11 – Conflict

11.1 Where there is a conflict of the provisions between this by-law and any other by- law of the *Town* with respect to *sign*s, the provisions of this by-law shall prevail.

Part 12 – Transition

12.1 Nothing in this by-law prevents the erection or use of a *sign* or other advertising device for which a *permit* was submitted prior to enactment of this by-law, provided the *sign* or other advertising device complies with the provisions of By-laws 94-14 and 2013-132 which applied immediately prior to the enactment of this by-law.

12.2 By-laws 94-14 and 2013-132, and all amendments thereto shall be repealed upon this by-law coming into effect.

12.3 This by-law shall come into full force and effect on January 1, 2018.

Enacted by the Town of Caledon Council this 12th day of September, 2017

"Allan Thompson"

_____

Allan Thompson, Mayor

"Carey deGorter"

_____

Carey deGorter, Clerk