

Sign & Other Advertising Devices By-law 10-197

1.1 DEFINITIONS

"Ground Sign" means a sign that is free standing and is supported by a structure secured to the ground and which is not supported by any building or other structure but does not include a Billboard;

"Billboard" means a sign that is free standing and is supported by a structure secured to the ground and which is not supported by any building or other structure, displays copy advertising goods, products, or services not sold or offered on the property where the sign is displayed and is either single faced or double faced but does not include a Ground Sign;

5.1 PROHIBITED SIGNS

5.1.1 No person shall display or permit to be displayed:

- a) any sign with a video screen or flashing, kinetic, or illusionary motion except an electronic message display as permitted under this By-law;
- b) any sign supported entirely or partly by the roof of a building or structure and which projects above the roof;
- c) any sign displayed within a visibility triangle;
- d) any sign displayed on a vehicle, trailer or truck which is parked or located on property in a manner that is unrelated to its normal use as a vehicle and is more consistent with the use of the vehicle as a sign;
- e) any sign which obstructs or is displayed in a parking space required under the City's zoning By-law; or,
- f) any sign within 400m of the right of way of Highway 403, the Queen Elizabeth Way, the Lincoln M. Alexander Parkway, or the Red Hill Valley Parkway."

5.1.2 Where a sign is not expressly permitted by this By-law, it shall be deemed to be prohibited.

5.1.3 Where a type of a sign is not specifically permitted within a particular zone or on a property with a particular zoned use, it shall be deemed to be prohibited within that zone or on that property.

5.1.4 Notwithstanding subsections 5.1.2 and 5.1.3 and subject to the approval of Council, signs on street furniture displayed pursuant to an agreement with the City are permitted.

5.2 GROUND SIGNS INCLUDING CONSTRUCTION INFORMATION GROUND SIGNS

5.2.1 No person shall display or permit to be displayed a Ground Sign except in accordance with the applicable general regulations under this By-law, and the specific regulations under this section of the By-law.

5.2.2 No Ground Sign shall be displayed except in accordance with the following regulations:

permit / timing

- (a) obtain a permit under this By-law;
- (b) for a Construction Information Ground Sign, displayed after any applicable approval for the construction or development project under the Planning -Act h as been given;
- (c) for a Construction Information Ground Sign, maximum display period of not more than 28 days after construction or development is completed;

structure

- (d) embedded in a foundation in the ground to a depth of at least 1.2 metres or secured in an alternative manner that is satisfactory to the Chief Building Official;
- (e) maximum sign area of 0.3 m² for every 1.0 m of the frontage along which the Ground Sign is located, not to exceed a total sign area of 18.0 m² for a single- faced Ground Sign or 36.0 m² for a double or multi-faced Ground Sign;
- (f) maximum height of 7.5 m;

content

- (g) for a Ground Sign, except a Construction Information Ground Sign:
 - (i) includes the municipal address .number of the property on which the Ground Sign is displayed shown at the top or the bottom in numerals that are a minimum height of 15.0 cm;
 - (ii) includes one or more of the following in copy that is a minimum height of 15.0 cm:
 - 1. the name of the business;
 - 2. the registered trademark of the business;
 - 3. the ownership of the business; or

4. the name of the activity, product or service available;

(iii) and except a Ground Sign displayed on a property used for an institutional use, may allocate a maximum 50% of the sign face to a readograph or electronic message display provided that no copy displayed on an electronic message display shall be displayed for less than three seconds, during which there shall be no movement or change in colour or intensity of illumination;

(iv) displayed on a property used for an institutional use, may allocate a maximum 75% of the sign face to a readograph or electronic message display provided that no copy displayed on an electronic message display shall be displayed for less than three seconds, during which there shall be no movement or change in colour or intensity of illumination;

(v) may advertise a business on the property on which the Ground Sign is displayed or an activity, product or service available on that property, or a charity's or community organization's activities;

(vi) for a Ground Sign that is not within the Downtown Community Improvement Project Area, a Business Improvement Area, the Ancaster Village Core Area, or within the Glanbrook Village Core Area, may allocate a maximum 25% of the sign area or 1.2 m², whichever is lesser, except for an electronic message display, to advertising a business that is not on the property on which the Ground Sign is displayed or an activity, product or service that is not available on that property;

(vii) for a Ground Sign that is within the Downtown Community Improvement Project Area, a Business Improvement Area, the Ancaster Village Core Area, or within the Glanbrook Village Core Area not advertising a business that is not on the property on which the Ground Sign is displayed or an activity, product or service that is not available on that property;

location

(h) not within 15.0 m of a traffic signal or traffic control device;

(i) not within 1.5 m or a distance equal to 75% of the height of the Ground Sign, whichever is greater, of any property line;

(j) along the same frontage used to calculate the maximum sign area;

(k) where more than 1 Ground Sign is displayed along a frontage, not displayed within 200 m of another Ground Sign along the same frontage

(l) notwithstanding (k), 1 Ground Sign which provides courtesy or directional information only, such as a menu board or clearance sign, is permitted;

m) for a Construction Information Ground Sign, on vacant property in residential and commercial zones;

(n) for a Construction Information Ground Sign, maximum of 2 for any single development or construction project;

(o) for a Ground Sign, except a Construction Information Ground Sign, permitted in all zones except where the use of the property is for one or more of the following uses:

- (i) a Single Detached Dwelling;
- (ii) a Semi Detached Dwelling;
- (iii) a Duplex;
- (iv) a Triplex;
- (v) a Fourplex or Quadruplex;
- (vi) a Street Townhouse;
- (vii) a Mobile Home;
- (viii) a Residential Care Facility for 6 or less residents;
- (ix) a Lodging House for 6 or less lodgers;
- (x) a Retirement Home for 6 or less residents; or
- (xi) an Emergency Shelter for 6 or less residents.

5.2.3 No person shall display a Ground Sign on a property that ceases to be vacant or undeveloped and where any Billboard displayed on the property has not been removed.

5.10 BILLBOARDS

5.10.1 No person shall display or permit to be displayed a Billboard except in accordance with the applicable general regulations under this By-law, and the specific regulations under this section of the By-law.

5.10.2 No Billboard shall be displayed except in accordance with the following regulations:

permit

- (a) obtain a permit under this By-law;

structure

- (b) maximum sign area of 18.0 m²;
- (c) maximum height of 12.0 m and maximum width of 4.0 m;

content

- (d) not animated, except a Tri-Vision Billboard;
- (e) may allocate a maximum 50% of the sign face to a readograph;

location

- (f) not on a property within the Downtown Community Improvement Project Area, the Waterdown Urban Area or the Waterdown Settlement Areas;
- (g) not less than 300.0 m from another Billboard;
- (h) not less than 300.0 m from any residentially zoned property;
- (i) not less than 15.0 m from any property line;
- (j) on vacant, undeveloped property zoned commercial or industrial.

5.10.3 Where a property on which a Billboard is displayed ceases to be vacant or undeveloped, the sign owner shall remove the Billboard from the property.