

THE CORPORATION OF THE TOWN OF DEEP RIVER
BY-LAW NUMBER 20-2025

A BY-LAW TO REGULATE THE USE OF SIGNS AND ADVERTISING DEVICES WITHIN THE TOWN OF DEEP RIVER
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WHEREAS Section 11(1) of the *Municipal Act*, S.O. 2001, Chapter 25, as amended, authorizes lower-tier municipalities to provide any service or thing that the municipality considers necessary or desirable for the public;

AND WHEREAS Section 99 of the *Municipal Act*, S.O. 2001, Chapter 25, as amended, authorizes municipalities to recover costs and charges incurred for the removal, care and storage of an advertising device that is erected or displayed in contravention of a municipal By-Law;

AND WHEREAS Section 425 of the *Municipal Act*, S.O. 2001, Chapter 25, as amended, authorizes municipalities to pass By-Laws that provide for a person who contravenes a By-Law, of the municipality passed under the Act, is guilty of an offence;

AND WHEREAS Council deems it advisable to regulate the use of signs within the Municipality;

NOW THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the Town of Deep River enacts as follows:

1 DEFINITIONS

In this By-Law:

“Building frontage” means the width of a building on a side facing a street or a parking lot.

“CAO” means the Chief Administrative Officer or any person appointed by the CAO as their designee.

“Civic Event” means

- a) A festival or special event, which may be commercial in nature, and is designed to attract the local population and tourism to the Town, and which is attended by crowds of more the 500 persons; or
- b) A festival or special event, which is not commercial in nature, and is intended to promote involvement in community, religious, civic, charitable, or other non-profit celebrations, activities, or services.

“Municipal Law Enforcement Officer” means a Municipal Law Enforcement Officer employed by the Town of Deep River and includes their designate, or other

duly appointed official assigned the responsibility for enforcing and administering this by-law pursuant to the *Municipal Act*, R.S.O. 2001, as amended.

“Sign” means any identification or advertising device, including electronic visible from any public street, lane, path or waterway, which directs attention to a business, service, person or institution.

“Banner Sign” means a temporary sign constructed of a band or strip of fabric or other lightweight non-rigid material that bears an advertising message. A banner sign does not include an awning, canopy sign, or flag.

“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.

“Temporary Sign” means any sign not permanently attached to the ground or any other permanent structure and having a message applicable for a defined and specific period of time, including construction signs, election signs, event signs, and real estate signs.

“Window Sign” means any sign attached to or installed on the interior surface of a window for purposes of viewing from outside the premises. This does not include merchandise located in the window.

“Sign Height” means the vertical distance from the grade of the nearest street or highway to the highest point of the sign.

“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.

“Street line” means the dividing line between a lot and a street.

“Treasurer” means the individual appointed by Municipal Council in accordance with the *Municipal Act*, 2001, S.O. 2001, c. 25, as amended.

“Visibility Triangle” means the triangular area bounded by the street lines to a distance of 4.0 metres from the points of intersection of the corner lot lines, or the projection of the corner lot lines, or within such area required according to the standards of the Ministry of Transportation.

“Zone” has the same meaning as stated in the Zoning By-Law with force and effect for the Town of Deep River, as amended.

The following zones exist at the time of writing this By-Law:

Residential: R1, R2, R3, R4

Estate Residential: ER
Limited Service Residential: LSR
Town Centre: C1, C2
Highway Commercial: HC
Waterfront Development: WD
Extractive Industrial: ME
Disposal Industrial: MD
Industrial: M1, M2, M3
Institutional: IN
Open Space: OS1, OS2, OS3
Environmental Protection: EP
Rural: RU
Development: D

2 GENERAL PROVISIONS

The following provisions apply in all zones, in addition to the provisions in Sections 4, 5, 6, and 7 appropriate to the zone:

- 2.1 No sign shall be installed, placed, displayed, altered, or moved within the Town except in conformity with this By-Law.
- 2.2 No signs shall be erected on private property without the consent of the owner(s).
- 2.3 No person shall place a sign on a municipal road allowance
 - a) by excavating, digging, drilling, driving, or cutting into asphalt, concrete, bricks or other improved hard surface for the purpose of embedding a sign or its supports,
 - b) by using nails, rivets, screws, or by drilling into wooden, aluminum or concrete poles or other road structure for the purpose of placing a sign or its supports,
 - c) in a location which may damage a public utility, and no sign support shall be driven into the ground to a depth greater than three hundred millimetres (300mm) without first obtaining locate information.
- 2.4 A temporary sign, not larger than 3.0 square metres, is permitted in connection with a construction project as long as the work is in progress. Municipal, Provincial and Federal construction projects are exempt from this By-Law.

2.5 A temporary sign, not larger than 1.5 square metres in residential zones and not larger than 3.0 square metres in all other zones, is permitted in connection with Federal, Provincial or Municipal elections.

2.5.1 Election signs may be erected not sooner than the first Monday following Nomination Day for a Municipal Election and not sooner than the issue of a writ for a Federal or Provincial Election.

2.5.2 Only candidates in an electoral district that includes the geographic boundaries of Deep River can erect election signs.

2.5.3 Election signs shall be removed 72 hours after polls close.

2.5.4 Election signs shall not be erected on private property without the consent of the owner(s).

2.5.5 Election signs may not be erected on any public land, except for

a) the road allowances and town-owned lands zoned as Open Space 2 at the four-way intersection of Deep River Road, and Huron and Algonquin Streets.

2.6 A temporary sign, not larger than 1.5 square metres in residential zones and not larger than 3.0 square metres in all other zones, is permitted in connection with Civic Events.

2.6.1 Civic Event signs shall not be erected more than six weeks prior to the date of the Civic Event.

2.6.2 Civic Event signs shall be removed 72 hours after event has ended.

2.6.3 Civic Event signs shall not be erected on private property without the consent of the owner(s).

2.6.4 Civic Event signs may not be erected on any public land, except for

a) the road allowances and town-owned lands zoned as Open Space 2 at the four-way intersection of Deep River Road, and Huron and Algonquin Streets; and / or,

b) the road allowance and public lands on the eastern side of the intersection of Deep River Road and Ridge Road.

2.6.5 A banner sign advertising a Civic Event may be placed above Deep River Road, on the road allowance and town-owned lands zoned as Open Space 2 at the four-way intersection of Deep River Road, Huron and Algonquin Streets, or on the Community Centre property at 1 Ridge Rd.

a) Permission to place such a banner shall be obtained from the CAO or their designate prior to the placement of the banner.

b) Such banner shall be in place no longer than 30 days.

- c) Any site other than those mentioned in clause 2.6 shall require the prior approval of The Town of Deep River Council.

**ILLUSTRATION OF PERMITTED LOCATIONS
REFERENCED IN SECTIONS 2.5 AND 2.6**



Note: The above illustrations are for clarification purposes only.

- 2.7 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.
- 2.7.1 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.
- 2.7.2 One 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 not be erected more than 7 days prior to the date of the open house. Such signs shall be removed within 24 hours after the open house is concluded.
- 2.8 A temporary sign, not larger than 1.5 square metres is permitted on the property of a premise where a yard / garage / auction sale event is being held.
- 2.8.1 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.
- 2.8.2 Yard / garage / auction signs shall not be erected more than 7 days prior to the date of the yard / garage / auction sale event.
- 2.8.3 One additional yard / garage / auction sign directing attention to a yard, garage, or auction sale 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 within 24 hours after the sale event has concluded.
- 2.9 Signs indicating the direction to any public building or community facility, such as a beach, church, hospital, Legion, marina, recreational facility or school, are permitted in any zone once prior approval has been given by the CAO. Such signs may be mounted on the road allowance in a location approved by the designated municipal official.
- 2.10 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.
- 2.11 Signs that emit flashing or intermittent illumination are prohibited. Strings of light bulbs of low intensity, such as Christmas decorations, are excluded from this provision.
- 2.12 In addition to meeting the provisions of this By-Law, Ministry of Transportation approval must be received in writing for any and all signs erected on any property fronting on Highway 17.

3 MAINTENANCE OF SIGNAGE

- 3.1 The owner of any sign, or the owner or occupant of any private property upon which a sign is situated, shall maintain the sign and its supporting structure in a good state of repair and a proper state of preservation as to safety and appearance, or cause the sign to be maintained and supporting structure to be kept in good repair and preservation.
- 3.2 In the event of a closure of any business for which a sign has been installed, the related sign(s) shall be removed no later than three (3) months following business closure, or should the sign remain, the sign face shall be replaced with a blank sign face to the satisfaction of the Town. Exceptions to this provision may be granted by the Municipal Law Enforcement Officer.
- 3.3 Upon removal of any sign located on private property, the owner or occupant of the lands upon which the sign is located shall ensure that the area, surface of land, building, or structure upon which the sign was located is restored to its original condition, including restoration of any paint, exterior surface finish, grading, and / or landscaping.

4 ADDITIONAL PROVISIONS FOR RESIDENTIAL ZONES

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

- 4.1 An identification sign, not larger than 0.2 square metres is permitted.
- 4.2 A "bed and breakfast" sign, not larger than 0.2 square metres is permitted.
- 4.3 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.
- 4.4 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.
- 4.5 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.
- 4.6 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.

- 4.7 For an artisan shop, in an ER-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.

5 ADDITIONAL PROVISIONS FOR COMMERCIAL AND INDUSTRIAL ZONES

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

- 5.1 A sign shall advertise only the business or service conducted on the premises where the sign is located.
- 5.2 Wall signs may be erected for each commercial and / or industrial business located in the premises and shall be located on a wall facing a street.
- 5.2.1 Should a commercial and / or industrial business occupy a portion of a 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.
- 5.2.2 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.
- 5.2.3 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.
- 5.2.4 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.
- 5.2.5 No wall sign shall project more than 1.0 metre above the parapet wall or eaves around the roof of the building.
- 5.3 Notwithstanding clause 5.2, 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.
- 5.4 A business may erect canopy signs in lieu of wall signs, where a canopy forms part of the commercial and / or industrial development.
- 5.4.1 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.
- 5.4.2 No canopy sign shall project more than 0.5 metres below the canopy, provided the sign is at least 3.0 metres above grade.
- 5.4.3 No canopy sign shall project more than 1.0 metre above the canopy.
- 5.5 A business may place window signs in one or all of its windows.

5.6 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.

5.6.1 Such signs may not be placed on a public sidewalk; within 1.5 metres from a street line or any interior property line; or within 10.0 metres of a corner formed by the intersection of two streets.

5.7 In the HC, ME, MD, M1, M2, M3 zones, one freestanding sign shall be permitted anywhere on the premises.

5.7.1 The maximum sign size shall not exceed 6.0 square metres.

5.7.2 The sign height shall not exceed 6.0 metres.

5.7.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.

5.7.4 No guy wires shall be used for the sign. The support structure shall form an integral part of the design.

5.8 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.

5.8.1 The maximum sign size shall not exceed 1.5 square metres.

5.8.2 The sign height shall not exceed 2.0 metres.

5.8.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.

6 ADDITIONAL PROVISIONS FOR RURAL ZONES

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

6.1 For residential and boarding house uses, any sign shall conform to the regulations set out in Sections 4.1, 4.2, 4.3 and 4.4.

6.2 For commercial uses, a single sign not larger than 1.5 square metres is permitted.

6.3 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.

6.3.1 The maximum sign size shall not exceed 3.0 square metres if within 10.0 metres of the travelled portion of Highway 17; shall not exceed 6.0 square metres if between 10.0 and 20.0 metres of the travelled portion of Highway 17; shall not exceed 9.0 square metres otherwise.

6.3.2 The sign height shall not exceed 6.0 metres.

6.3.3 No part of the sign shall be located closer than 1.5 metres from a street line or any interior property line.

6.3.4 No guy wires shall be used for the sign. The support structure shall form an integral part of the design.

7 ADDITIONAL PROVISIONS FOR INSTITUTIONAL AND OPEN SPACE ZONES

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

7.1 One identification sign, not exceeding 10.0 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.

7.2 One off-premise sign, directing attention to the commercial areas of Deep River, is permitted at the marina in the WD zone.

7.3 Unless otherwise expressly permitted by this By-Law, no sign shall be erected in OS2, OS3 and EP zones, except for signs placed by the municipality.

8 PROHIBITED SIGNS

No person shall erect, place or display or cause the erection, placement or display of:

8.1 Any sign that contravenes any requirement of this By-Law or the *Ontario Building Code* or any other applicable Municipal, Provincial, or Federal regulations, as amended from time to time.

8.2 Any sign which,

a) is obscene as that term is understood under the *Criminal Code*, R.S.C 1985, c.C-46, as amended;

b) publishes defamatory statements; and / or

c) by its words, symbols, or images incites hate against, or is degrading or dehumanizing of, an individual or group, particularly, but not limited to, on the basis of grounds protected under the *Ontario Human Rights Code*.

8.3 Any sign that is declared by the Municipal Law Enforcement Officer to be unsafe, or a danger to public safety by reason of its location or inadequate or improper construction or maintenance.

8.4 Any sign that is located so as to interfere in any way with the free use of any fire escape, fire exit, door, window, skylight, flue, air intake or exhaust, or parking space.

- 8.5 Any sign that is located so as to obstruct the view of any pedestrian or motor vehicle driver so as to cause an unsafe condition.
- 8.6 Any sign that is attached or secured to a tree, fence post, fence, utility or amenity pole on municipal property unless expressly authorized by this By-Law or approved by the CAO.
- 8.7 Any sign that may confuse passing motorists or interfere with the safe movement of traffic, or within 4.0 metres of a traffic sign or municipally owned sign.
- 8.8 Any sign located within a visibility triangle at intersecting streets.
- 8.9 Any sign that obstructs a required parking space and prevents a space from being utilized as such.
- 8.10 Any obsolete sign which no longer advertises a business conducted, or a product sold at the sign location.
- 8.11 Any sign, except where specifically permitted by this By-Law, erected on, or extending over public lands.
- 8.12 Any sign or advertisement on a vehicle or trailer which is parked or located for the primary purpose of displaying said sign or advertisement.

9 EXEMPTIONS

- 9.1 The provisions of this By-Law do not apply to a sign placed,
 - a) By the Town of Deep River or County of Renfrew;
 - b) By the Town of Deep River or the County of Renfrew as a traffic control device; or which is part of a Town or County sign system; or
 - c) Pursuant to an agreement with the Town of Deep River.

10 ADMINISTRATION AND ENFORCEMENT

- 10.1 The Municipal Law Enforcement Officer or designate shall be responsible for the administration and enforcement of this By-Law.
- 10.2 Signs in Violation:
 - 10.2.1 No person shall remove or cause to be removed any lawfully placed sign, other than persons authorized by this By-Law, or the owner of the sign.
 - 10.2.2 Any sign erected or displayed in contravention of the provisions of this By-Law, shall be removed immediately without notice by the Municipal Law Enforcement Officer, if located on, over, partly on, or partly over, property owned by the Municipality.

- 10.2.3 When a sign is erected or displayed in contravention of the provisions of this By-Law, and such sign is located on private property, the Municipal Law Enforcement Officer or designate may issue a written Order by registered mail, courier or direct delivery by hand to the owner or person in possession of the lot upon which a sign is located, to remove or repair such sign where it is not in compliance with the By-Law within a time period of not more than thirty (30) days from issuance of such notice.
- 10.2.4 The Municipal Law Enforcement Officer also has the discretion to issue an Informal Notice to the property owner. If the property owner does not comply with the Informal Notice, the Municipal Law Enforcement Officer shall issue a written Order.
- 10.2.5 Where the repair, alteration, change or removal is a matter of safety, the Municipal Law Enforcement Officer may give the notice verbally and may reduce the period within which such owner or tenant shall take action to a period which, in the Municipal Law Enforcement Officer's opinion is adequate taking into account the circumstances at the time the notice was given.
- 10.2.6 Refusal to comply with the requirements of notice as noted in Section 10.2 will permit the Town to remove the non-compliant sign at the owner's expense and the provision of Section 11 to this By-Law shall apply with respect to the recovery of expenses by the municipality.
- 10.2.7 The Town of Deep River shall not be liable for any damage to, or loss of, a sign that was displayed in contravention of this By-law and removed by, or caused to be removed by, the Municipal Enforcement Officer.
- 10.3 Any sign specified in a Site Plan Agreement is exempt from the provisions of this By-Law. The owner of any property that is subject to Site Plan Control shall be constrained by the conditions of the Site Plan Agreement as it relates to signage. The owner of any property that is subject to Site Plan Control may seek an amendment to their Site Plan Agreement by proposing an amendment to the Site Plan Agreement with the Town of Deep River.
- 10.4 The owner of any property not subject to Site Plan Control may seek relief to the provisions of this By-Law by application to the Council of the Town of Deep River.
- 10.5 Any sign, other than a portable sign, that was lawfully 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.

11 RECOVERY OF EXPENSES

- 11.1 A copy of an invoice for any charges for removal of a sign together with a certificate by the Treasurer stating that:

- a) the invoice has been sent to the person(s) liable to pay the same;
- b) no payment or insufficient payment has been received for the invoice; and
- c) payment of the invoice is overdue;

shall be sufficient authority to enter the amount of the unpaid balance of the invoice on the Collector's Roll. The outstanding amount of such an invoice shall then be collectable by the Treasurer in a like manner as municipal taxes. Should the offending person not be a registered owner of property, said invoice may be forwarded to the Town Solicitor for legal action without further notice.

12 PENALTY

- 12.1 Every person who contravenes any provision of this By-Law is guilty of an offence and shall, upon conviction be subject to such fine as may be provided for pursuant to the provisions of the *Provincial Offences Act*, R.S.O. 1990, c.P.40, as amended.
- 12.2 If the owner or person in control of a property fails to repair, alter or remove a sign, as the case may be, upon the order of the Municipal Law Enforcement Officer, the Corporation of the Town of Deep River in addition to all other remedies:
- a) shall have the right to repair, alter or remove the sign and for the purpose with its servants and agents from time to time, to enter into and upon the property where the sign is situated;
 - b) shall not be liable to compensate the owner, the person in control or any other person having an interest in the property by reason of anything done by or on behalf of the Corporation under the provision of this section; and
 - c) shall have the right to recover its expenses in carrying out any repair, alteration or removal contemplated by this section by action, or such expenses may be recovered in like manner as municipal taxes.

13 LIABILITY

- 13.1 The owner of, and any persons placing, erecting or maintaining any sign or sign structure shall be liable and responsible for such sign and/or sign structure. The Town of Deep River is hereby indemnified from and against all manner of claims for damages, loss, expense or otherwise arising from the placement, erection, maintenance removal or falling of such sign, sign structure or part thereof.

14 SEVERABILITY / EFFECTIVE DATE

- 14.1 Should any part, section, subsection or portion of this By-Law be repealed or declared by a court of competent jurisdiction to be illegal the same shall not affect the validity of this By-Law as a whole or in part thereof, except for that which was declared to be invalid.
- 14.2 By-Law 25-2015 and all predecessor By-Laws are hereby repealed.
- 14.3 This By-Law comes into force upon the passing of the Council of the Corporation of the Town of Deep River.

READ A FIRST, SECOND AND THIRD TIME AND PASSED THIS 21ST DAY OF
MAY, 2025.



Suzanne D'Eon, Mayor



Jackie Mellon, Clerk

By signing this By-Law on May 21, 2025, Mayor D'Eon will not exercise the power to veto
this By-Law.