



**TOWN OF RENFREW  
SIGN BY-LAW 46-2022**

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

*PASSED May 10, 2022*

**AMENDMENTS**

DATE

AMENDING BY-LAW

AMENDMENT(s)

CORPORATION OF THE TOWN OF RENFREW  
BY-LAW NO. 46-2022

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

WHEREAS authority is granted the municipality pursuant to paragraph 146, Section 210 of the Municipal Act, R.S.O. 1990, Chapter M.45, to enact by-laws for prohibiting and regulating signs; and

WHEREAS Council did enact By-Law Nos. 19-1995, 5-2001 and 3-2004 to regulate the erection, location and type of signs permitted in the Town of Renfrew; and

WHEREAS Council deems it advisable to rescind By-Law Nos. 19-1995, 5-2001 and 3-2004.

NOW THEREFORE Council of the Corporation of the Town of Renfrew enacts as follows:

## **PART I – ADMINISTRATION AND INTERPRETATION**

### **SECTION 1 - ADMINISTRATION**

1. This By-Law may be cited as the “The Town of Renfrew Sign By-Law”.
2. 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.
3. The provisions of this by-law shall not apply to signs erected and/or maintained by the Town of Renfrew.
4. 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.
5. This By-Law shall come into force and take effect immediately upon the passing thereof.
6. This By-Law shall be administered by the Director of Development & Works or his designate.

### **SECTION 2 - DEFINITIONS**

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, and shall include all signs commonly known as sandwich, sidewalk, or curb signs.
2. ADVERTISING DEVICE means any device or object creating a design and intended to be erected or located or affixed on any property for advertising purposes; this shall include flags, banners, pennants, lights, or any object intended for said purposes.
3. ADVERTISING MESSAGE means that copy of a sign identifying a building, business, ownership, activity, product or service being offered to the public.
4. ALTER means any change to the sign structure, the sign face, or change in the message (except for mobile signs), but does not include maintenance. The words “altered” and “alteration” shall have the corresponding meaning.
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 will be totaled.

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
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.
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.
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.
10. BUILDING CODE means the Ontario Building Code, including all amendments and standards as described therein.
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.  
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 it's agent, and includes his/her designate assigned the responsibility for enforcing and administering this by-law.
12. CHIEF BUILDING OFFICIAL means the officer of the Town responsible for enforcing the provisions of the Building Code Act, and includes employees acting under his direction.
13. COUNCIL means the Council of the Corporation of the Town of Renfrew.
14. 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.
15. DIRECTOR OF DEVELOPMENT & WORKS means the officer of the Town responsible for the Department of Development & Works, or such other Department as Council may designate to administer the provisions of this By-law, and includes employees acting under his direction.
16. ELECTION SIGN means a temporary sign that is used to advertise or promote the public election of all candidates seeking a mandate.
17. ELECTRONIC MOVING SIGN means a sign displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign face displays moving images.
18. 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.
19. ELECTRONIC STATIC SIGN means a sign displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign face is fixed for a set period of time.
20. 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.
21. FRONT FAÇADE, FRONT WALL means the building's main façade or wall, which is facing a public road.
22. 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.

23. 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.
24. GRAFFITI means one or more letters, symbols, figures, etchings, scratches, inscriptions, stains or other markings that disfigure or deface or object, howsoever made or otherwise affixed on the structure or object.
25. GROUND SIGN means any sign supported independently of any visibly separated from a building or other structure and permanently fixed to the ground, either on-premise or off-premise.
26. HEIGHT, SIGN means the vertical distance between the grade and the uppermost extremity of the sign or sign structure, but excludes ancillary lighting fixtures.
27. 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.
28. ILLUMINATED means direct, indirect, internal and external illumination, not including the natural illumination of the sun or the moon.
29. INCIDENTIAL 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
30. INFLATABLE SIGN means a temporary sign that is inflated with air or gas and is used for promotional purposes.
31. 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.
32. 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.
33. 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.
34. 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.
35. NON-CONFORMING SIGN means any sign lawfully erected before the date of the passage of this By-law.
36. 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.
37. 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.
38. 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.
39. 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.

40. PERSON shall include an individual, an association, a society, a chartered organization, a firm, a partnership, or an incorporated company.
41. PREMISES means specific property, and includes all buildings and structures thereon.
42. 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.
43. PROPERTY means all lands owned by an individual or a private or public corporation and includes all buildings and structures thereon.
44. REAL ESTATE SIGN means 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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. 201), as amended, but does not include a lane, a driveway or a private road. The word "road" shall have a corresponding meaning.
50. TEMPORARY SIGN means a sign that is not permanently installed or affixed to a structure or building.
51. TOWN means the Corporation of the Town of Renfrew.
52. WALL (FASCIA) SIGN means a sign attached to, marked or inscribed on, or 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.
53. WINDOW SIGN means any sign either painted on or attached to or installed inside a window for purposes of viewing from outside the premises.
54. ZONE means the zone category of the subject property as shown on Schedule "A" to Comprehensive Zoning By-Law No. 46-2010 of the Corporation of the Town of Renfrew, enacted pursuant to Section 34 of the Planning Act, R.S.O. 1990, c. P.13, and amendments and successor by-laws thereto.

## **PART II – APPLICATION AND PERMITS**

### **SECTION 3 – APPLICATION FOR SIGN PERMIT**

1. Except as provided in Section 4, any person wishing to erect, display, alter, structurally alter, enlarge, or use a permanent or temporary sign within the limits of the Town must

have first obtained a "Sign Permit", issued by the Director of Development & Works or his designate.

2. The Director of Development & Works or his designate may impose all required conditions so as to ensure that any permanent or temporary sign complies with standards of safety, aesthetics and design.
3. All applications for sign permits must be accompanied by the appropriate application form, as prescribed by the Director of Development & Works or his designate, as well as the following information:
  - a. An application for a permit, upon the official forms of the Department of Development and Works;
  - 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 & Works or his 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; and
  - 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. The Director of Development & Works or his designate is hereby authorized and empowered to revoke any sign permit issued by him/her in the following circumstances:
  - a. Failure of the holder thereof to comply with any provisions of this By-Law;
  - b. Where a sign permit was issued on false or incorrect information.
  - c. Where a sign does not conform with the details provided within the approved application.
5. In addition to a Sign Permit, the installation of a permanent sign also requires the issuing of a Building Permit if the following criteria apply:
  - a. the permanent sign is higher than 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 of more than 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, except at the discretion of the Chief Building Official.

#### SECTION 4 – NO SIGN PERMIT REQUIRED

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 where such signs are placed on Town property.
  - c. Election signs pertaining to municipal, county, provincial or federal elections. These signs must be removed within 15 calendar days 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 which 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 inside a building;
- j. window signs;
- k. flags, pennants, 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. a sign, 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. a mural, provided that the mural does not advertise or is not intended to advertise a specific product or service, and is approved by Council;
- q. a temporary sign to promote a garage sale located on the property where the event is occurring.

## SECTION 5 – FEES

1. The fee for a sign permit issued under this By-Law shall be established by the Consolidated Fees and Charges By-law 29-2016 and amendments and successor by-laws thereto.
2. Multiple sign 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.
3. Multiple incidental signs proposed for a single property shall be considered one sign for the purpose of this section.

## **PART III - GENERAL PROVISIONS**

### SECTION 6 – PROHIBITED SIGNS

1. A sign that is not specifically permitted by this by-law is prohibited.
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.
3. Without limiting the generality of Sections 6.1 and 6.2, 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 that 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, 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.

## SECTION 7 – SIGN LOCATION

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.
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.
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.
4. No person shall erect a sign on any public road right-of-way or on public property under the jurisdiction of the Town, except with prior approval.
5. No person shall erect or maintain a sign that could conceal or obstruct the visibility of road signs, traffic signals or warning devices.
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
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.

## SECTION 8 – CONSTRUCTION AND STRUCTURES

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.
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.
3. No sign or advertising device shall be supported by wires, ropes, chains or other similar devices, except for temporary signs.
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).

## SECTION 9 – LIGHTING

1. No sign shall be illuminated by or contain a flashing, intermittent, rotating or variable light, beam or beacon.
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.
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.
4. Electronic moving signs are not permitted.

## SECTION 10 – SIGN CONTENT AND DESIGN

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.
2. The Town has adopted Urban Design Guidelines which encourages 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 the signage style is consistent with the overall heritage character of the downtown in terms of colour, font and layout.

## SECTION 11 – MINOR VARIANCE

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.
2. Any person may apply for a minor variance from a provision of this By-Law, by filing an application with the Secretary-Treasurer of the Town of Renfrew Committee of Adjustment, together with any supporting documentation as may be required by the Secretary-Treasurer, and the prescribed fee.
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.

## SECTION 12 – LEGAL NON-CONFORMING EXISTING SIGNS

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 passing 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 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.

## SECTION 13 – MAINTENANCE

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 be completely operative at all times.

2. Where in the opinion of the Director of Development & Works or his designate any sign or advertising device is in an unsafe, unsightly or dangerous or defective condition, the said 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 at once such sign or advertising device or place the same in a proper state of repair within such time as the By-Law Enforcement Officer specifies.
3. Upon receipt of such notice from the Director of Development & Works or his 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.
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 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 at the discretion of the Town.
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 IV – PROVISIONS FOR SPECIFIC SIGN TYPES**

### **SECTION 14 – GROUND SIGNS**

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).
  - 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).
2. For incidental signs, the maximum area per sign is 1.1 square metres (12.0 square feet).

### **SECTION 15 – WALL SIGNS, PAINTED SIGNS, AND PARTIALLY RIGID BANNERS**

1. No wall sign, painted sign or partially rigid banner shall project beyond the roof line of the building or the extremities of the wall of the building to which it is fixed or affixed.
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.
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.
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 2.5.
5. Wall signs shall be permitted in all zones with the exception of Residential zones.

### **SECTION 16 – AWNING SIGNS AND CANOPY SIGNS**

1. The maximum surface area for awning signs or canopy signs is 4 square meters (43 square feet).

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.

#### SECTION 17 – PROJECTING SIGNS

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.
2. The maximum surface area for projecting signs is 1.2 square meters (12.9 square feet).
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.
4. The installation of a projecting sign over Town property may require the execution of an encroachment agreement.
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.

#### SECTION 18 – TEMPORARY SIGNS

1. For the purposes of this by-law temporary signs shall include the following types of signs:
  - a. Banner Sign
  - b. Inflatable Sign
  - c. Mobile Sign
  - d. Any portable, non-rigid sign not otherwise defined in this by-law
  - e. Any other sign determined to be a temporary sign in the sole determination of the Director of Development & Works, or his designate.
2. Only one temporary sign is allowed for each business establishment, in addition to permanent signs.
3. Inflatable signs, as well as any non-rigid portable signs not otherwise defined in this by-law, shall not be permitted upon a sidewalk or 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.
4. The posting area for double-faced mobile signs shall not exceed 4.64 square metres (50 square feet) on each face.
5. The maximum surface area for a banner sign is 2.78 square metres (30 square feet) per side.

#### SECTION 19 – A-FRAME SIGNS

1. Only one A-Frame Sign shall be permitted for each business establishment.
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).
3. A-Frame Signs shall only be permitted during regular business hours of the business to which they advertise, and shall be removed at the end of the normal business hours.
4. A-Frame Signs shall be placed in the 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 & Works or his designate.
5. A-Frame Signs may not be illuminated.

#### SECTION 20 – REAL ESTATE PROJECT PROMOTIONAL SIGNS

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.

## SECTION 21 – BILLBOARDS

1. Billboards are prohibited in the Town of Renfrew.
2. Existing billboards located at the following addresses are subject to the provisions of Section 12 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.

## SECTION 22 – SIGNS IN RESIDENTIAL ZONES

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 46-2010:
    - 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.
2. Illuminated signs and electronic signs are not permitted in Residential zones.
3. Signs in Residential zones shall be compatible with the character of a residential area, in the sole determination of the Town.

## **PART V – ENFORCEMENT**

### SECTION 23 – LIABILITY FOR DAMAGES

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, his 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.

### SECTION 24 – ENFORCEMENT

1. The application of this By-Law is the responsibility of the Department of Development and Works, or as assigned by Council. However, the enforcement of this By-Law is the responsibility of the By-Law Enforcement Officer.
2. Pursuant to section 436(1) 1 of the Municipal Act 2001, S.O.2001 c.25 the Director of Development & Works or his designate, Chief Building Official and Bylaw Enforcement Officer, or any person acting under his 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.

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

#### SECTION 25 – TERMINATION OF USE

1. All signs belonging to a business establishment must be removed within three (3) months following termination of use and must be reinstated to the satisfaction of the Town.
2. Any structure used to hold or support a sign must be removed as soon as it is no longer used for this purpose.

#### SECTION 26 – REMOVAL OF ADVERTISING DEVICES

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.
2. The Town may dispose of a sign removed in accordance with Section 26.1 of this By-law.

#### SECTION 27 – INFRACTIONS AND PENALTIES

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.
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.

#### SECTION 28 – REPEALING OF EXISTING BY-LAWS

1. By-law Nos. 19-1995, 5-2001 and 3-2004 of the Corporation of the Town of Renfrew is hereby repealed.

Read a first and second time this \_\_\_\_ day of \_\_\_\_\_, 2022

Read a third and final time this \_\_\_\_ day of \_\_\_\_\_, 2022

\_\_\_\_\_  
Don Eady, Mayor

\_\_\_\_\_  
Kim Bulmer, Clerk

**Schedule "A"**

Town of Renfrew Sign By-law No. 46-2022

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 3.1	\$250.
2	Fail to Obtain Building Permit	Section 3.5	\$250.
3	Prohibited Sign – Location	Section 6.3 (a,b,c,d,e,f,g,h,i or j) Section 6.4	\$250.
4	Sign-Less than minimum setback	Section 7.2	\$250.
5	Sign – Impede Vision - Intersection	Section 7.3	\$250.
6	Sign on Municipal Property without consent	Section 7.4	\$250.
7	Sign – Prohibited Illumination	Section 9.1 to 9.4	\$250.
8	Prohibited Sign - Content	Section 10 (a or b)	\$250.
9	More than 1 Temporary Sign	Section 18.2	\$250.
10	Obstruct Officer or Agent Exercising Duties	Section 24.3	\$350.

**The penalty provision for the offences indicated above is Section 27.2 of By-law 46-2022, a certified copy of which has been filed**