



CONSOLIDATED TOWN OF RENFREW SIGN BY-LAW BY-LAW 19-1995

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

PASSED JULY 17, 1995

AMENDMENTS

| DATE | AMENDING BY-LAW | AMENDMENT(s) |
|-------------------|-----------------|---|
| February 26, 2001 | By-Law 5-2001 | Section 9 i); Section 11 various amendments |
| February 23, 2004 | By-Law 3-2004 | Adult Entertainment Establishment Sign Provisions |

CORPORATION OF THE TOWN OF RENFREW
BY-LAW NO. 19-1995

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. 48-94 and 13-91 to regulate the erection, location and type of signs permitted in the Town of Renfrew; and

WHEREAS Council deems it advisable to rescind By-Laws 48-94 and 13-91.

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

SECTION 1 - DEFINITIONS

1. ADULT ENTERTAINMENT ESTABLISHMENT means any premises or part thereof in which is provided in pursuance of a trade, calling, business, or occupation, goods or services appealing to or designed to appeal to erotic or sexual appetites or inclinations. In respect of an Adult Entertainment Establishment, these goods shall include, but not be limited to, toys, novelties, books, magazines, pictures, slides, film, phonograph records, prerecorded magnetic tape, and any other reading, viewing or listening matter. (Amended by BL.3-2004)
2. ADULT ENTERTAINMENT ESTABLISHMENT SIGN means any type of sign located outside or capable of being viewed from the outside of a premises used as an Adult Entertainment Establishment, which is used or intended to be used to advertise an Adult Entertainment Establishment. (Amended by BL.3-2004)
3. "A" FRAME SIGN means any sign which is specifically designed or intended to be readily moved, 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.
4. 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.
5. ADVERTISING MESSAGE means that copy of a sign identifying a building, business, ownership, activity, product or service being offered to the public.
6. ANIMATED SIGN means any sign which includes action or motion or colour changes of all or part of the sign.
7. 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 totalled.
8. 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
9. 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.
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 without exemption from 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.

12. BY-LAW ENFORCEMENT OFFICER shall mean any employee of the Town of Renfrew authorized to enforce the provisions of the Town of Renfrew Sign By-Law.
13. DOUBLE FACED SIGN means a sign having two (2) sign faces, each face being of equal area and identical proportions to the other, and with each face located on the sign structure so as to be exactly opposite the other.
14. FLASHING SIGN means any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation.
15. FRONTAGE means the length of a property line measured along each public right-of-way it borders excluding a lane or alleyway.
16. 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.
17. HEIGHT OF SIGN means the vertical distance measured from the lowest grade level at the base of the sign to the highest point of said sign.
18. 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.
19. ILLUMINATED SIGN means any sign which includes direct, indirect, internal and external illumination.
20. 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."
21. 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 the elected representative of either the Federal, Provincial or Municipal Governments, including Municipal Boards of Education and Public Utilities Commissions.
22. PERSON shall include an individual, an association, a society, a chartered organization, a firm, a partnership, or an incorporated company.
23. PORTABLE OR RELOCATABLE SIGN means any sign which is specifically designed or intended to be readily moved from one location to another, and which does not rely on a building or fixed foundation for its structural support, and shall include all signs commonly known as "mobile signs". For the purposes of this By-Law, this definition does not include "A" frame signs, as defined elsewhere in this By-Law.
24. PREMISES mean an area of land with its appurtenances and buildings which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.
25. PROJECTING SIGNS 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.
26. ROOF SIGN means any sign erected upon, against, or directly above a roof or on top of or above the parapet of a building.
27. SIGN means any identification, description, illustration, or device, illuminated or non-illuminated, which is visible from any public street or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any emblem, painting, banner, pennant, placard, or temporary sign, designed to advertise, identify, or convey information, with the exception of window displays and national flags. Any sign mounted on, or fixed to, the exterior of a motor vehicle, exclusive of signs painted on the surface of the vehicle, shall be considered to be a sign for the purposes of this by-law. For the purposes of

removal, "signs" shall also include all sign structures other than a building.

28. SIGN STRUCTURE means any structure which supports, has supported, or is capable of supporting, a sign, including decorative cover.
29. STREET means a public or common highway affording principal means of access to abutting properties.
30. TOWN means the Corporation of the Town of Renfrew.
31. WALL (FACIA) 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.
32. WINDOW SIGN means any sign either painted on or attached to or installed inside a window for purposes of viewing from outside the premises.
33. ZONE – RESIDENTIAL, COMMERCIAL, INDUSTRIAL, OPEN SPACE, PARKS AND RECREATION, AND COMMUNITY FACILITY – shall mean the permitted land use of the subject property as determined by the Comprehensive Zoning By-Law, 55-90, as amended, of the Corporation of the Town of Renfrew, enacted pursuant to Section 34 of the Planning Act, R.S.O. 1990, and amendments thereto.

SECTION 2 - 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. 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.
4. This By-Law shall come into force and take effect immediately upon the passing thereof.
5. (a) 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 Committee.

(b) The prescribed fee for a minor variance from the provisions of this By-law shall be similar to the fee described 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.
6. This By-Law shall be administered by the By-Law Enforcement Officer.

SECTION 3 – APPLICATION AND DRAWINGS

1. The applicant for a permit to erect, display, or structurally alter any sign or advertising device located wholly or partly upon private property or attached to private property shall file in duplicate with the By-Law Enforcement Officer the following:
 - (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 By-Law Enforcement Officer 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) Drawings of, and such other information with respect to, any building upon which it is proposed to locate the sign or advertising device, as may be necessary to determine whether the structure of such building will carry the additional loads and stresses imposed hereon by the erection of such sign or advertising device without exceeding the stresses specified in the Ontario Building Code. Such drawings shall in all cases have marked thereon, in figures, the height of the building.

SECTION 4 – PERMITS AND FEES

1. (a) A permit shall not be issued by the By-Law Enforcement Officer to erect, display or structurally alter, any sign or advertising device until such sign or advertising device has been approved by the By-Law Enforcement Officer as being in conformity with this By-Law.
- (b) (i) At the time of permit application for a sign, the applicant shall pay to the Treasurer of the Town of Renfrew a permit fee of thirty-six dollars (\$36.00).
(ii) The permit fee for incidental signs exceeding 1 square metre (10.8 square feet) shall be thirty-six dollars (\$36.00).
(iii) The permit fee for any “A” Frame Sign shall be thirty-six dollars (\$36.00) annually. A permit must be obtained annually and shall be valid for the calendar year in which same is issued.
- (c) For structural revisions and alterations to existing signs, a permit fee of thirty-six dollars (\$36.00) shall apply.
- (d) Notwithstanding Section 2.2, no permit will be required for the erection of the following signs:
 - (i) Signs permitted by Section 17.1 (a), 17.1 (c) and 17.1 (e).
 - (ii) Incidental signs not exceeding 1 square metre (10.8 square feet) in area.
 - (iii) Signs painted or posted on the interior surface of any window or door glass in any building, or the installation of any sign or advertising device in the interior of a building.
- (e) The By-Law Enforcement Officer is hereby authorized and empowered to revoke any permit issued by him/her upon:
 - (i) Failure of the holder thereof to comply with any provisions of this By-Law;
 - (ii) Where a permit was issued on false or mistaken information.

SECTION 5 – 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.

SECTION 6 – DANGEROUS OR DEFECTIVE SIGNS

1. Where in the opinion of the By-Law Enforcement Officer 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.

2. Upon receipt of such notice from the By-Law Enforcement Officer, 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.

SECTION 7 – LIABILITY FOR DAMAGE

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 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 8 – NON-CONFORMING EXISTING SIGNS

1. Any sign as defined by this By-Law with the exception of “A” Frame Signs, which existed on the date of the passage of this By-Law shall be deemed to be in conformity with this By-Law. Non-Conforming existing signs must be maintained as provided elsewhere in this By-Law.

SECTION 9 – GENERAL PROVISIONS

1. No sign shall be constructed so as to create a hazard to persons or property.
2. Signs may be illuminated, except for those ones specifically prohibited elsewhere in this By-Law, but shall not be animated or flashing.
3. Time and temperature displays may be incorporated into any permitted sign, except in Residential zones.
4. No sign or sign structure shall be located in such a manner as to materially impede the view of any street or highway intersection, or in such a manner as to materially impede the view of a street or highway with a railroad grade crossing.
5. Official signs, “A” Frame Signs, awnings and canopies and Projecting Signs may be permitted on, over, or partly on, or partly over property owned by the Town of Renfrew with the approval of the By-Law Enforcement Officer. All other signs as defined herein shall be located only on private property, unless otherwise approved by Town Council. (Amended by BL.5-2001)
6. No sign shall be maintained or used in such manner that it obstructs any window, door, fire escape or access to any standpipe or other part of a building in the event of a fire.
7. Signs permitted by this By-Law to be located on property of the Town of Renfrew shall not be positioned so as to impede or damage underground services.
8. No sign, other than an official sign, shall be attached to any utility pole or to any other official sign or sign structure, unless such attachment is authorized by the authority having jurisdiction in the matter.

9. 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 are prohibited.
10. Banners, buntings, pennants, and twirling signs are prohibited unless specifically authorized by Council for special events.

SECTION 10 – WALL (FASCIA) SIGNS

1. 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 1.5.
2. No sign attached to the wall of a building shall project more than 0.30 metres (1 foot) from the face of the wall to which it is attached, nor shall it project beyond either end of said wall unless for the purpose of continuity of intersecting surfaces.
3. The total permitted sign area of all signs located on a building shall not exceed 50% of a building façade.
4. Wall signs shall be permitted in all zones with the exception of Residential zones.

SECTION 11 – PROJECTING SIGNS

1. The maximum allowable projection of a projecting sign from the building face to which the sign is attached shall be 1.2 metre (47 inches). (Amended by BL.5-2001)
2. The maximum area of a projecting sign shall be 1.2 square metres (12.9 square feet). (Amended by BL.5-2001)
3. Projecting signs must have a minimum clearance of 2.5 metres (8.2 feet) above grade to the underside of the projecting sign.
4. Projecting signs shall be permitted only in General Commercial (C1), Highway Commercial (C2), Mixed Use Commercial (C3), Restricted Industrial (M1), General Industrial (M2), and Mixed Use Industrial (M3) zones. (Amended by BL.5-2001)
5. A maximum of one (1) Projecting sign per business frontage is permitted. (Amended by BL.5-2001)
6. All applications for a sign permit to permit the erection of a Projecting sign within the area defined as General Commercial (C1) in Zoning By-Law 55-90 shall be accompanied by written comments from the Renfrew Business Improvement Area (BIA) regarding the appropriateness of the proposed sign in the context of the overall development theme of the Downtown Core. (Amended by BL.5-2001)
7. Projecting signs erected within the area defined as General Commercial (C1) in Zoning By-Law 55-90 shall be constructed of wood or a material that gives the appearance of wood (e.g. carved and painted plastic composite material) (Amended by BL.5-2001)
8. Projecting signs erected within the area defined as General Commercial (C1) in Zoning By-Law 55-90 may be illuminated via well-mounted external lighting but may not be illuminated internally. (Amended by BL.5-2001)
9. There shall be no overhanging structures or wires from the roof of any building where Projecting signs are allowed. (Amended by BL.5-2001)

10. Where two (2) or more businesses share the same entrance, only one (1) Projecting sign assembly shall be permitted over common entrance. (Amended by BL.5-2001)
11. The Chief Building Official may require the professional design of any Projecting sign by a Professional Engineer, Architect, or Certified Engineering Technologist if in their opinion such professional design is warranted. (Amended by BL.5-2001)
12. Prior to the issuance of a building permit for a Projecting sign that projects over any portion of municipal property, the owner shall indemnify the municipality from any claims arising because of the placement of the Projecting sign and shall complete 'Hold Harmless' and 'Insurance Certification' agreements in the form prescribed and attached to this By-Law as Schedule "A". (Amended by BL.5-2001)

SECTION 12 – ROOF SIGNS

1. No roof sign shall extend more than 4.0 metres (13 feet) in height above a pitched roof, flat roof, the cornice line or the top of the parapet wall immediately underneath such sign.
2. The total sign area of a roof sign shall not exceed 12 square metres (129 square feet).
3. No roof sign shall extend beyond or overhang any exterior wall of the building upon which it is erected.
4. Roof signs shall be permitted only in Highway Commercial (C2), Restricted Industrial (M1), General Industrial (M2), and Mixed Use Industrial (M3) zones.

SECTION 13 – AWNING AND CANOPY SIGNS

1. No portion of any awning or canopy sign shall be closer than 0.6 metres (2 feet) measured horizontally from the curb and must have a minimum clearance of 2.5 metres (8.2 feet) above average grade to the underside of the awning or canopy.
2. Signs consisting of one line of letters not exceeding 0.45 metres (1.5 feet) in height may be painted, placed, or installed upon the front of any awning or canopy.
3. Awning and canopy signs shall be permitted in all zones with the exception of Residential Zones.

SECTION 14 – "A" FRAME SIGNS

1. One "A" Frame Sign may be erected for each occupancy within any zone, with the exception of Residential zones, and said sign may be permitted on property owned by the Corporation of the Town of Renfrew with the approval of the By-Law Enforcement Officer.
2. The maximum sign area shall be 0.93 square metres (10 square feet) per sign face, and signs may be double faced with a maximum total sign area of 1.86 square metres (20 square feet). No sign shall exceed 1.22 metres (4 feet) in height or 0.765 metres (2.5 feet) in width.
3. Signs shall be placed immediately adjacent to the building face so as to provide minimal obstruction of the pedestrian sidewalk, and shall not be located in such a manner so as to materially impede the view, or constitute a hazard to vehicular or pedestrian traffic. Where a building is set back from the property line, the sign shall be placed off the sidewalk and off Town property to the greatest extent

possible.

4. Signs shall be permitted only during normal business hours of the business to which they pertain, and shall be removed at the end of the normal business hours.
5. Prior to obtaining a permit for a sign, the proposed location of which is on Town Property, the applicant shall furnish proof of liability insurance in the amount of one million dollars (\$1,000,000.). Furthermore, the applicant must sign an agreement indemnifying the Town in the event a claim is made due to an accident involving the sign.
6. "A" Frame Signs shall not be illuminated.

SECTION 15 – PORTABLE OR RELOCATABLE SIGNS

1. The location of any portable sign must be authorized by the By-Law Enforcement Officer, and under no circumstances shall a portable sign be erected on property owned by the Corporation of the Town of Renfrew, nor be located in such a manner so as to materially impede the view, or constitute a hazard to, vehicular or pedestrian traffic.
2. Each applicable occupancy shall be permitted one (1) portable sign.
3. The erection of portable or relocatable signs shall be permitted only in General Commercial (C1), Highway Commercial (C2), Restricted Industrial (M1), General Industrial (M2), and Mixed Use Industrial (M3) zones.

SECTION 16 – GROUND SIGNS

1. No ground sign shall be erected having a height greater than 7.5 metres (25 feet) nor an area greater than 47 square metres (506 square feet).
2. To minimize visual obstruction, the minimum distance from the underside of a ground sign face to grade shall be 1.5 metres (5 feet).
3. Sources of illumination shall be properly concealed to eliminate glare.
4. No part of any ground sign structure shall be closer to any street line or property line than 1.5 metres (5 feet).
5. Ground signs do not include "A" Frame Signs or Portable or Relocatable signs, as defined in this By-Law.
6. No guy wires shall be used for a ground sign. The support structure shall form an integral part of the design.
7. Ground signs shall be permitted in all zones, with the exception of Residential zones.

SECTION 17 – RESIDENTIAL ZONES

1. The following signs shall be permitted in Residential zones:
 - a. House numbers and name plates not exceeding 0.30 square metres (3.2 square feet) in area for each residential building.
 - b. For any use permitted in accordance with subsection 3.28 (i) of By-Law 55-90 (regarding Home Occupations) one sign not to exceed 0.30 square metres (3.2 square feet) in area, attached to the building wall.

- c. Official signs.
 - d. Each bed and breakfast establishment shall be permitted one (1) wall sign and/or one (1) other sign on the premise, 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
 - e. Real estate signs.
2. Illuminated signs are not permitted in Residential zones.
 3. No person shall erect, display or cause to be erected or displayed any Adult Entertainment Establishment Sign except in compliance with the provisions of this Sign By-Law No. 19-1995 and any amendment hereto. (Amended by BL.3-2004)
 4. No Adult Entertainment Establishment Sign shall be erected or displayed except upon a lot where an Adult Entertainment Establishment is lawfully conducting business. (Amended by BL.3-2004)
 5. No sign other than a wall (fascia) sign or ground sign shall be erected or used to advertise an Adult Entertainment Establishment, shall be permitted per front lot line. (Amended by BL.3-2004)
 6. No Adult Entertainment Establishment Sign shall contain advertising other than the words "Adult Entertainment", "Adult Video", "Adult Magazines", "Adult Pictures", "Adult Books", "Adult Film", "Adult Recordings", "Adult Toys", "Adult Novelties", and the name under which the business is operated. (Amended by BL.3-2004)
 7. Notwithstanding any other provisions of this Section, no Adult Entertainment Establishment Sign shall include any of the following words: "naked", "nude", "topless", "bottomless", "sexy", or any other word or picture, symbol or representation having like meaning or representation. (Amended by BL.3-2004)
 8. No wall (fascia) sign used or intended to be used to advertise an Adult Entertainment Establishment shall be erected or displayed on a façade above the first storey of any building. (Amended by BL.3-2004)
 9. No wall (fascia) sign or ground sign shall exceed a maximum sign area of 3.0 square metres (32.3 square feet) (Amended by BL.3-2004)
 10. No sign which is mounted, placed or painted or displayed on a vehicle, shall be used in whole or in part to advertise an Adult Entertainment establishment. (Amended by BL.3-2004)

That any Adult Entertainment Establishment Sign, as defined by this By-Law (3-2004), existed on the date of passage of this by-law, shall be deemed to be in conformity with this by-law. Non-conforming existing signs must be maintained as provided elsewhere in this By-Law and By-Law No. 19-1995. (Amended by BL.3-2004)

SECTION 18 – BUILDING CODE REQUIREMENTS

1. All signs shall be constructed in accordance with the provisions of the Ontario Building Code.

SECTION 19 – PENALTIES

1. Any person who contravenes any provision of this By-Law shall, upon conviction, be subject to a fine not to exceed five thousand dollars (\$5,000) exclusive of costs, for each such offence, and every penalty shall be recoverable under the Provincial Offences Act.

Read a first and second time this 17th day of July, 1995 A.D.

Read a third and final time this 17th day of July, 1995 A.D.

Howard K. Haramis, Mayor

Dorian Laurier, Clerk