

Corporation of the Town of Renfrew

By-Law Number 2026-22

Being a by-law to regulate the erection, location and type of signs permitted in the Town of Renfrew.

Whereas Section 11(2) of the *Municipal Act, 2001, S.O. 2001, c.25*, as amended, provides lower-tier municipalities with broad authority to pass by-laws respecting the economic, social and environmental well-being of the municipality, the health, safety and well-being of persons, and structures; and

Whereas Section 99 of the *Municipal Act, 2001*, authorizes municipalities to regulate or prohibit advertising devices, including signs, and to require permits for such devices; and

Whereas the Council of the Town of Renfrew deems it necessary and desirable to regulate the erection, placement, display and maintenance of signs within the Town.

Now therefore the Council of the Corporation of the Town of Renfrew enacts as follows:

1.0 Short Title:

1.1 This by-law may be referred to as the "Sign By-Law".

2.0 General:

2.1 No person shall erect, display, or structurally alter a sign and/or advertising device without first obtaining a permit, pursuant to the applicable provisions herein.

2.2 The provisions of this by-law shall not apply to signs erected and/or maintained by the Town of Renfrew.

2.3 Should any provision of this by-law be declared invalid for any reason by a Court of competent jurisdiction, the remainder of the by-law shall not be affected.

3.0 Definitions:

3.1 "**A-Frame Sign**" means any sign of rigid construction which is specifically designed or intended to be readily moved without the need for mechanical assistance, and which does not rely on a building or fixed foundation for its structural support; this shall include all signs commonly known as sandwich, sidewalk, or curb signs.

3.2 "**Advertising Device**" means any device or object creating a design and intended to be erected, located, or affixed on any property for advertising purposes; this shall include flags, banners, pennants, lights, or any object intended for said purposes.

3.3 "**Advertising Message**" means the copy of a sign identifying a building, business, ownership, activity, product or service being offered to the public.

3.4 "**Alter**" means any change to the sign structure, the sign face, or the message (except for mobile signs), but does not include maintenance. The words "altered" and "alteration" shall have corresponding meanings.

3.5 "**Area of Sign**" means the area of the largest single face of the sign within the perimeter which forms the outside shape, including any frame which forms an integral part of the display, but excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section, module, or individual letter, all areas shall be totaled.

3.6 "**Awning or Canopy**" means a projecting or overhanging shelter generally fixed to the building façade, typically intended to shield the building entranceway from the elements.

3.7 "**Awning or Canopy Sign**" means a non-illuminated identification sign painted or affixed flat to the surface of an awning or canopy which does not extend vertically or horizontally beyond the limits of such awning or canopy.

- 3.8 **“Banner Sign”** means a temporary sign that is constructed from lightweight, non-rigid materials, such as cloth or plastic, and that is attached with ropes, screws or hooks. A banner sign must be resistant to adverse weather conditions.
- 3.9 **“Billboard”** means a single- or double-faced permanent sign on which the displayed message does not relate to the property on which the sign is located.
- 3.10 **“Building Code”** means the *Building Code* established under the *Building Code Act, 1992*, S.O. 1992, c. 23, as amended, including all regulations, standards, and amendments thereto.
- 3.11 **“Building Façade or Wall”** means the total area, including openings, of an exterior wall facing in one direction measured from the finished ground level to the uppermost ceiling between the exterior faces of the other exterior walls.
- 3.12 **“By-Law Enforcement Officer”** means a person or entity employed directly or indirectly by the Town to enforce the by-laws of the Town and perform other duties as assigned from time to time on behalf of the Town as its agent and includes a designate assigned the responsibility for enforcing and administering this by-law.
- 3.13 **“Chief Building Official”** means the officer of the Town responsible for enforcing the provisions of the *Building Code Act* and includes employees acting under their direction.
- 3.14 **“Council”** means the Council of the Corporation of the Town of Renfrew
- 3.15 **“Directional Sign”** means a temporary sign that is used to designate the location of or direction to a community or commercial activity of limited duration.
- 3.16 **“Director of Development & Environment”** or their designate, means a person appointed by the Municipality, or any person authorized to act on their behalf, responsible for the administration of the Department of Development & Environment.
- 3.17 **“Election Sign”** means a temporary sign or other visual display that advertises, promotes or opposes any candidate, political party, or public office holder, or advocates for or against any question or by-law submitted to voters in a federal, provincial or municipal election or by-election.
- 3.18 **“Electronic Moving Sign”** means a sign displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode (LED) displays, or any other similar electronic technology where the sign face displays moving images.
- 3.19 **“Electronic Sign”** means a sign that displays, in whole or in part, electronic static signs or electronic moving signs, and that is designed and manufactured for permanent outdoor use.
- 3.20 **“Electronic Static Sign”** means a sign displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode (LED) displays, or any other similar electronic technology where the sign face is fixed for a set period of time.
- 3.21 **“Entrance Sign”** means a permanent sign that is located near a business’s access road and indicates the flow of traffic for road vehicles. Entrance signs have no commercial identification other than the name or insignia of the establishment.
- 3.22 **“Front Façade, Front Wall”** means the building’s main façade or wall, which is facing a public road.
- 3.23 **“Frontage, Lot”** means the horizontal distance between the side lot lines measured along the front lot line. Where the front lot line is not a straight line, or where the side lot lines are not parallel, the lot frontage shall be measured along a line 7.5 metres back from and parallel to the street line.
- 3.24 **“Grade”** means the average elevation of the ground in the periphery of a building or sign, exclusive of any berm or mound of earth, or any other material created solely for the purpose of increasing the grade at the base of the sign.
- 3.25 **“Graffiti”** means one or more letters, symbols, figures, etchings, scratches, inscriptions, stains or other markings that disfigure or deface an object, howsoever made or otherwise affixed on the structure or object.

- 3.26 **“Ground Sign”** means any sign supported independently of and visibly separated from a building or other structure and permanently fixed to the ground, either on-premise or off-premise.
- 3.27 **“Height, Sign”** means the vertical distance between the grade and the uppermost extremity of the sign or sign structure but excludes ancillary lighting fixtures.
- 3.28 **“Identification Sign”** means a sign which is limited to the name, address, and number of a building, institution, or person, and to the activity carried on in the building or institution or the occupation of the person.
- 3.29 **“Illuminated”** means direct, indirect, internal and external illumination, not including the natural illumination of the sun or the moon.
- 3.30 **“Incidental Sign”** means a sign whose primary function is directional or informative for the control of traffic, or designation of areas such as entrance, exit, parking, loading, shipping or similar information pertinent to the functions of the premises at which it is located. Incidental signs have no commercial identification other than the name or insignia of the establishment.
- 3.31 **“Inflatable Sign”** means a temporary sign that is inflated with air or gas and is used for promotional purposes.
- 3.32 **“Lot”** means a parcel of land where one or more buildings or structures are or could be located, or one or more uses could be made. This parcel of land must have its own "roll number" as provided by the Ontario Property Assessment Corporation.
- 3.33 **“Lux”** means one lumen per square metre, and is a measure of illuminance, or the intensity of light at the sign surface from all sources, measured at a specific distance.
- 3.34 **“Mobile Sign”** means a temporary sign that is not secured to the ground or mounted on the wall of a building or other structure, and that is intended mainly to be located on the ground in a non-permanent fashion, and is of such a size and weight as to require installation, transportation, and removal by mechanical means. Normally, a mobile sign consists of a screen used to display letters and numbers to form an advertising message. For the purposes of this by-law, this definition does not include an A-Frame Sign, as defined elsewhere in this by-law.
- 3.35 **“Mural”** means a pictorial representation other than a logo or graffiti, painted on a building or structure, which is entirely decorative and does not identify or depict a land use, a business, or the sale of a product or service.
- 3.36 **“Nomination Day”** means the final day on which a candidate may file nomination papers to run in an election, as prescribed under the applicable legislation
- 3.37 **“Non-Conforming Sign”** means any sign lawfully erected before the date of the passage of this by-law.
- 3.38 **“Official Sign”** means a sign required by or erected because of any law or required by or erected as a result of direction or decision of Federal, Provincial or Municipal Governments, Boards of Education and Public Utilities Commissions.
- 3.39 **“Painted Sign”** means a permanent sign where the message is painted directly on the exterior wall of a building or structure, or onto a surface affixed to the exterior wall of a building or structure.
- 3.40 **“Partially Rigid Banner”** means a permanent sign that is constructed from light and flexible materials and is held in place by a metal frame or structure that does not require the use of ropes.
- 3.41 **“Permanent Sign”** means a business sign that is supported by a structure, anchored to the ground or affixed to the wall of a building, and that is usually located where the business operates.
- 3.42 **“Person”** shall include an individual, an association, a society, a chartered organization, a firm, a partnership, or an incorporated company.
- 3.43 **“Premises”** means specific property and includes all buildings and structures thereon.
- 3.44 **“Projecting Sign”** means a sign, other than a wall sign, which is attached to and projects from, a structure or building face or wall, usually double faced, located in

such a manner that the sign face is perpendicular to the surface of the building or structure to which the sign is directly attached.

- 3.45 **“Property”** means all lands owned by an individual or a private or public corporation and includes all buildings and structures thereon.
- 3.46 **“Real Estate Sign”** mean a temporary sign advertising the sale of real estate, or the opportunity to rent or lease a dwelling or building on the premises where the sign is displayed.
- 3.47 **“Real Estate Project Promotional Sign”** means a temporary sign that is designed for the purpose of advertising a real estate project that has been approved by a subdivision agreement or a site plan agreement.
- 3.48 **“Sign”** means any illuminated or non-illuminated device that is visible from a public road or that is located on private or public property; is displayed for the public; and identifies, describes, illustrates or advertises a product, service, business, activity, person, institution, firm or place of business. This definition includes permanently installed or situated merchandise, insignia, paintings, banners, pennants, placards and temporary signs, but does not include national flags.
- 3.49 **“Sign Face”** means the portion of the sign upon which or through which the message of the sign is displayed. This does not include the sign structure.
- 3.50 **“Sign Structure”** means the structure that supports the sign face, which is itself supported by the ground or by a building or structure that is not an integral part of the sign.
- 3.51 **“Street”** means a public highway or public road under the jurisdiction of the Corporation, the County of Renfrew or the Province of Ontario, and includes any highway as defined in the *Municipal Act* (S.O. 2001), as amended, but does not include a lane, a driveway or a private road. The word "road" shall have a corresponding meaning.
- 3.52 **“Temporary Sign”** means a sign that is not permanently installed or affixed to a structure or building.
- 3.53 **“Town”** means the Corporation of the Town of Renfrew.
- 3.54 **“Wall (Fascia) Sign”** means a sign attached, marked, inscribed on, erected or placed, against a wall of a building with the face in a parallel or perpendicular plane to the building wall. This type of sign does not include awning signs, canopy signs or signs on any other similar structure. A wall sign may consist of more than one panel, each with specific messages.
- 3.55 **“Window Sign”** means any sign either painted on or attached to or installed inside a window for purposes of viewing from outside the premises.
- 3.56 **“Zone”** means the zone category of the subject property as shown on Schedule “A” to the Town of Renfrew Comprehensive Zoning By-Law No. 46-2010, as amended, enacted under Section 34 of the *Planning Act*, R.S.O. 1990, c. P.13, and successor legislation thereto.

Part I – Application and Permits

4.0 Application for Sign Permit:

- 4.1 Except as provided in Section 5, any person wishing to erect, display, alter, structurally alter, enlarge, or use a permanent or temporary sign within the limits of the Town must first obtain a “Sign Permit”, issued by the Director of Development & Environment or their designate.
- 4.2 The Director of Development & Environment or their designate may impose all required conditions so as to ensure that any permanent or temporary sign complies with standards of safety, aesthetics, and design
- 4.3 All applications for sign permits must be accompanied by the appropriate application form, as prescribed by the Director of Development & Environment or their designate, as well as the following information:

- a) A complete application for a permit, upon the official forms of the Department of Development and Environment.
- b) A plan, drawn to scale, showing the true dimensions of the premises upon which it is proposed to erect such sign or advertising device, showing the street lines or other boundaries of the property, and the location of the sign or advertising device upon the property in regards to the lot lines and to other structures upon such property or upon the premises immediately adjoining thereto. The Director of Development & Environment or their designate may require that the foregoing information or any part thereof be verified by an Ontario Land Surveyor if deemed necessary.
- c) Complete drawings and specifications covering the construction of the sign, its supporting framework and the identification of materials to be used in its construction.
- d) In the case of a sign mounted on a building, full-colour renderings showing the proposed sign on the building, to scale and in proportion to the proposed sign specifications.

4.4 The Director of Development & Environment or their designate is hereby authorized and empowered to revoke any sign permit issued in the following circumstances:

- a) Failure of the holder to comply with any provisions of this by-law.
- b) Where a sign permit was issued based on false or incorrect information
- c) Where a sign does not conform to the details provided within the approved application.

4.5 In addition to a Sign Permit, the installation of a permanent sign also requires the issuing of a Building Permit if any of the following criteria apply:

- a) The permanent sign exceeds 7.5 metres (24 feet and 7 inches) above grade.
- b) The permanent sign weighs more than 115 kilograms (254 pounds).
- c) The permanent sign has a face area exceeding 10 square metres (107.6 square feet).
- d) Any signs deemed to require a Building Permit, at the discretion of the Chief Building Official.
- e) All sign plans and drawings submitted in support of a Building Permit shall be approved by a licensed architect or professional engineer, unless otherwise permitted by the Chief Building Official.

5.0 No Sign Permit Required

5.1 No sign permit shall be required for the following signs or in the following circumstances:

- a) The maintenance of an existing sign, excluding replacement of the sign face or structure.
- b) A-Frame Signs, provided that any required encroachment approvals are obtained when such signs are placed on Town property.
- c) Election signs pertaining to municipal, county, provincial or federal elections. These signs must be removed within 72 hours following the day of the election.
- d) Incidental signs, provided that the sign area does not exceed 1.1 square metres (12.0 square feet), and the signs are part of an approved site plan. Incidental signs not part of an approved site plan require a Sign Permit.
- e) Identification signs with an area of less than 0.28 square metres (3 square feet).
- f) Real estate signs with an area not exceeding 0.75 square metres (8 square feet) that is erected, used or maintained on a residential property and that is not luminous.
- g) Real estate signs with an area not exceeding 6 square metres (65 square feet) that is erected, used or maintained on a commercial or industrial property actively listed for sale, and that is not luminous.
- h) Official signs issued by the Federal, Provincial or Municipal Governments, including Boards of Education and Public Utilities Commissions.
- i) Signs located entirely inside a building.

- j) Window signs.
- k) Flags, pennants, or oriflammes or emblems of political, civic, philanthropic, educational or religious organizations.
- l) Historical inscriptions, commemorative plaques and other non-promotional insignia.
- m) Boards indicating the schedule of religious celebrations, located at the site of worship.
- n) Restaurant or snack bar menus located on the exterior wall of the building with an area of less than 0.6 square metres (6.5 square feet).
- o) Signs, including directional signs, related to a cultural, sporting, community or religious event, or any other common, non-commercial event, whose placement is limited to the date of the event itself, in addition to 7 days before and 48 hours after the date of the event.
- p) Murals that do not advertise or are not intended to advertise a specific product or service and are approved by the Director of Development and Environment, or their delegate.
- q) Temporary signs promoting a garage sale located on the property where the event is occurring.

6.0 Fees

- 6.1 The fee for a sign permit issued under this by-law shall be established by the current Fees and Charges By-Law of the Town of Renfrew, as amended or replaced from time to time.
- 6.2 Multiple signs faces on a single sign structure, not including a building upon which a sign is mounted, shall be considered one sign for the purpose of this section.
- 6.3 Multiple incidental signs proposed for a single property shall be considered one sign for the purpose of this section.

Part II – General Provisions

7.0 Prohibited Signs

- 7.1 A sign that is not specifically permitted by this by-law is prohibited.
- 7.2 No person shall erect or cause to be erected or maintain any sign that is not specifically permitted by this by-law in the Town.
- 7.3 Without limiting the generality of Sections 7.1 and 7.2, no person shall erect or cause to be erected or maintain any of the following signs:
 - (a) A sign that is affixed to a shed, tree, pole, post, fence, another sign or any other structure if the sign is visible from either a street or a private road.
 - (b) A sign that imitates, resembles or could reasonably be mistaken for a traffic control device or an official sign.
 - (c) A sign structure that could, in any manner, endanger a person or property.
 - (d) A sign that interferes with electrical light, power or telephone wires.
 - (e) A sign that obstructs any window, door, or entry to or exit from a building.
 - (f) A sign that could obstruct the view or the visibility of:
 - (i) vehicular or pedestrian traffic using or entering a street or railway crossing,
 - (ii) A traffic control device, or
 - (iii) an official sign.
 - (g) Moving or twirling signs, not including barber poles.
 - (h) A sign, other than an official sign, attached to a local phone company, local gas company and/or local hydro company utility pole or to any other sign or structure not otherwise permitted herein.
 - (i) Signs installed, affixed, painted or posted on roof surfaces, fences, rocks, trees or other natural elements, or painted directly on the exterior of a building or structure that has not received a Sign Permit.
 - (j) Signs attached to or located on derelict or unroadworthy vehicles or trailers which are parked on a street or private property, and which are visible from a street, or

any other signs using a vehicle as a support structure, not including vehicle decals or wraps.

8.0 Sign Location

- 8.1 All signs must be erected at a minimum distance of 1.5 metres (5 feet) from all property lines of the property on which the sign is located.
- 8.2 The ground projection for a ground sign must be located at a minimum distance of 1.5 metres (5 feet) from a public road right-of-way and at a minimum distance of 1.5 metres (5 feet) from all property lines of the property on which the sign is located.
- 8.3 No person shall erect or maintain a sign at the intersection of any two streets so as to materially impede the vision of the operator of a vehicle or pedestrian on the street, within the triangular area bounded by the lot lines to a distance of 6.0 metres from the points of intersection of the corner lot lines, or of the projection of the corner lot lines (visibility triangle), or within such area required according to the standards of the Ministry of Transportation.
- 8.4 No person shall erect a sign on any public road right-of-way or on public property under the jurisdiction of the Town, without prior written approval.
- 8.5 No person shall erect or maintain a sign that could conceal or obstruct the visibility of road signs, traffic signals or warning devices.
- 8.6 No person shall locate a sign so as to cause damage to infrastructure or underground services and shall meet the requirements of the *Ontario Underground Infrastructure Notification System Act* (Ontario One Call), as amended
- 8.7 No person shall erect a sign so as to obstruct an emergency exit, a fire route or any other access route, or to restrict access by the Town's Fire Department to any standpipe or hydrant, or to any part of a building or structure.

9.0 Construction and Structures

- 9.1 All materials used to build a sign and structure shall comply with the most recent provisions of the Ontario Building Code, or any other regulation in force.
- 9.2 No sign shall be affixed to a building, parapet wall, or any other structure or part thereof, unless the said building or structure can safely support the load of the sign.
- 9.3 No sign or advertising device shall be supported by wires, ropes, chains or other similar devices, except for temporary signs.
- 9.4 All electrical wiring to service a sign shall originate from the related building, be properly concealed and meet the requirements of the Electrical Safety Authority (ESA).

10.0 Lighting

- 10.1 No sign shall be illuminated by or contain a flashing, intermittent, rotating or variable light, beam or beacon.
- 10.2 Signs may be illuminated either by an internal lighting source within the sign or by an external light source directed towards the sign provided that no light or reflection thereof is directed toward any public road, pedestrian pathway, adjacent structure or residential property.
- 10.3 Electronic static signs are permitted subject to the following provisions:
 - (a) Permitted in the form of ground signs or incidental signs only.
 - (b) Signs shall be equipped with an ambient light sensor that automatically adjusts the brightness levels to no more than 3 LUX above ambient light conditions.
- 10.4 Electronic moving signs are not permitted.

11.0 Sign Content and Design

11.1 Content standards to be followed for any sign or the display of any image or information which is visible to the public, are as follows:

- (a) Signs depicting a nude human body or parts of a nude human body, erotic scenes or pornographic scenes are prohibited.
- (b) Signs depicting sexually suggestive, explicit or crude (i.e., swearing) language are prohibited.

11.2 The Town has adopted Urban Design Guidelines which encourage signage that is complementary to the overall character of the downtown streetscape. The following design standards must be considered for any permanent sign proposed on property located on Raglan Street North and Raglan Street South from the intersection of Hall Avenue/Veteran's Memorial Boulevard to Bridge Street:

- (a) Signage should be scaled according to the building height and oriented for slow traffic and pedestrians.
- (b) Front-lit signage is encouraged; back-lit and neon signs are strongly discouraged.
- (c) Embossed or engraved signage is encouraged.
- (d) Where provided, signage should be contained in the storefront cornice / sign board area of the façade.
- (e) Signage should not be used in the storefront windows, except a minimal amount of painted signs.
- (f) Projection signs are encouraged and may encroach, subject to Town approval, into the public realm, provided they do not interfere with pedestrian access.
- (g) Signage may be painted directly on the building façade, provided that the signage style is consistent with the overall heritage character of the downtown in terms of colour, font, and layout.

12.0 Minor Variance

12.1 The Town may authorize minor variances from this by-law if, in the opinion of the Town, the general intent and purpose of the by-law are maintained.

12.2 Any person may apply for a minor variance from a provision of this by-law by filing an application with the Department of Development and Environment, together with any supporting documentation required, and the prescribed fee.

12.3 The prescribed fee for a minor variance from the provisions of this by-law shall be the same as the fee required for applications to the Committee of Adjustment pursuant to Section 44 of the *Planning Act*. R.S.O. 1990 as amended from time to time.

13.0 Legal Non-Conforming Existing Signs

13.1 Any sign as defined by this by-law with the exception of A-Frame Signs, Temporary Signs, and Prohibited Signs (except roof signs), which existed on the date of passage of this by-law and which does not conform to the provisions contained herein, shall be deemed to be in legal non-conformity with this by-law. Legal non-conforming existing signs must be maintained as provided elsewhere in this by-law. Legal non-conforming signs shall be brought into conformity with this by-law within ten (10) years of the enactment of this by-law or shall be removed in accordance with the maintenance provisions of this by-law. Owners of legal non-conforming signs may request an extension of legal non-conforming status from the Town on a case-by-case basis.

14.0 Maintenance

14.1 The owner or lessee of the lands or premises upon which the sign or advertising device is located, as well as the owner or lessee of the sign, shall jointly and severally be responsible for maintaining or causing such sign or advertising device to be maintained in a proper state of repair so that such sign or advertising device does not become unsafe, unsightly or dangerous, and so that such sign shall remain

completely operative at all times.

- 14.2 Where in the opinion of the Director of Development & Environment or their designate any sign or advertising device is in an unsafe, unsightly or dangerous or defective condition, the By-Law Enforcement Officer shall notify the owner or lessee of the lands or premises upon which the sign is located or the owner or lessee of the sign, to remove the sign or advertising device immediately, or place it in a proper state of repair within such time as the By-Law Enforcement Officer specifies.
- 14.3 Upon receipt of such notice from the By-Law Enforcement Officer or their designate, the owner or lessee of the lands or premises upon which the sign is located or the owner or lessee of the sign, shall at once proceed to repair or remove such sign or advertising device.
- 14.4 In the event of closure of any business for which a sign has been erected, the related signs shall be removed no later than one (1) month following business closure. Where a sign remains, the sign face shall be replaced with a blank sign face to the satisfaction of the Town. Exceptions to this provision may be granted at the discretion of the Town.
- 14.5 Upon the removal of any sign, the owner or lessee of the lands or premises upon which the sign is located shall ensure that the area or surface of the land, building, or structure upon which the sign was located is restored to its original condition, including restoration of any paint, exterior surface, grading or landscaping to its original condition.

Part III – Provisions for Specific Sign Types

15.0 Ground Signs

- 15.1 The height and surface area for ground signs by zoning category are as follows:
- (a) For the Downtown Commercial (C1) Zone, the maximum surface area for ground signs is 0.75 square metres (8 square feet) and the maximum allowable height is 2 metres (6.5 feet).
- i) Notwithstanding Section 15.1(a), the Director of Development & Environment or their designate may permit a ground sign exceeding the maximum surface area and height in the Downtown Commercial (C1) Zone where it is demonstrated that:
1. the scale and design of the sign is compatible with surrounding development; and
 2. the sign will not negatively impact the streetscape or adjacent residential uses.
- (b) For the General Commercial (C2) Zone, Light Industrial (M1) Zone, General Industrial (M2) Zone, Extractive Industrial (EM) Zone, Disposal Industrial (DM) Zone, Community Facility (CF) Zone, the maximum surface area for ground signs is 47 square metres (506 square feet) and the maximum allowable height is 7.5 metres (24.6 feet).
- 15.2 For incidental signs, the maximum area per sign is 1.1 square metres (12.0 square feet).

16.0 Wall Signs, Painted Signs, and Partially Rigid Banners

- 16.1 No wall sign, painted sign or partially rigid banner shall project beyond the roofline of the building or the extremities of the wall of the building to which it is fixed or affixed.
- 16.2 No wall sign, painted sign or partially rigid banner shall project beyond 0.30 metre (12 inches) from the wall of the building to which the sign is fixed or affixed.

- 16.3 The total area of all wall signs, painted signs or partially rigid banners shall not exceed 15% of the area of the building façade to which the signs are affixed.
- 16.4 Where individual mounted letters or similar individually mounted logo or like sign components are used, the area of the sign shall be calculated in accordance with Section 3.5.
- 16.5 Wall signs shall be permitted in all zones with the exception of Residential zones.

17.0 Awning Signs and Canopy Signs

- 17.1 The maximum surface area for awning signs or canopy signs is 4 square meters (43 square feet).
- 17.2 Awning Signs and Canopy Signs shall be no closer than 0.6 metres (2 feet) measured horizontally from the curb and shall have a minimum vertical clearance of 2.5 metres (8.2 feet) from the ground to the underside of the Awning Sign and Canopy Sign.

18.0 Projecting Signs

- 18.1 No projecting sign shall project beyond 1.0 metre (3.28 feet) from the wall of the building to which the sign is fixed or affixed and shall be no closer than 0.6 metres (2 feet) measured horizontally from the curb.
- 18.2 The maximum surface area for projecting signs is 1.2 square meters (12.9 square feet).
- 18.3 Projecting signs shall have a minimum vertical clearance of 2.5 metres (8.2 feet) from the ground to the underside of the projecting sign.
- 18.4 The installation of a projecting sign over Town property may require the execution of an encroachment agreement.
- 18.5 A maximum of one (1) projecting sign per business frontage is permitted. Businesses located in corner units may have one (1) projecting sign on each frontage.

19.0 Temporary Signs

- 19.1 For the purposes of this by-law temporary signs shall include the following types of signs:
 - (a) Banner Sign
 - (b) Election Sign
 - (c) Incidental Sign
 - (d) Inflatable Sign
 - (e) Mobile Sign
 - (f) Poster Sign
 - (g) Real Estate Sign
 - (h) Any portable, non-rigid sign not otherwise defined in this by-law
 - (i) Any other sign determined to be a temporary sign at the sole discretion of the Director of Development & Environment, or their designate.
- 19.2 Temporary signs may be erected on private property only with the consent of the owner or lawful occupant of the property.
- 19.3 Only one temporary sign is allowed for each business establishment, in addition to any permanent signs.
- 19.4 Inflatable signs, as well as any non-rigid portable signs not otherwise defined in this by-law, shall not be permitted upon a sidewalk, travelled portion of a road allowance, or within a distance equal to the height of the sign from the sidewalk or travelled portion of the road allowance.

- 19.5 No person shall place a temporary sign so as to obstruct or interfere with the safe operations of vehicular or pedestrian traffic, the visibility of intersections, traffic control devices, or the ability of the Town to perform maintenance operations.
- 19.6 The posting area for double-faced mobile signs shall not exceed 4.64 square metres (50 square feet) per face.
- 19.7 The maximum surface area for a banner sign is 2.78 square metres (30 square feet) per side.

20.0 Election Signs

- 20.1 No person shall place an Election Sign anywhere on public property, including within a street allowance, except with prior written authorization obtained from the Town.
- 20.2 No person shall place an Election Sign on any object or structure that is located within the limits of a street allowance, including, but not limited to: a public utility pole; a light standard; a traffic control sign or signal; a guardrail or other form of traffic safety structure or facility; a bus shelter; a community mailbox; a bridge; a trestle; a hydrant; a fence; or a tree, except with prior written authorization obtained from the Town and, where applicable, from the owner of the object or structure or any other applicable authority.
- 20.3 No person shall place an Election Sign so as to obstruct or interfere with the safe operations of vehicular or pedestrian traffic, the visibility of intersections, traffic control devices, or the ability of the Town to perform maintenance operations.
- 20.4 No person or entity shall place, or cause to be placed, or allow to remain placed an Election Sign prior to the close of nomination day for a municipal election. In the case of a federal election or provincial election, an Election Sign may be placed upon issuance of the relevant Writ, in accordance with the applicable federal or provincial legislation.
- 20.5 No person or entity shall place, cause to be placed, or allow to remain placed an Election Sign prior to the certification of the candidate nomination by the Clerk or their designate.
- 20.6 No Third Party Advertiser shall place, cause to be placed, or allow to remain placed an Election Sign prior to filing a notice of registration with the Clerk or their designate.
- 20.7 Every Election Sign including its supports or appurtenances, shall be removed from the premise within seventy-two (72) hours following the election date.
- 20.8 Election Signs shall comply with all applicable provisions of this by-law and, where not otherwise specified, shall be subject to the same requirements as other temporary signage.
- 20.9 No person shall place or permit to be placed an Election Sign that does not identify the person, organization or entity responsible for the messaging.
- 20.10 No person shall display on any Election Sign a logo, trademark, or official mark, in whole or in part, owned or licensed by the Town.
- 20.11 No person shall place an Election Sign on or within 50 metres (164.0 feet) of a voting place or a place where the administration of Election processes is conducted on advance voting day or voting day.
- 20.12 Where an Election Sign is placed, displayed, or remains in contravention of this by-law and poses a risk to public safety, the Town, through its authorized officials or employees, will remove the Election Sign without notice to the owner or their agent.
- 20.13 Where an Election Sign contravenes any provision of this by-law that does not pose a

risk to public safety, the owner shall be provided with written notice and a reasonable period to remove the sign or bring it into compliance.

- 20.14 The Town shall not be liable for any damage to or loss of an Election Sign that is removed pursuant to this by-law.
- 20.15 Election Signs removed by the Town shall be stored for a minimum period of fourteen (14) days and may be reclaimed by the owner of the sign or their agent during that period, subject to proof of ownership.
- 20.16 Any Election Sign not reclaimed within fifteen (15) days of removal may be disposed of by the Town without further notice and without compensation to the owner of the sign or their agent.

21.0 A-Frame Signs

- 21.1 Only one (1) A-Frame Sign shall be permitted for each business establishment.
- 21.2 The maximum surface area for an A-Frame Sign is 0.93 square metres (10 square feet) for each face, the maximum allowable height is 1.2 metres (4 feet) above grade, and the maximum allowable width is 0.76 metres (2.5 feet).
- 21.3 A-Frame Signs shall only be permitted during the regular business hours of the business to which they advertise and shall be removed at the end of the normal business hours.
- 21.4 A-Frame Signs shall be placed in a location approved by the Town and may be permitted on property owned by the Corporation of the Town of Renfrew with the approval of the Director of Development & Environment or their designate.
- 21.5 A-Frame Signs may not be illuminated.

22.0 Real-Estate Project Promotional Signs

- 22.1 Real estate project promotional signs announcing the upcoming construction of a subdivision or building are allowed on the future site of the project, in accordance with the following provisions:
- (a) One (1) sign with a maximum surface area of 24 square meters (258 square feet) is allowed on the site of the subdivision or building.
 - (b) Signs announcing the upcoming construction of a subdivision or building must be removed once building permits have been issued on 90% of the lots and/or blocks, or once occupancy has been received in the case of an apartment residential or non-residential building.
 - (c) Real estate promotional signs, as well as the land surrounding them, shall be well maintained, including grass cutting/trimming and maintenance of the sign face/structure.

23.0 Billboards

- 23.1 Billboards are prohibited in the Town of Renfrew.
- 23.2 Existing billboards located at the following addresses are subject to the provisions of Section 13 of this by-law (Legal Non-Conforming Signs):
- (a) 3 Veterans Memorial Boulevard;
 - (b) 90 Raglan Street South;
 - (c) 197 Raglan Street South;
 - (d) 4748-000-025-20600, Veterans Memorial Boulevard;
 - (e) 357 Stewart Street;
 - (f) 4748-000-095-07901, Stewart Street;
 - (g) 108 Hincks Avenue;
 - (h) 4748-000-095-16200, Bruce Street;
 - (i) 4748-000-085-01700, Bridge Street;
 - (j) 785 O'Brien Road.

24.0 Signs in Residential Zones

24.1 The following are the only signs permitted in Residential zones:

- (a) For Home Occupations or Bed and Breakfast Establishments permitted by Zoning By-Law No. 46-2010, as amended:
 - (i) One (1) wall sign not to exceed 0.30 square metres (3.2 square feet) in area; or
 - (ii) One (1) ground sign not to exceed 1.11 square metres (12 square feet) in area, and not closer than 3 metres (9.8 feet) to any property line, and not greater than 1.0 metre (3.28 feet) in height.
 - (iii) A sign permit shall be required for signs listed in (i) and (ii).
- (b) Official signs.
- (c) Real estate signs.

24.2 Illuminated signs and electronic signs are not permitted in Residential zones.

24.3 Signs in Residential zones shall be compatible with the character of a residential area, in the sole determination of the Town.

Part IV – Enforcement

25.0 Liability for Damages

25.1 The provisions of this by-law shall not be construed as relieving or limiting the responsibility or liability of any person erecting or owning any sign or display for personal injury or property damage resulting from the placing of such sign or resulting from the negligence or willful acts of such person, their agents or employees, in the construction, erection, maintenance, repair or removal of any sign erected in accordance with a sign permit issued hereunder. Nor can it be construed as imposing upon the Town or its officers or employees any responsibility or liability by reason of the approval of any signs, materials or devices under provisions of this by-law.

26.0 Enforcement

26.1 The application of this by-law is the responsibility of the Department of Development and Environment, or as assigned by Council. However, the enforcement of this by-law is the responsibility of the By-Law Enforcement Officer.

26.2 Pursuant to section 436(1) 1 of the *Municipal Act* 2001, S.O.2001 c.25 the Director of Development & Environment or their designate, the Chief Building Official and the By-Law Enforcement Officer, or any person acting under their direction, may, at all reasonable times and upon producing proper identification, enter and inspect any property on or in respect of which he/she believes a contravention is occurring.

26.3 No person shall obstruct or attempt to obstruct an Officer or a person acting under the Officers' instruction, in the exercise of their duties.

27.0 Termination of Use

27.1 All signs belonging to a business establishment must be removed within one (1) month following termination of use and must be reinstated to the satisfaction of the Town.

27.2 Any structure used to hold or support a sign must be removed as soon as it is no longer used for this purpose.

28.0 Removal of Advertising Devices

28.1 The Town may access a property to remove an advertising device, at the cost of the owner of the advertising device, if it is installed or displayed in contravention of the provisions of this by-law.

28.2 The Town may dispose of a sign removed in accordance with Section 28.1 of this by-law.

29.0 Infractions and Penalties

- 29.1 The Town, or its agents, may access a property to remove an advertising device, at the cost of the owner of the advertising device, if it is installed or displayed in contravention of the provisions of this by-law.
- 29.2 Every person who contravenes any provision of this by-law is guilty of an offence and shall, upon conviction thereof, be subject to a fine as provided for under the *Provincial Offences Act*, R.S.O. 1990, Chapter P.33 as amended, as shown in Schedule "A" attached hereto and forming part of this by-law.

30.0 Amendment or Repeal

- 30.1 **Amendment:** From time to time, amendments to this by-law, or any part thereof, may be considered at any meeting of Council provided Notice is given at a prior meeting of Council.
- 30.2 **Repeal:** No repeal of this by-law shall be considered at any meeting of Council unless notice of intention of the proposed repeal has been given.

31.0 Other:

- 31.1 **Provisions - Severable:** The provisions of this by-law are severable. If any provision, section, or word is held to be invalid or illegal, such invalidity or illegality shall not affect or impair any of the remaining provisions, sections or words.
- 31.2 **Conflict:** Where the terms of any by-law passed prior to this by-law conflict with this by-law, the terms of this by-law shall prevail.
- 31.3 **Repeal:** By-Law 46-2022 and subsequent amendments are hereby repealed in their entirety.
- 31.4 **Effective Date:** That this by-law shall come into force and deemed passed as per regulation noted in Part VI.1 of the Municipal Act, 2001, as amended or replaced from time to time. [Strong Mayor Power]

Read a first and second time this 24th day of March, 2026.

Read a third and final time this 24th day of March, 2026.



Tom Sidney, Mayor



Carolynn Errett, Town Clerk

By signing this by-law on March 24, 2026 Mayor Sidney has granted approval, and veto this by-law under the Strong Mayor Powers.



Schedule "A"

Town of Renfrew Sign By-law No. 2026-11

Set Fines Under Part 1 of the Provincial Offences Act

Item	Short Form Wording	Provisions Creating or Defining Offence	Set Fines
1	Fail to Obtain Sign Permit	Section 4.1	\$250.
2	Fail to Obtain Building Permit	Section 4.5	\$250.
3	Prohibited Sign – Location	Section 7.3 (a,b,c,d,e,f,g,h,i or j)	\$250.
4	Sign- Less than minimum setback	Section .82	\$250.
5	Sign – Impede Vision - Intersection	Section 8.3	\$250.
6	Sign on Municipal Property without consent	Section 8.4	\$250.
7	Sign – Prohibited Illumination	Section 10.1 to 10.4	\$250.
8	Prohibited Sign - Content	Section 11.1 (a or b)	\$250.
9	More than 1 Temporary Sign	Section 19.3	\$250.
10	Obstruct Officer or Agent Exercising Duties	Section 26.3	\$350.

The penalty provision for the offences indicated above is Section 29.2 of By-Law 2026-11, a certified copy of which has been filed

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