

The Corporation of the Town of Deep River

BY-LAW NO. 23-97

A By-law to regulate the use of signs

The Council of the Corporation of the Town of Deep River enacts as follows:

1. **Definitions**

In this by-law:

- 1.1 "Building frontage" means the width of a building on a side facing a street or a parking lot.
- 1.2 "Sign" means any identification or advertising device visible from any public street, lane, path or waterway, which directs attention to a business, service, person or institution.
 - 1.2.1 "Portable Sign" means any sign not permanently attached to the ground or any other permanent structure and includes, but is not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames; menu and sandwich board signs; balloons used as signs; umbrellas used as advertising; and signs attached to or painted on vehicles parked and visible from a public street, unless said vehicle is used in the normal day to day operations of the business.
 - 1.2.2 "Temporary Sign" means any sign not permanently attached to the ground or any other permanent structure and having a message applicable for a definable and specifically limited period of time, and includes construction signs, election signs, forthcoming event signs, and real estate signs.
 - 1.2.3 "Window Sign" means any sign attached to or installed on the inside surface of a window for purposes of viewing from outside the premises. This does not include merchandise located in the window.
- 1.3 "Sign Height" means the vertical distance from the grade of the nearest street or highway to the highest point of the sign.
- 1.4 "Sign Size" means the area of one face of a sign upon which the message of the sign is displayed and includes any border or frame, but excludes any support structure. The phrase "...sign, not larger than xx square metres" refers to its sign size.
- 1.5 "Street line" means the dividing line between a lot and a street.
- 1.6 "Zone" has the same meaning as in the Zoning By-law, Number 24-96.

The following zones have been established:

Residential: R1, R2, R3, R4
Estate Residential: R5
Central Area: C1, C2
Highway Commercial: CH
Waterfront Development: WD
Extractive Industrial: ME
Industrial: M1, M2, M3
Institutional: IN
Open Space: OS1, OS2, OS3
Environmental Protection: EP
Rural: RU
Undeveloped Zone: U

2. General Provisions

The following provisions apply in all zones:

- 2.1 A temporary sign, not larger than 3 square metres, is permitted in connection with a construction project as long as the work is in progress.
- 2.2 A temporary sign, not larger than 1.5 square metres in residential zones and not larger than 3 square metres in other zones, is permitted in connection with Federal, Provincial or Municipal elections, or in connection with events of civic, philanthropic, recreational, educational or religious organizations.
 - 2.2.1 Such signs shall not be erected more than six weeks prior to the date of the election or event.
 - 2.2.2 Such signs shall be removed within 7 days after the election or event.
 - 2.2.3 Such signs shall not be erected on private property without the consent of the owners.
- 2.3 A banner may be placed above Deep River Road or on the Community Centre property to advertise an event of civic, philanthropic, recreational, educational or religious organizations.
 - 2.3.1 Permission to place such a banner shall be obtained from the Clerk-Administrator or his designate.
 - 2.3.2 Such banner shall be in place no longer than 30 days.
 - 2.3.3 Any other site than mentioned in clause 2.3 shall require the prior approval of Deep River Council.
- 2.4 A temporary sign, not larger than 1.5 square metres for a single-family residence and not larger than 3.0 square metres in other cases, is permitted on the property of a premise being offered for sale or lease or rent.
 - 2.4.1 Such sign may be on the municipal road allowance adjacent to the premises, but not closer than 1.5 metres to the travelled portion of a street.
 - 2.4.2 An open house real estate sign directing attention to an open house at another location is permitted. Such sign shall not be larger than 0.5 square metres. Such signs are permitted on the road allowance but not on a sidewalk. Such signs shall be removed when the open house is concluded.
- 2.5 Signs indicating the direction to any public building or community facility, such as beach, church, hospital, Legion, marina, recreational facility or school, are permitted in any zone once prior approval has been given by Council. Such signs may be mounted on the road allowance in a location approved by the Town Superintendent.
- 2.6 When external lights are used to illuminate signs, such lights shall be directed away from any adjacent residential premises and from the path of vehicle traffic.
- 2.7 Signs that emit flashing or intermittent illumination are prohibited. Strings of light bulbs of low intensity, such as Christmas decoration, are excluded from this provision.

3. Additional Provisions for Residential Zones

The following provisions, in addition to those in Section 2, apply in residential zones, R1, R2, R3, R4, R5.

- 3.1 An identification sign, not larger than 0.2 square metres, is permitted.
- 3.2 A 'bed and breakfast' sign, not larger than 0.2 square metres is permitted.
- 3.3 For a home occupation or a bed and breakfast establishment in a residential property abutting and with direct access to Highway 17, a single sign not larger than 1.5 square metres is permitted.



- 3.4 Signs, not larger than 0.2 square metres, indicating entrances, exits and parking areas are permitted for the following: apartment dwellings, rooming houses, boarding houses and group housing projects.
- 3.5 For apartment buildings in an R3 or R4 zone, one sign, either free standing or mounted on a wall, not exceeding 1.5 square metres in area is permitted for the general identification of the premises. Additional identification signs, not larger than 0.2 square metres, are permitted.
- 3.6 For a day care centre, in an R4-E1 zone, one sign, either free standing or mounted on a wall, not exceeding 1.5 square metres in area is permitted for the general identification of the premises.
- 3.7 For an artisan shop, in an R5-E1 zone, one sign, either free standing or mounted on a wall, not exceeding 1.5 square metres in area is permitted for the general identification of the premises.

4. **Additional Provisions for Commercial and Industrial Zones**

The following provisions, in addition to those in Section 2, apply in commercial and industrial zones, C1, C2, CH, ME, M1, M2, M3 and WD.

- 4.1 A sign shall advertise only the business or service conducted on the premises where the sign is located.
- 4.2 Wall signs may be erected for each occupancy located in the premises and shall be located on a wall facing a street.
 - 4.2.1 Should an occupancy occupy a portion of the building with frontage on more than one street, or with frontage on a parking lot, wall signs shall be permitted on each wall fronting on a street and each wall fronting on a parking lot.
 - 4.2.2 The total permitted sign area of all wall signs on any one wall shall not exceed one square metre for each metre of building frontage for that wall.
 - 4.2.3 Where letters, figures or symbols are fixed to a wall separately then the area contained within a line surrounding all the letters, figures or symbols shall be deemed the signed area.
 - 4.2.4 No wall sign shall project more than 0.5 metres from the face of the wall to which it is attached, nor shall it project beyond either end of the wall.
 - 4.2.5 No wall sign shall project more than 1.0 metre above the parapet wall or eaves around the roof of the building.
- 4.3 Notwithstanding clause 4.2, one unlit wall sign not exceeding 1.0 square metre in area may be erected on a side or rear wall of a building where such wall abuts a loading area or lane.
- 4.4 A business may erect canopy signs in lieu of wall signs, where a canopy forms part of the commercial development.
 - 4.4.1 The total permitted sign area of the canopy signs shall not exceed 1.0 square metre for each metre of canopy adjacent to the business.
 - 4.4.2 No canopy sign shall project more than 0.5 metres below the canopy, provided the sign is at least 3 metres above grade.
 - 4.4.3 No canopy sign shall project more than 1.0 metre above the canopy.
- 4.5 A business may place window signs in one or all of its windows.

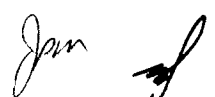
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- 4.6 A business may place a portable sign on its premises for a period not to exceed 120 calendar days in any one calendar year. Only one portable sign is permitted on any one lot at the same time. The maximum sign size for a portable sign is 4.0 square metres.
- 4.6.1 Such sign may not be placed on a public sidewalk; within 1.5 metres from a street line or any interior property line; or within 10 metres of a corner formed by the intersection of two streets.
- 4.7 In the CH, ME, M1, M2, M3 zones, one free-standing sign shall be permitted anywhere on the premises.
- 4.7.1 The maximum sign size shall not exceed 6.0 square metres.
- 4.7.2 The sign height shall not exceed 6.0 metres.
- 4.7.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.
- 4.7.4 No guy wires shall be used for the sign. The support structure shall form an integral part of the design.
- 4.8 In the C1, C2 and WD zones, and where the building is set back from the front lot line, one free-standing sign is permitted in the front yard of such property.
- 4.8.1 The maximum sign size shall not exceed 1.5 square metres.
- 4.8.2 The sign height shall not exceed 2.0 metres.
- 4.8.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.

5. **Additional Provisions for Rural Zones**

The following provisions, in addition to those in section 2, apply in rural zones, RU.

- 5.1 For residential and boarding house uses, any sign shall conform to the regulations set out in Sections 3.1, 3.2, 3.3 and 3.4.
- 5.2 For commercial uses, a single sign not larger than 1.5 square metres is permitted.
- 5.3 One off-premise sign directing attention to a business or service conducted elsewhere than on the premises where the sign is located is permitted on any property in the RU zone not containing a residence.
- 5.3.1 The maximum sign size shall not exceed 3.0 square metres if within 10 metres of the travelled portion of Highway 17; shall not exceed 6.0 square metres if between 10 and 20 metres of the travelled portion of Highway 17; shall not exceed 9.0 square metres otherwise.
- 5.3.2 The sign height shall not exceed 6.0 metres.
- 5.3.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.
- 5.3.4 No guy wires shall be used for the sign. The support structure shall form an integral part of the design.
- 5.3.5 The sign shall have the approval of the Ministry of Transportation.



6. **Additional Provisions for Institutional and Open Space zone**

The following provisions, in addition to those in Section 2, apply in institutional, open space, environmental protection and undeveloped zones, IN, OS1, OS2, OS3, EP, U.

- 6.1 One identification sign, not exceeding 3.0 square metres is permitted on the premises of an assembly hall, boarding stable, cemetery, church, clinic, community centre, funeral home, golf course, government office, home for the aged, hospital, kennel, long term care facility, marina, nursing home, private club, recreational facility or school.
- 6.2 One off-premise sign, directing attention to the commercial areas of Deep River, is permitted at the marina in the WD zone.
- 6.3 Notwithstanding Section 2, no sign shall be erected in OS2, OS3 and EP zones, except for signs placed by the municipality.

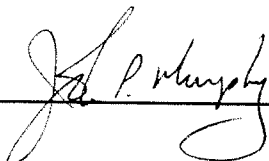
7. **Administration**

- 7.1 No person shall erect a sign, or, being the owner or tenant of land, cause or permit a sign to be erected on such land, except as permitted by this By-law.
 - 7.1.1 The owner of any property that is subject to site-plan control may seek a variance to the provisions of this By-law by opening or re-opening the site plan agreement with the Town. Any sign specified in a site plan agreement and approved in by-law by the Municipality is exempt from the provisions of this By-law.
 - 7.1.2 The owner of any property containing a single-family residence and not subject to site-plan control may seek a variance to the provisions of this By-law by application to the Committee of Adjustment.
- 7.2 Any sign, other than a portable sign, that was erected on or before the day this By-law came into force is exempt from the provisions of the By-law, providing the sign is in a state of good repair. When the sign is replaced it shall conform to the provisions of this By-law.
- 7.3 The owners, lessee, or occupier of the premises upon which any sign is located shall maintain, or cause such sign to be maintained, in a safe state of repair.
 - 7.3.1 Where, in the opinion of the Chief Building Official, any sign is in a dangerous or defective condition, the Chief Building Official shall notify the owner, lessee, or occupier of the premises to repair or remove the sign within such time as the Chief Building Official specifies.
 - 7.3.2 In the event the notice issued according to clause 7.3.1 is not complied with, the Chief Building Official may have such sign removed or repaired. The cost to the Town of removal, repair or storage shall be recoverable by action.
- 7.4 Every person who contravenes any of the provisions of this by-law is guilty of an offence and is liable to the penalty provided for under the *Provincial Offences Act*.
- 7.5 By-laws 18-80 and 7-89 are repealed.
- 7.6 This by-law comes into force upon adoption by Council of the Corporation of the Town of Deep River.

READ A FIRST AND SECOND TIME THIS 2nd DAY OF JULY, A.D. 1997.

READ A THIRD TIME AND FINALLY PASSED THIS 16th DAY OF JULY, A.D. 1997.

Mayor



Clerk-Treasurer

