



**BY-LAW NUMBER 159-2004
OF
THE CORPORATION OF THE CITY OF STRATFORD**

BEING a By-law to prohibit and regulate signs and other advertising devices and the posting of notices on buildings or vacant lots within the City of Stratford and to repeal By-laws 159-81 and amendments, and By-law 177-80 and amendments.

WHEREAS section 11(1) of the *Municipal Act, 2001 S.O. 2001, c.25, as amended*, herein referred to as the "Act", provides that a single-tier municipality may pass by-laws respecting matters within its spheres of jurisdiction;

AND WHEREAS structures, including fences and signs are within the sphere of jurisdiction of The Corporation of the City of Stratford;

AND WHEREAS section 99(2) of the *Act* provides that a municipality may by by-law prohibit and regulate the message, content and nature of signs, advertising and advertising devices, including any printed matter, oral or other communication or thing, promoting adult entertainment establishments, and to pass by-laws with respect to any other business or person;

AND WHEREAS section 99(3) of the *Act* provides for a municipality to enter land and pull down or remove an advertising device, at the expense of the owner of the advertising device, if it is erected or displayed in contravention of the by-law

AND WHEREAS section 99(5) of the *Act* authorizes a municipality to approve minor variances from the by-law if in the opinion of the municipality the general intent and purpose of the by-law are maintained;

AND WHEREAS Section 11(1) of the *Act* provides that a single-tier municipality may pass by-laws respecting matters within its spheres of jurisdiction;

AND WHEREAS section 391 of the *Act* provides that despite any *Act*, a municipality and a local board may pass by-laws imposing fees or charges on any class of persons;

AND WHEREAS the municipality has complied with section 99 of the *Municipal Act* with respect to giving public notice of its intention to pass the by-law;

NOW THEREFORE the Council of The Corporation of the City of Stratford hereby enacts the follows:

This By-law may be commonly referred to as the "**Sign By-law**".

1.0 Definitions

The following words shall have the following meanings in this By-law:

“**abandoned sign**” means a sign located on property which becomes vacant and unoccupied for a period of 90 days or more, or any sign that pertains to a time event or purpose that no longer applies;

“**address sign**” means a fascia or ground sign on which the copy is limited to the name and address of a place, building, business, organization, person, or occupancy of the premises it identifies but does not include a sign that only contains the numerical municipal address;

“**address sign – residential development**” means an address sign that identifies a residential development including a subdivision, vacant land condominium or townhouse development.

“**advertising device**” means any device or object erected or located so as to attract public attention to any goods or services or facilities or events and includes flags, banners, pennants and lights;

“**alter**” means any change to the sign structure or the sign face with the exception of the re-arrangement of numerals, letters or copy applied directly to the face of a sign and specifically designed and intended to be periodically rearranged, the repair and maintenance of a sign, and a change in sign copy;

“**animated sign**” means a sign with a sign face that moves in whole or in part and includes a flashing or a rotating sign, but does not include a clock, a time, date or temperature display, an electronic message display, a change copy sign or a rotating sidewalk sign;

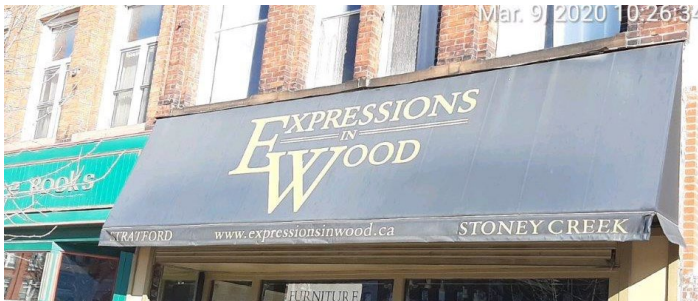
Examples:



“**awning**” means a space frame system, moveable or fixed, covered with fabric, metal or like material attached and projecting from a building or structure, but not forming an integral part thereof and includes a canopy;

“**awning sign**” means a sign with copy painted or affixed flat to the surface of an awning, which does not extend vertically or horizontally beyond the limits of such awning;

Example:



“**banner sign**” means a sign or advertising device made from cloth, plastic or a similar lightweight non-rigid material. This definition does not include a feather flag sign;

Example:



“**billboard sign**” means an outdoor sign that advertises goods, products, or services that are not sold or offered on the property where the sign is located, and is either single faced or double faced;

Examples:



“**box fascia sign**” means an internally illuminated sign attached to a wall of a building or the sloping portion of a mansard roof;

“**Building Code**” means the *Ontario Building Code Act*, as amended from time to time, and any regulations thereunder;

“**building façade**” means an exterior building wall facing a street and any other building wall, which does not face a street, but through which the main entrance for the public passes and which faces a parking lot;

“**campaign headquarters**” which means a building or structure, or part of a building or structure thereof, where a registered candidate or third party advertiser has set up an office to conduct an election campaign, in a zone permitted in accordance with the City’s Zoning By-law, as amended, one per candidate;

“**candidate**” means a person who has been nominated under the Canada Elections Act, the Election Act, or the Municipal Elections Act, 1996;

“**canopy sign**” means a wall sign with copy affixed flat on the surface of a canopy or hanging from the underside of a canopy”

“**cemetery**” means land that is used or intended to be used as a place for the interment of the dead or in which human bodies have been buried, and includes an animal or pet cemetery;

“**change copy sign**” means a sign constructed so that the message or copy can be changed by manual, electronic or electro-mechanical means and shall be static for a minimum of 10 seconds between each copy.

Examples:



“**Chief Building Official**” means the Chief Building Official for The Corporation of the City of Stratford or his or her designate.

“**City**” means The Corporation of the City of Stratford;

“**City Centre**” means the lands shown in dark outline on Schedule “C” of this By-law;

“**community events sign**” means a temporary sign advertising a registered charity, a recognized neighbourhood association or not-for-profit organization and does not include a sign advertising a commercial event.

Example:



“**construction site sign**” means a temporary sign that

- a) includes, in whole or in part, information promoting a development and may identify component parts of such building or structure and the persons involved in its design and construction;
- b) relates to or advertises the construction or sale of a building structure on the property.

“**copy**” means the graphic content of a sign surface in either permanent or removable letter, pictorial, symbolic, or numeric form;

“**Council**” means the Council of the City of Stratford;

“**Development Services**” means the Development Services Division of the Infrastructure and Development Services Department of the City of Stratford;

“**directional sign**” means a sign on the property that gives directions or instructions for the control of vehicular or pedestrian traffic and shall include an entry and exit sign;

“**Director of Infrastructure and Development Services**” means the Director of Infrastructure and Development Services for The Corporation of the City of Stratford, or their designate;

“**double faced sign**” means a ground sign having two (2) sign faces of equal area and proportions which are located exactly opposite each other on the sign structure;

“**election sign**” means any Sign promoting, supporting, opposing or taking a position with respect to:

- i. A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, the Municipal Elections Act, 1996, or any other legislation;
- ii. An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- iii. A Candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996;”

“**electronic media sign**” means a video monitor or other medium for displaying electronic animated images and is static for less than 10 seconds

Example:



“**erect**” means the construction, maintenance, display, alteration, placing or relocation of any sign or portion thereof, and the posting of notices;

“**façade**” means the entire building wall including a parapet:

“**fascia sign**” means a sign attached to, marked or inscribed on, erected or placed against a wall forming part of a building, or supported by or through a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and includes a painted wall and awning sign. A fascia sign shall not include any other sign defined in the By-law unless otherwise stated

Example:



“**feather flag sign**” means a temporary sign that is made from cloth or a similar lightweight non-rigid material which does not rely on a building or fixed foundation for its structural support and is typically supported with a base or stand on the ground, and can be easily carried or transported. This definition does not include a banner sign.

Example:



“finished grade” means the elevation of the finished surface of the ground adjoining the base of all exterior walls of a building or the elevation of the finished surface of the ground at the base of a structure, exclusive of any artificial embankment at the base of such building or structure.

“flashing sign” means a sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source but does not include an automatic change copy sign or electronic media sign;

“garage sale sign” means a sign advertising the sale of personal merchandise in a private garage sale held on a property zoned residential;

“gas bar canopy” means an open and permanent roof structure, free standing or attached to a building, erected for the purpose of sheltering gasoline pumps

Example:



“ground sign” means a sign directly supported by the ground without the aid of any other building or structure, which sign includes the names of owner(s) and/or tenants(s) and address and/or advertise goods, products, services, or events that are sold, offered, or provided on the premises on which the sign is located and does not include any other sign defined in this By-law;

“height” means the vertical dimension between the average grade at the base of a building or structure and the highest point of such building or structure or part thereof;

“help wanted sign” means a temporary sign installed, erected or displayed on a property for the notification that the business therein is hiring staff

Examples:



"Heritage Conservation District" means the lands shown in dark outline on Schedule "A" of City of Stratford By-law 173-97 and shown as Schedule "B" of this By-law;

"illuminated" means direct, indirect, internal or external illumination

"internally illuminated sign" means a sign illuminated by any internal artificial light source;

"inflatable sign" means a sign or advertising device designed to be airborne and tethered to the ground or any other structure and shall include balloons and any other inflatable advertising device

Examples:



"light pole" means a pole that has an outdoor lamp fixture mounted on top;

"light standard" means a light standard owned by the City or Festival Hydro;

"lot" means a parcel of land, described in a registered deed or other document legally capable of being conveyed,

- a) corner lot means a lot where a front lot line and an exterior side lot line intersect at a corner, and may include a through lot,
- b) interior lot means any lot, other than a corner lot, which abuts a street,
- c) through lot means any interior lot having at least two (2) street lines.

"lot frontage" means the distance between the side lot lines of a lot, such distance being measured along a line which is parallel to the required setback distance from the front lot line, except that where the front lot line is narrower than the line at the required setback, the lot frontage shall be the shortest distance between the side lot lines measured at a point 7.5 m from the nearest point of the front lot line;

"menu board" means a sign erected as part of a drive-through facility and used to display and order products and services available in association with drive-through business;

"mobile sign" means a sign that is designed so as to be capable of being readily moved from one location to another, and is usually on a trailer or other solid framework with or without wheels and many include a change copy sign but does not include a sidewalk sign;

Examples:



“**multi-faced sign**” means a ground sign having more than two (2) sign faces up to a maximum of four (4) faces, each being of equal area and proportion to the other;

“**official sign**” means a sign required by or erected under any statute or by-law or other directive of any federal, provincial or municipal government or agency thereof or any board or commission and shall include a permanent sign erected on a public road allowance to inform the public of the location of public buildings, hospitals, public libraries, institutions, places of worship, parks, recreational or educational facilities, traffic regulations, parking regulations, street identification or city identification;

“**on-premise sign**” means a sign relating in its copy to the premises on which it is located;

“**open house directional sign**” means a temporary sign intended to direct traffic to a residence for sale or lease;

“**owner**” means the registered owner of the lands or premises;

“**painted wall sign**” means any sign painted, applied as paint, or film or any other covering to any outside wall or other integral part of a building without the use of independent supports or frames.

Example:



“**person**” means an individual, business, firm, corporation, association or partnership;

“**pole poster sign**” means a double or single-faced sign that is inserted into a fixed frame attached to a freestanding light pole located within a surface parking area.

Example:



“**poster**” means a printed notice conveying information intended to be displayed for a temporary period of time and includes but is not limited to a bill, handbill, leaflet, notice, placard and election sign;

“**poster board sign**” means a board designed and approved by Council for posters;

“**pre-menu board**” means a sign erected as part of a drive-through facility and only used to display products and services available in association with a drive-through business;

“**premises**” means a lot under registered ownership and includes all buildings and structures thereon;

“**projecting sign**” means a sign attached to a building and projecting out horizontally from a building at a right angle to the building

Examples:



“**property**” means a parcel of land having specific boundaries, which is capable of legal transfer;

“**public property**” means property, land, structure or building owned by the City as amended or owned by the Federal or Provincial government(s);

“**pump island sign**” means a sign on top of gasoline service pumps or on the columns of a gas bar canopy, on guard posts or freestanding on a gasoline pump apron;

“**real estate sign**” means a temporary non-illuminated sign installed, erected or displayed on a property for the notification that a building, premises, lot(s) or portion thereof is offered for sale, rent or lease.

Example:



“**registered third party**” means any person who is a resident of Ontario, a corporation carrying on business in Ontario, or a trade union that holds bargaining rights in the Province of Ontario, that is registered in accordance with the requirements for registration and who is not a registered Candidate, political party, or constituency association, who incurs expenses with respect to:

- i. A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, Municipal Elections Act, 1996 or any other legislation;
- ii. An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- iii. A Candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996;”

“**religious institution**” means a building or structure used by a congregation or organization dedicated to worship and related religious, social and charitable activities, with or without an auditorium, convent or monastery, or clergy residence as uses accessory thereto;

“**repair and maintain**” means anything done to preserve the condition of a sign or to prevent the deterioration of the sign and includes the restoration of a sign by removing or replacing worn out, missing, damaged or broken parts;

“**roof sign**” means a sign, other than an inflatable sign, supported entirely or partly by the roof of a building or structure and which sign projects above the roof.

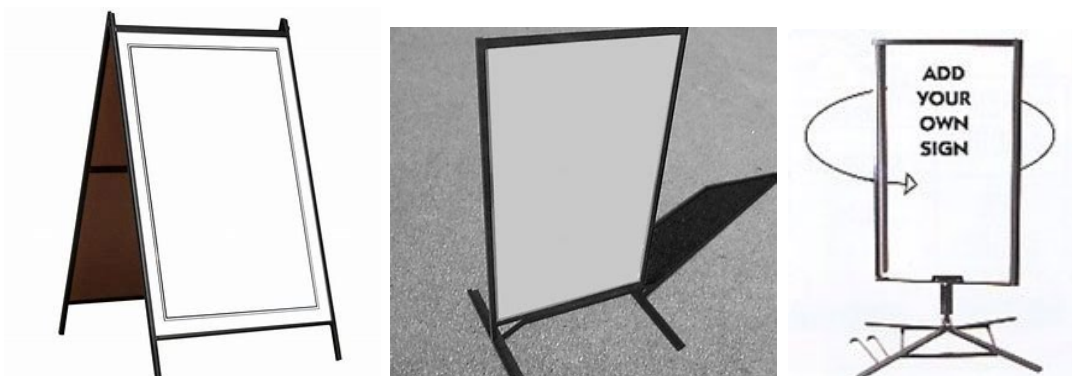
Example:



“**shopping centre**” means a building designed, constructed, operated or maintained as a unit containing at least five (5) physically separate and independent retail stores which may be connected by a common corridor and which is provided with common parking areas, driveways, landscaped open space and other shared accessory facilities and services and which is held under single ownership, condominium ownership, co-operative or similar arrangement.;

“**sidewalk sign**” means a free standing sign placed on but not permanently anchored in the ground, consisting of signs commonly referred to as A-frame, T-frame, rotating and sandwich boards but shall not mean or include any other sign defined in this By-law.

Examples:



“**sign**” means any surface, structure and other component parts, which are used or capable of being used as a visual medium to attract attention to a specific subject matter for identification, information or advertising purposes and includes an advertising device or notice;

“**sign area**” means the entire area of a sign face;

“sign face” means that portion of a sign, excluding the sign structure, upon which, as part of, against or through which the message of the sign is displayed. Where a sign is composed of individually installed letters, numerals or shapes, the sign face shall mean the area of the smallest polygon containing a maximum of eight (8) right angle sides that encloses the grouping of letters, numerals or shapes;

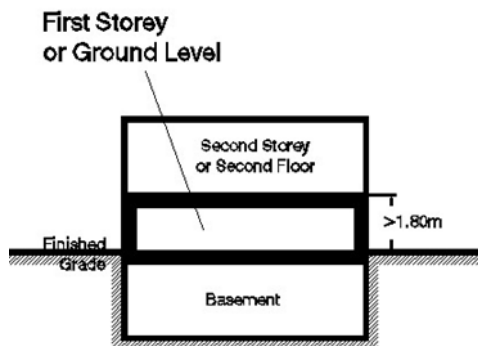
“sign owner” means the owner or lessee of a sign, or his/her agent. Where there is no owner, lessee or agent for a sign or such person cannot be determined with certainty, the sign owner shall be deemed to be the person or business having the use or major benefit of the sign, or if such person or business is unknown, the sign owner shall be deemed to be the registered owner of the land upon which the sign is situated;

“sign structure” means anything used to support or brace a sign face and which is attached to the ground or a building or structure;

“storey” means a horizontal division of a building from a floor to the ceiling directly above such floor, and includes an attic wherein at least 50% of the space above the floor is more than 2.1 metres in height and meets the minimum floor area requirements of the Ontario Building Code but does not include a cellar, or a mezzanine, gallery, balcony or other overhang the floor area of which does not exceed 40% of the floor area of the storey directly below such overhang, provided that the space beneath such overhang is not enclosed and the extent of such overhang does not exceed 40% of the least dimension of the room in which the said overhang is located;

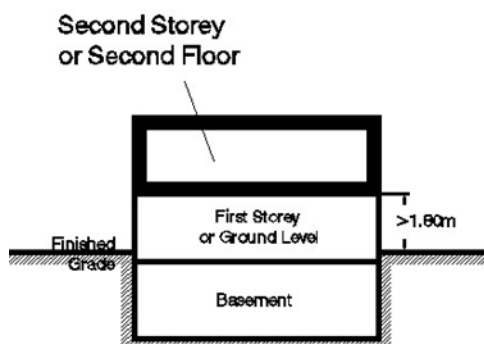
“storey, first” means the storey having its floor level closest to the finished grade and having its ceiling more than 1.8 m above the average finished grade.

Example:



“storey, second” means the storey directly above the first storey.

Example:



“street” means a public highway or public road under the jurisdiction of the Corporation, the County or the Province but does not include a lane or right-of-way;

“street line” means the limit of the street allowance and is the dividing line between a lot and a street;

“**subdivision sign**” shall mean a sign permitted through a subdivision agreement under section 51 of the *Planning Act, 1990, R.S.O. 1990, Chapter P.13*, as amended or any predecessor or successor thereof;

“**temporary sign**” means a sign not intended or designed for permanent installation, to be erected or displayed for a limited time determined by the Chief Building Official;

Examples:



“**unsafe**” when used with respect to a sign or sign structure means a condition that is structurally inadequate or faulty, or could be hazardous to a pedestrian or motorist;

“**use**” means, when used as a noun, the purpose for which a lot, building or structure, or any combination or part thereof, is designed, arranged, occupied or maintained and, when used as a verb, means to put to such purpose;

“**visibility triangle**” means the triangular space formed by the street lines of a corner lot, where such lot is located at the intersection of 2 or more streets, and a line drawn from a point in one street line to a point in the other street line, each such point being a specified distance from the point of intersection of the street lines measured along the said street lines, and where the two street lines do not intersect at a point, the point of intersection of the street lines shall be deemed to be the intersection of the projected tangents of the street lines. Where required by this By-law, a visibility triangle shall be free of obstructions in accordance with the provisions of this By-law;

Minimum Visibility Triangle Requirements and Minimum Driveway Visibility Triangle Requirements

Street Classification	Intersecting Street Classification	Minimum Visibility Triangle (m)
Driveway	Any Street	3.0
Local	Local	3.0
	Collector	3.0
	Arterial	12.0
Collector	Local	3.0
	Collector	12.0
	Arterial	12.0
Arterial	Local	12.0
	Collector	12.0
	Arterial	15.0

“**voting place**” means a place where electors can obtain assistance and clarification on the election process and cast their ballots which includes all of the area enclosed by the lot lines of the Public Property and any abutting or adjacent Highway or boulevard;

“window sign” means a sign posted, painted, placed or affixed in or on a window exposed to public view, and shall include an interior sign that faces a window exposed to public view and located within 1 metre of a window.

Example:



“zone” means the area of a defined land use zone in the City’s Zoning By-law passed under the *Planning Act, 1990, R.S.O. 1990, Chapter P.13*, as amended or any predecessor or successor thereof.

2.0 Administration

This By-law shall be administered by the Chief Building Official or the Director of Infrastructure and Development Services or their designates.

3.0 Interpretation

- a) Words importing the singular number or the masculine gender may include more persons, parties or things of the same kind than one, and females as well as males in the converse.
- b) The use of photos and graphics in this By-law are strictly for illustration purposes and do not form part of this By-law. The illustrative photos and graphics may be altered without amending this By-law.

4.0 General Provisions

- a) No person shall erect, display, alter or allow the erection, display, or alteration of any sign within the City on publicly or privately owned property without obtaining a permit under this By-law;
- b) The requirements for signs contained in Sections 11 to 21.14 inclusive shall not apply to any sign erected on any land, building or structure owned or occupied by the City, but subsection 4 (a) shall apply to any such sign;
- c) Except for an official sign or a sign otherwise permitted in this By-law or authorized by the City, no sign is permitted on, over, partly on or over a street;
- d) No person shall erect a sign in a location which may interfere with or damage any above or below ground municipal or utility services which have been lawfully placed at the location;
- e) No person shall attach, affix or display any sign or advertisement on a vehicle or trailer which is parked or located for the primary purpose of displaying said sign or advertisement;
- f) Lighting for illuminated sign shall be downcast or shielded to minimize reflective impact on the night sky by being ground oriented; and,

- g) Lighting for illuminated signs shall not provide any glare, not shine directly into neighbouring premises or into the direction of oncoming traffic.

4.1 Signs Not Requiring a Sign Permit

Notwithstanding Section 4.0 (a) and (b), a sign permit is not required for the following signs and all such signs shall comply with all other requirements of this By-law:

- (i) official signs or signs pertaining exclusively to public safety;
- (ii) election signs, erected in accordance with Section 21.1;
- (iii) a non-illuminated trespassing, safety or other warning sign not exceeding 0.5m² in sign area;
- (iv) an address sign not exceeding 0.2m² in sign area unless otherwise provided for in this By-law;
- (v) flags of corporations, government, educational, or religious organizations;
- (vi) emblems or insignia of patriotic, civic, educational, or religious organizations;
- (vii) commemorative plaque or corner stone of a non-advertising nature;
- (viii) a directional sign in accordance with Section 17;
- (ix) a construction site sign on a construction site in a R1, R2, R3, R4, R5 or MUR zone in accordance with section 21.5;
- (x) a sign stored on a business premises of a sign manufacturer or contractor, which does not advertise the said business on that property;
- (xi) a poster sign on designated boards in the City Centre;
- (xii) a real estate sign in accordance with Section 21.4;
- (xiii) a garage sale sign in accordance with Section 21.6;
- (xiv) an open house directional sign in accordance with Section 21.8;
- (xv) a banner installed by the City;
- (xvi) a sign for a contractor undertaking landscaping, home repairs or renovations, provided such sign is erected no more than 2 days prior to the commencement of the project and is removed from the property immediately after the project is completed;
- (xvii) public transit shelter advertising or any advertising on street furniture and fixtures approved by the City;
- (xviii) a window sign in accordance with Section 18;
- (xix) an awning sign;
- (xx) a painted wall sign in accordance with Section 10;
- (xxi) a subdivision sign in accordance with Section 21.9;
- (xxii) a pump island sign;
- (xxiii) a pole poster sign in accordance with Section 21.14; and,
- (xxiv) a help wanted sign in accordance with Section 21.12.

4.2 Prohibited Signs

Any sign not expressly permitted by this By-law is prohibited and without limiting the generality of the foregoing, the following signs are specifically prohibited:

- (i) an abandoned sign;
- (ii) a banner other than a banner where a permit has been issued in accordance with section 21.10;
- (iii) flashing or animated sign;
- (iv) projecting sign except as provided for in Section 19.0;
- (v) a poster sign except as provided for in Section 4.1.
- (vi) a roof sign;

- (vii) a sign located so as to obstruct the view of any pedestrian or motor vehicle driver so as to create an unsafe condition;
- (viii) a sign interfering with or obstructing the view of an authorized traffic sign, traffic signal, or official sign or any sign capable of being confused with such a traffic sign, traffic signal or official sign;
- (ix) a sign located within a visibility triangle;
- (x) a sign advertising a business, materials and/or services that are not situated on the same property as the sign, except a community events sign;
- (xi) a sign advertising a use that is not permitted under the City's Zoning By-law as amended;
- (xii) a billboard sign;
- (xiii) a sign that is located on or encroaches on property owned by the City without the formal approval of the City, except as provided for in Sections 19.0, 21.1, 21.3, 21.4, 21.6 and 21.7; and,
- (xiv) a mobile sign that has been altered or modified to become a type of sign other than what it was originally designed for (i.e. a ground sign, fascia sign, etc.).

5.0 Sign Permits

- a) All signs shall comply with all other applicable City By-laws and all other applicable law. All signs shall be erected and designed in accordance with the requirements of the *Ontario Building Code Act*, as amended.
- b) Every applicant for a sign permit shall complete a sign permit application provided by the Development Services Division , submit all necessary plans and drawings, and pay all applicable fees as set out in Schedule "A" to this by-law.
- c) If the matters mentioned in any application for a permit, or if the drawings, specifications or plan of survey submitted with the application indicate to the Chief Building Official that the work proposed to be done will not comply in all respects with the provisions of this By-law, the *Building Code*, the Zoning By-law and all other applicable regulations, the Chief Building Official shall refuse to issue a permit therefor and no permit shall be issued until the application, drawings, and specifications and the plan of survey are made to conform to the requirements of this By-law, the *Building Code*, the Zoning By-law and all other applicable regulations.
- d) Where the sign permit application meets all the requirements of this By-law and any other applicable laws, a sign permit shall be issued by the Chief Building Official or his or her designate.
- e) Once approved any alterations or changes in design will require another sign permit.

5.1 Sign Permit Information

All plans and drawings accompanying a sign permit application for a permanent sign shall be provided in duplicate and shall contain the following information:

- (i) a site plan drawn to scale showing all measurements in metric;
- (ii) the municipal address and legal description of the property;
- (iii) the existing or proposed use of the property;
- (iv) the zoning category of the property;
- (v) the location of all existing buildings and their entrances;
- (vi) the location of all driveways and parking areas on the property;

- (vii) the location and dimensions of the frontage and all boundaries of the property on which the sign is proposed to be erected;
- (viii) the location of the proposed sign on the property;
- (ix) details of the sign drawn to scale, including dimensions, materials, colours, text, graphics, sign area and any other information as may be required to determine compliance with this By-law;
- (x) other information as determined by the Chief Building Official with respect to the building including architectural and structural drawings as may be necessary to determine if the building is structurally capable, under the Ontario Building Code, of supporting the sign or advertising device;
- (xi) further to subclause (x), drawings for the following signs shall be signed and sealed by a Professional Engineer or Architect registered to practice in Ontario:
 - (a) the sign base where it is a ground sign which exceeds 1.6 m in height above the adjacent finished grade;
 - (b) the sign structure where it is a freestanding sign which exceeds 7.5 metres in height above the adjacent ground;
 - (c) a projecting wall sign weighing more 115 kilograms; and
 - (d) a projecting wall sign attached or fastened in any manner to a parapet wall;
- (xii) Authorization of the owner of the property on which the sign is to be erected to be displayed.

5.2 Fascia Sign Permit Information

In addition to the information required under section 5.1, all plans and drawings accompanying an application for a fascia sign permit shall contain the following information for a building or unit in a multi-unit complex:

- (i) the dimensions of the building, wall or unit on which the fascia sign is to be affixed;
- (ii) the location of all building or unit entrances;
- (iii) the names of the occupants of each unit which is the subject of the application; and
- (iv) identification of any existing sign on the building or unit

5.3 Ground Sign and Construction Site Sign Permit Information

In addition to the information required under section 5.1, all plans and drawings accompanying an application for a ground sign or a Construction Site Sign permit shall contain the following information:

- (i) the location of any existing structures, parking areas, walkways, driveways, loading areas, vehicular access and egress points and existing ground signs on the premises.
- (ii) the identification by location, description, dimension and ownership of any existing or proposed easements or rights of way over the land and premises;
- (iii) the location of all landscaped areas adjacent to the sign;
- (iv) the setback of the proposed sign from the property line.

5.4 Inflatable and Sidewalk Sign Permit Information

In addition to the information required under section 5.1, all plans and drawings accompanying an application for an inflatable sign permit or sidewalk sign permit proposed to be located on a street shall contain the following information:

- (i) the location of the sign;
- (ii) the dimensions of the sign drawn to scale and the sign area;

- (iii) the distance from the sign to the nearest street line, sidewalk, driveway, ground sign, inflatable sign, landscaping features, planting beds and/or street furniture.
- (iv) engineered drawing indicating the method of securing the inflatable sign;
- (v) an indemnity agreement with the City for signs proposed to be located on a street.

6.0 Expiration of a Sign Permit

Every permit issued by the City shall expire six (6) months from the date of issuance unless the sign is erected or displayed for its intended purpose and the permit shall become null and void upon the removal of the sign.

7.0 Renewal of a Sign Permit

- a) Where a permit has been issued and before it has expired, an application may be made to extend the permit for a further six (6) months and the provisions of Section 5 do not apply.
- b) The Chief Building Official or the Director of Infrastructure and Development Services, or their designate, may renew the permit after payment of the prescribed application fee where the sign conforms to this By-law.

8.0 Revocation of a Sign Permit

The Chief Building Official or the Director of Infrastructure and Development Services, or their designate, may revoke a sign permit under the following circumstances:

- a) where the permit has been issued in error by the City; or
- b) where the sign erected or placed does not conform to this By-law, the Building Code, the Zoning By-law or any other applicable regulations, or
- c) where the permit has been issued as the result of false, mistaken, incorrect, or misleading statements, or undertakings on the application.

9.0 Establishment of the Class of Signs By Zoning Category

For the purposes of this By-law, the following classes of signs are hereby established by reference to the following zone categories as set out in the City of Stratford Zoning By-law as amended. The terms used herein shall have the same meaning as in the Zoning By-law. Each class of sign shall only be permitted within the areas subject to the zone categories listed for that class below:

- a) Residential, Institutional, Mixed Use Residential, Open Space, Agricultural and Park Signs
 - R1, R2, R3, R4, R5, MUR and FR
 - IN
 - OS
 - P
 - A
- b) Commercial and Anchor District Signs, excluding Highway Commercial
 - C1, C3, C4, C5, AD and TH
- c) Highway Commercial

- C2
- d) Industrial Signs
 - I1, I2, I3 and I4

10.0 Heritage Conservation District

Notwithstanding any other section of this By-law, the following provisions shall apply in the Heritage Conservation District, as shown in Schedule “B”.

- (a) The following signs are prohibited in the Heritage Conservation District:
 - box fascia signs
 - internally illuminated signs
 - flashing signs
 - animated signs
 - roof signs
 - billboard signs
 - electronic media signs
- (b) No sign shall obstruct a building’s significant architectural features, including, but not limited to, windows, brackets, sills, decorative masonry and cornice;
- (c) When an existing sign is being erected in place of an old sign, the new sign shall conform to the provisions of the Sign By-law;
- (d) Special consideration for signage variances will be given during special events, for historical significance or where precedence exists;
- (e) Notwithstanding Sections 13.0 and 15.0, ground signs in the Heritage Conservation District shall be restricted to 1.4m in height by 2m in width and shall be located a minimum of 3m behind the property line;
- (f) Notwithstanding the definition of “painted wall sign” in Section 1.0, the copy of a painted wall sign in the Heritage Conservation District shall be restricted to that of an address sign and must not exceed the size restriction for a fascia sign;
- (g) Notwithstanding Section 10.0 (a), the following types of internally illuminated signs in the Heritage Conservation District are permitted: open and closed, product advertisement and service advertisement window signs provided they do not cover more than 10% of the window area and can easily be removed from the window; and
- (h) Notwithstanding Section 16.0, fascia signs in the Heritage Conservation District shall be restricted to the upper limit of the first storey of a building unless otherwise permitted by this By-law.

11.0 Permitted Sign Types By Sign Class

The chart below notes the sign types that are permitted in each property class. The By-law section applicable to each sign type is also designated.

Sign Type	Permitted Property Class	By-Law Section
Banner	Commercial Industrial	21.10
Community Events	Residential, Institutional & Park Commercial Industrial	21.13

Sign Type	Permitted Property Class	By-Law Section
Construction Site	Residential, Institutional & Park Commercial Industrial	21.5
Directional	Residential, Institutional & Park Commercial Industrial	17.0
Election	Residential, Institutional & Park Commercial Industrial	21.1
Fascia	Residential, Institutional & Park Commercial Industrial	16.0
Feather Flag	Commercial Industrial	21.11
Ground	Residential, Institutional & Park Commercial Industrial	15.0
Help Wanted	Commercial Industrial	21.12
Inflatable	Commercial Industrial	21.8
Menu Board	Commercial Industrial*	13.0
Mobile	Commercial Industrial	21.2
Permanent Electric Change Copy	Residential, Institutional & Park* Commercial Industrial	20.0
Pre-menu Board	Commercial Industrial*	13.0
Projecting	Commercial Industrial	19.0
Real Estate	Residential, Institutional & Park Commercial Industrial	21.4
Sidewalk	Commercial Industrial	21.3
Window	Commercial Industrial	18.0

Residential, Institutional & Park:* Change copy signs in Residential Zones shall be restricted to permanent change copy signs.

Industrial:* Menu Boards and Pre-Menu Boards for permitted uses in industrial zones shall comply with the requirements of Section 13.

12.0 Residential, Institutional and Park Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed below in conjunction with the uses listed below, unless the sign complies with the regulations and standards applicable to that sign type and with any other provisions of this By-law.

Address Sign Fascia Specifications:

Use	Maximum Sign Area	Number
Single Detached Dwelling, Semi Detached Dwelling, Duplex Dwelling, Triplex Dwelling, Quadruplex Dwelling, Cluster Dwelling, Townhouse Dwelling, Street Townhouse Dwelling, Group Home, Boarding House, Bed & Breakfast Establishment	0.6 m ² (6.5 sq.ft..)	1 address sign – fascia or 1 address sign - ground per property
Apartment, Senior's Apartment, School, Hospital, Religious Institution	1.5 m ² (16.1sq.ft..)	1 address sign – fascia and 1 address sign - ground per property
All Other Uses	1.5 m ² (16.1 sq.ft..)	1 address sign – fascia or 1 address sign - ground per property

Address Sign Ground Specifications:

Use	Maximum Sign Area	Maximum Height	Minimum Street Line Setback	Number
Single Detached Dwelling, Semi Detached Dwelling, Duplex Dwelling, Triplex Dwelling, Quadruplex Dwelling, Cluster Dwelling, Townhouse Dwelling, Street Townhouse Dwelling, Group Home, Boarding House, Bed & Breakfast Establishment	0.6 m ² (6.5 sq.ft..)	1.2 m (3.94 ft..)	1 m (3.28 ft..)	1 address sign – fascia or 1 address sign - ground per property
Apartment, Senior's Apartment, School, Hospital, Religious Institution	1.5 m ² (16.1 sq.ft..) for an Address Sign only	2.5 m (8.2 ft.)	1 m (3.28 sq.ft..)	1 address sign – fascia and 1 address sign - ground per property

Use	Maximum Sign Area	Maximum Height	Minimum Street Line Setback	Number
All Other Uses	1.5 m ² (16.1 sq.ft..)	2.5 m (8.2 ft..)	1 m (3.28 sq.ft..)	1 address sign – fascia or 1 address sign - ground per property

12.1 Address Signs - Residential Development

- a) a maximum of 1 address sign – residential development is permitted per entrance to the development.
- b) In instances where an address sign – residential development constitutes a fascia sign, the sign shall have a maximum face area of 0.6m². Notwithstanding any other section of this by-law, where an address sign-residential development constitutes a fascia sign, it shall be permitted on a fence or gate.
- c) In instances where an address sign – residential development constitutes a ground sign, the sign shall have a maximum face area of 0.6m², shall have a maximum height of 1.2m and shall have a minimum street line set back of 1m.

13.0 Commercial Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed below in conjunction with the uses below unless the sign complies with the regulations and standards applicable to that sign type and with any other provisions of this By-law.

Menu Board Specifications:

Land Use	Number	Maximum Sign Area	Maximum Height
Restaurant	1 per drive through lane	4.1 m ² (44.13 sq.ft.)	3m (9.84 ft.)
Restaurant Accessory to Gas Bar or Motor Vehicle Service Station	1 per drive through lane	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)
Car Wash Accessory to a Gas Bar or Motor Vehicle Service Station	1 per car wash	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)
Car Wash	1 per car wash	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)
Other Drive-through	1 per drive through land	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)

Pre-Menu Board Specifications:

Land Use	Number	Maximum Sign Area	Maximum Height
Restaurant	1 per drive through lane	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)
Restaurant Accessory to Gas Bar or Motor Vehicle Service Station	Not Permitted	N/A	N/A
Car Wash Accessory to a Gas Bar or Motor Vehicle Service Station	Not Permitted	N/A	N/A
Car Wash	Not Permitted	N/A	N/A
Other Drive-through	Not permitted	N/A	N/A

Ground Sign Specifications:

Land Use	Minimum Lot Frontage	Number	Maximum Sign Area	Maximum Sign Height	Minimum Street Line Setback
Commercial Uses excluding Highway Commercial	Under 25 m (82.02 ft.)	1 per lot frontage	10 m ² (107.64 sq.ft.) per sign face	10 m	1 m (3.28 ft.)
Commercial Uses excluding Highway Commercial	Over 25 m (82.02 ft.)	1 per lot frontage	15 m ² (161.46 sq.ft.) per sign face	10 m	1 m (3.28 ft.)
Highway Commercial	Under 25 m (82.02 ft.)	1 per lot frontage	10 m ² (107.64 sq.ft.) per sign face	10 m	1 m (3.28 ft.)
Highway Commercial	Over 25 m (82.02 ft.)	1 sign plus an additional sign per 40 metres (131 ft.) of lot frontage and there is 25 m (82.02 ft.) between signs	1 sign: 15 m ² (161.46 sq.ft.) per sign face; More than 1 sign: 10 m ² (107.64 sq. ft.) per sign face	10 m	1 m (3.28 ft.)

Fascia Sign Specifications:

Land Use	Maximum Sign Area
All Commercial Uses save and except for those listed below	20% of the building face of the first storey for each occupancy
Retail Store or Restaurant Accessory to Gas Bar or Motor Vehicle Service Station	20% of a wall facing a street line or gas pumps
Car Wash or Service Bay Accessory to Gas Bar or Motor Vehicle Service Station	15 % of a wall with an entrance and 10% of a wall with an exit or facing gas pumps
Gas Bar Canopy Accessory to Gas Bar or Motor Vehicle Service Station	20% maximum canopy face

14.0 Industrial Signs

No person shall erect, display, alter, maintain or allow the erection, display, alteration, or maintenance of any type of sign listed below in conjunction with the uses below unless the sign complies with the regulations and standards applicable to that sign type and with any other provisions of this By-law.

Fascia Sign Specifications:

Land Use	Maximum Sign Area for Each Occupancy
Individual Free Standing Industrial Establishment	15% of the building façade of the first storey for each occupancy
Multi Occupant Industrial Establishment	15% of the building façade of the first storey for each occupancy

Directory Sign Specifications:

Land Use	Number	Maximum Sign Area	Maximum Sign Height	Minimum Street Line Setback
Individual Free Standing Industrial Establishment	N/A	N/A	N/A	N/A
Multi Occupant Industrial Establishment	1	5.0 m ² (53.8 sq.ft.)	4.0 m (13.1 ft.)	7.5 m (24.6 ft.)

Ground Sign Specifications:

Land Use	Minimum Lot Frontage	Number	Maximum Sign Area	Maximum Sign Height	Minimum Street Line Setback
Individual Free Standing Industrial Establishment OR Multi Occupant Industrial Establishment	Under 30 m (98.4 ft.)	1 per lot frontage	10 m ² (107.64 sq.ft.) per sign face	10 m	1 m (3.28 ft.)

Land Use	Minimum Lot Frontage	Number	Maximum Sign Area	Maximum Sign Height	Minimum Street Line Setback
Individual Free Standing Industrial Establishment OR Multi Occupant Industrial Establishment	Over 30 m (98.4 ft.)	1 plus an additional sign per 40 metres (131 ft.) of lot frontage and there is 25 m (82.02 ft.) between signs	1 sign: 15 m ² (161.46 sq.ft.) per sign face; More than 1 sign: 10 m ² (107.64 sq.ft.) per sign face	10 m	1 m (3.28 ft.)

Menu Board Specifications:

Land Use	Number	Maximum Sign Area	Maximum Height
Car Wash	1 per car wash	2 m ² (21.52 sq.ft.)	3m
Car Wash	1 per car wash	2 m ² (21.52 sq.ft.)	3m (9.84 ft.)

Pre-Menu Board Specifications:

Land Use	Number	Maximum Sign Area	Maximum Height
Car Wash	Not Permitted	N/A	N/A

15.0 Ground Signs

- (a) The maximum total sign area for a ground sign that is a double faced or a multi-faced sign shall be double the area permitted for one sign face.
- (b) Where a ground sign contains up to three (3) sign faces but is not a double faced sign, the maximum total sign area shall be double the area permitted for one sign face and each sign face shall be attached to the adjacent sign face at an angle no greater than 90 degrees.
- (c) A ground sign shall not be located within 3m of a driveway entrance or exit.
- (d) Internally illuminated ground signs are prohibited in the MUR zone.

16.0 Fascia Signs

- (a) A fascia sign may project out from a building wall not more than 0.6m (24 inches).

- (b) A fascia sign shall be attached to the building façade used to calculate the maximum sign area of the sign.
- (c) A fascia sign shall be erected no higher than the upper limit of the second storey of a building, unless otherwise permitted in this By-law, but this shall not apply to an enclosed shopping centre or within the Heritage Conservation District;
- (d) When the area of a sign face of a fascia sign is related to the area of a wall, the area of the wall applicable shall be taken as that wall area projected on a plane parallel to the sign face, or tangent thereto if the sign face is not flat.

17.0 Directional Signs

A directional sign shall have a maximum sign area of 0.75m² and shall have a maximum height of 1.2m (4ft.).

18.0 Window Signs

The maximum sign area of any permitted window sign shall not cover more than 25% of any single window, or 25% of the entire surface area of a group of windows and shall not block the clear view of exits or entrances and shall maintain visibility into the interior of the premises at all times.

19.0 Projecting Signs

- (a) A projecting sign shall have a minimum clearance 2.5m above the sidewalk grade;
- (b) A projecting sign shall not exceed a total height of 9m above the sidewalk grade, exclusive of poles or guy-wires;
- (c) A projecting sign attached to a building that does not abut a public street shall not extend more than 2.5m beyond the face of such building and the outer most projection of such sign shall not project over the public street a distance of more than 0.46m (1.5 ft.);
- (d) A projecting sign attached to a building that immediately abuts a public street shall not project over the public highway a distance of more than 0.46m (1.5ft.).
- (e) No person shall erect or maintain any sign which shall wholly or partially project onto any public street, or any sign that if it were to fall would fall onto any public street, without first entering into an agreement with The Corporation of the City of Stratford indemnifying the City from and against all manner of claims for damage, loss, expense or otherwise, arising from the erection, maintenance, removing or falling of such sign or part thereof.

20.0 Permanent Electric Change Copy Signs

- (a) Unless otherwise permitted by another provision in this by-law, a permanent electronic change copy sign shall not exceed 1.0 m² (10.7 ft.²) in area;
- (b) Unless otherwise permitted by another provision in this by-law, a permanent electronic change copy sign shall be a minimum of 30m (98.4 ft.) from a dwelling unit;

- (c) A permanent electronic change copy sign shall not include any blinking, intermittent or flashing light;
- (d) A permanent electronic change copy sign shall come equipped with functioning dimming technology which will automatically adjust the sign's brightness in correlation with ambient light conditions;
- (e) A permanent electronic change copy sign shall not be permitted in the Heritage Conservation District;
- (f) A permanent electronic change copy sign shall:
 - i. not be located within 1.5m (4.9 ft.) of a sidewalk or property line, whichever is greater;
 - ii. not be located within 3m (9.8 ft.) of a driveway entrance or exit;
 - iii. not be located within 50m (164 ft.) of a traffic light standard;
 - iv. not be located within 15m (49.2 ft.) of the paved portion of an intersection; and
 - v. not be located within 10m (32.8 ft.) of a ground sign or 10m (32.8 ft.) of a mobile sign on an abutting property

21.0 Temporary Signs

21.1 Election Signs

(a) General Provisions

- i. No person shall affix, erect or otherwise display an Election Sign outdoors within the geographic limits of the City except in accordance with this By-law.
- ii. Every Owner, including any person who affixes, erects or otherwise displays an Election Sign or any person described on the Election Sign, whose name, address or telephone number is on the Election Sign or who benefits from the message on the Election Sign and for the purposes of this By-law there may be more than one owner of an Election Sign, shall ensure compliance with this By-law.
- iii. This by-law shall not apply to signs displayed by the City or the provincial or federal governments to provide information concerning an Election or any part of an Election process.

(b) Locations in General

- i. No person shall affix, erect or otherwise display an election sign or permit an election sign to be affixed, erected or otherwise displayed:
 - 1. on a tree, pipe, telephone pole, hydro pole, light standard, other utility infrastructure, or on any official sign or official sign structure;
 - 2. within a sight triangle;
 - 3. at any location where the election sign:
 - obstructs the view of any pedestrian or driver of a motor vehicle, or obstructs the visibility of any traffic sign or device, or where it could interfere with vehicular traffic so that it could endanger any person;

- would obstruct or impede any fire escape, fire exit, door, window, scuttle, skylight, flue, air intake or air exhaust, nor so as to prevent or impede the free access of emergency personnel to any part of a building, including any emergency water connection or fire hydrant;
- constitutes a danger or hazard to the general public;
- on a concrete or masonry noise attenuation wall;
- is displayed so as to obstruct, impede, hinder or prevent parking by vehicles on private or public lands; and
- impedes or obstructs City maintenance operations.

(c) Election Signs on Public Property

- i. No person shall affix, erect or otherwise display an election sign or permit an election sign to be affixed, erected or otherwise displayed:
 1. on property owned by the Province of Ontario, the Crown or Federal Government;
 2. on any property designated park or road allowance abutting property designated park;
 3. on land where a municipal facility is situated, including the interior of municipal facilities, and municipally-provided facilities;
 4. on any property designated a Voting Place or being used for voting purposes by the City;
 5. if in or on a vehicle, park or stop said vehicle in a way that violates the City's Policy C.3.14 – Use of Municipal Resources During an Election Period;

(d) Election Signs on Private Property

- i. Only one doubled-sided Election Sign per Candidate will be allowed per Private Property unless the Private Property consists of multiple residential properties, then one double-sided Election Sign per Candidate per unit will be allowed, provided that the Signs are a minimum of 1 metre apart.
- ii. Only one Election Sign per Candidate per 500 metres of frontage is allowed for commercial/industrial properties.
- iii. No person shall affix, erect or otherwise display an Election Sign on private property or on the road allowance directly abutting the private property without the owner's consent.

(e) Election Signs on Highways

- i. No person shall affix, erect or otherwise display an Election Sign on a Highway so that the Election Sign:
 1. Is on the travelled portion of a roadway;
 2. Impedes or obstructs the passage of pedestrians where they are reasonably expected to walk;
 3. Is located on public property and is within 1.5 metres of a sidewalk or where no sidewalk exists, 3 metres of the travelled portion of the road;

4. Is located on public property and within 6 metres of a sign for the same candidate or third party advertisement;
 5. Is within 3 metres of an industrial property line;
 6. Is on a median or island located within a roadway;
 7. Is less than 3 metres from a School Crossing; or
 8. Is less than 10 metres from an Intersection Pedestrian Signal.
- ii. No person shall dig, drill or drive into asphalt, concrete, brick or any other hard improved surface on a Highway when placing an Election Sign.
 - iii. No person shall drill or drive into a wooden, metal, concrete or other Highway structure when placing an Election Sign.

(f) Physical Characteristics of Election Signs

- i. No person shall affix, erect or otherwise display an Election Sign that:
 1. Is illuminated;
 2. Exceeds a maximum sign area of 3.7 m² (40 ft.²), with the exception of those placed on billboard signs.
- ii. No Election Sign shall be in a state of disrepair and every person shall ensure that the Election Signs remains in a state of repair.

(g) Content of Election Signs

- i. Each Election Sign shall identify who is responsible for the messaging.
- ii. Each Third Party Sign shall identify the name of the registered Third Party, the municipality where the Third Party is registered and a telephone number, mailing address or email address at which the registered Third Party may be contacted.
- iii. No person shall display the City's logo or the City's municipal election logo, crest, seal or other City identification in whole or in part, on any Election Sign.

(h) Timing of Placement of Election Signs and Removal

- i. No person shall affix, erect or otherwise display an election sign or permit an election sign to be erected, affixed, or otherwise displayed prior to the issuance of writs for a provincial or federal election.
- ii. No person shall affix, erect or otherwise display an Election Sign for a municipal election earlier than the day that the Candidate has been nominated or appointed or the third party advertiser has registered with the City Clerk and no earlier than:
 1. 45 days prior to Election Day in the year of a regular election; or
 2. Nomination Day for a by-election.
- iii. Notwithstanding section (h) ii of this By-law, Campaign Headquarters Election Signs may be placed once a Candidate has filed their nomination papers with the City Clerk and paid

the required filing fee or a Registered Third Party has registered with the City Clerk.

- iv. An election sign shall be removed within forty-eight (48) hours immediately following 11:59 p.m. of the day of the election or by-election.

(i) Campaign Office Exemptions

An election sign which is a fascia sign may be affixed to the face of the building or building unit which is used as a candidate's campaign headquarters provided such fascia sign complies with the provisions of this By-law for a fascia sign

21.2 Mobile Signs

- (a) A mobile sign shall be located completely on private property;
- (b) Only one mobile sign may be erected or displayed per 30m of property frontage at any one time;
- (c) A maximum of six (6) mobile sign permits per calendar year may be issued to each business at a municipal address;
- (d) A mobile sign shall not be erected or displayed for more than twenty-one (21) consecutive days from the date the permit is issued;
- (e) No business shall be issued a permit or erect or display a mobile sign unless a minimum period of twenty-one (21) consecutive days has passed since the expiry date endorsed on a previous mobile sign permit issued at a location; and
- (f) A mobile sign shall:
 - i) contain no more than two (2) sign faces, and each sign face shall have a maximum area of 1 m² (10.7 sq.ft.);
 - ii) not be located within 1.5m (4.9 ft.) of a sidewalk or property line, whichever is greater;
 - iii) not be located within 3m (9.8 ft.) of a driveway entrance or exit;
 - iv) not be located within 50m (164 ft.) of a traffic light standard;
 - v) not be located within 15m (49.2 ft.) of the paved portion of an intersection;
 - vi) not be located within 10m (32.8 ft.) of a ground sign or 10m (32.8 ft..) of a portable sign on an abutting property;

21.3 Sidewalk Signs

- (a) Sidewalk signs are permitted throughout the City;
- (b) One sidewalk sign may be erected or displayed per 30m of property frontage at any one time;
- (c) A sidewalk sign:
 - i) shall have a maximum height of 1 metre (3.28 ft.), a maximum of two sign faces and any sign face shall not exceed 0.56m² (6.03 sq. ft.) in area;
 - ii) shall be displayed only between sunrise and sunset of every business day and shall be taken indoors at all other times;
 - iii) shall not be located within 3 metres (9.8 ft.) of a driveway entrance;

- iv) within the City Centre (Schedule C), sidewalk signs shall only be permitted on the 1 metre (3.28 ft.) of municipal property nearest and parallel to the curb in front of the premise being advertised by the said sign;
 - v) outside the City Centre (Schedule C) sidewalk signs shall not be located within 1 metre of a property line; and
 - vi) shall not obstruct pedestrian traffic
- (d) No person shall erect or maintain any sidewalk sign on any public street without first entering into an Agreement with The Corporation of the City of Stratford indemnifying the City from and against all manner of claims for damage, loss, expense or otherwise, arising from the erection, maintenance, removing or falling of such sign or part thereof.
- (e) Any agreement issued under the authority of this By-law shall be effective until the end of the calendar year in which it is issued and shall be renewed annually by the 31st of January. In default of the payment of the annual fee for thirty (30) days after notice in writing requiring payment thereof, the right to maintain such a sign shall cease and the agreement issued therefore shall become forfeited and Section 22 of this by-law shall apply.

21.4 Real Estate Signs

- (a) One (1) real estate sign shall be permitted for each lot frontage of the property on which the sign is erected;
- (b) The sign face of a real estate sign shall not exceed 0.5m² (5.3 sq. ft.) if erected on a property zoned residential and shall not exceed 4m² (43.0 sq. ft.) if erected on a property zoned industrial or commercial.

21.5 Construction Site Signs

- (a) A construction site sign shall be non-illuminated with a sign area not exceeding 10 m² (108 sq. ft.), shall be set back 7.5m from the street line and shall be removed from the construction site within sixty days of completion of the project;
- (b) A construction site sign in areas zoned R1, R2, R3, R4, R5, MUR or A shall be non-illuminated with a sign area not exceeding 1.5m² (16 sq. ft.), shall be set back 1m from the street line and shall be removed from the construction site with sixty days of the completion of the project.

21.6 Garage Sale Signs

- (a) A garage sale sign shall not exceed 0.6m (2 ft..) in any dimension and shall not exceed 0.36m² (3.9 sq. ft..) in sign area;
- (b) A garage sale sign may be located in the untravelled portion of the street allowance, but not in a manner as to create a hazard for vehicles or pedestrians; and
- (c) No person shall place or locate a garage sale sign before 5:00 p.m. of the day immediately before the garage sale and all such signs shall be removed by no later than 7:00 a.m. of the day immediately following the garage sale.

21.7 Open House Directional Signs

- (a) An open house directional sign shall have a maximum height of 1m (3.28 ft.) and a maximum sign area of 0.4m² (4.3 sq. ft.) per sign face.
- (b) An open house directional sign may be erected on that portion of a street located between the curb or edge of the traveled roadway and the sidewalk, or where no curb exists, such sign may be erected on the untraveled portion of the right-of-way closest to the outer edge of the traveled roadway, provided that the sign does not interfere with pedestrian or vehicular traffic and does not create a hazard; and
- (c) An open house directional sign shall be displayed only between sunrise and sunset.

21.8 Inflatable Signs

- (a) No person shall erect an inflatable sign without a permit and an inflatable sign shall be erected in the specific location as shown on a plan approved for such purposes by the Chief Building Official or the Director of Infrastructure and Development Services;
- (b) An inflatable sign shall only be permitted on a property with a minimum frontage of 15m (49 ft.);
- (c) An inflatable sign shall be located:
 - (i) a minimum of 3m (9.8 ft.) from any property line;
 - (ii) a minimum of 3m (9.8 ft.) from any driveway entrance and/or exit;
 - (iii) a minimum of 10m (32.8 ft.) from any ground or mobile sign on the same property or abutting property;
 - (iv) a minimum of 92m (301 ft.) measured in a straight line from a residential property; and
 - (v) a minimum of 50m (164 ft.) from a traffic light standard.
- (d) An inflatable sign shall have a maximum height of 7m (22.96 ft.) and a maximum width of 6m (19.68 ft.);
- (e) One inflatable sign shall be permitted for each property at any one time;
- (f) Sign permits to erect or display inflatable signs shall be issued for periods of a maximum of twenty-one (21) consecutive days. No more than three permits shall be issued for a single business on the property on which the sign is to be displayed, in a calendar year;
- (g) No business shall be issued a permit or erect or display an inflatable sign unless a minimum of twenty-one (21) consecutive days has passed since the expiry date endorsed on a previous inflatable sign permit issued on the same property;
- (h) Sign permits for inflatable signs shall be issued only for businesses or uses currently on the property on which the sign is to be displayed;
- (i) All inflatable signs shall be properly secured to the satisfaction of the Chief Building Official or the Director of Infrastructure and Development Services; and
- (j) Before being issued a sign permit for an inflatable sign, the applicant shall provide confirmation to the City that a minimum of \$2,000,000.00 of valid comprehensive general insurance is in effect.

21.9 Subdivision Signs

- (a) A subdivision sign shall not exceed 10m² in area;
- (b) The location of subdivision signs shall be determined by the City through a subdivision agreement; and
- (c) Subdivision signs shall contain the following information:
 - i) the plan of subdivision as registered, including street patterns, street classification, sidewalks, community mailboxes and the proposed use of each parcel of land therein, and;
 - ii) the name and address of the owner.

21.10 Banner Signs

- (a) Banner signs shall:
 - i) Not exceed 6.0m² (64.6 ft²) in area;
 - ii) Only one banner sign may be erected or displayed per property;
 - iii) A maximum of two (2) banner signs permits per calendar year may be issued to each business at a municipal address; and
 - iv) A banner sign permit may be issued for a period of a maximum of 30 consecutive days.
- (b) Banner signs on Railway Overpasses shall:
 - i) Banner signs on a railway overpass shall not exceed 8.0m² (86.1 ft²) in area;
 - ii) Banner signs on a railway overpass shall only be used in conjunction with an event sponsored by a charitable or non-profit organization, including an exhibition or fair;
 - iii) Sign permit applications for a banner sign on a railway overpass shall be accompanied by authorization from the applicable railway operator that they consent to the application;
 - iv) Banner signs on a railway overpass shall be issued for a period of a maximum of 21 consecutive days prior to the start of the event and remain not more than 4 days after the closing of the date of the event.

21.11 Feather Flag Signs

- (a) A feather flag sign shall not exceed 3.4 m (11 ft) in height;
- (b) A feather flag sign shall not exceed 1.9 m² (20 ft²) in area;
- (c) A feather flag sign permit may be issued for a period of a maximum of 60 consecutive days;
- (d) A maximum of two (2) feather flag signs permits per calendar year may be issued to each business at a municipal address;
- (e) Only one feather flag sign may be erected or displayed per 30 m of property frontage;
- (f) A feather flag sign shall be set back 1 m (3.3 ft) from a road allowance and 3 m (9.8 ft) from a driveway; and
- (g) A feather flag sign shall not obstruct vehicular or pedestrian traffic.

21.12 Help Wanted (For Hire) Signs

- (a) A help wanted sign shall not exceed 6.0 m² (64.5 ft²) in area;
- (b) One help wanted sign may be permitted per 30 m (98.4 ft) of lot frontage;
- (c) A help wanted flag sign shall be set back 1 m (3.3 ft) from a road allowance and 3 m (9.8 ft) from a driveway; and
- (d) A help wanted flag sign shall not obstruct vehicular or pedestrian traffic.

21.13 Community Events Signs

- (a) A community event signs shall not exceed 1.0 m (3.28 ft) in height;
- (b) A community events sign flag sign shall not exceed 0.56 m² (6.03 ft²) in area;
- (c) A community event sign permit may be issued seven (7) days prior to the event;
- (d) A community event sign shall be removed two (2) days after the completion of the event;
- (e) Only one community event flag signs may be erected or displayed per property;
- (f) A community event sign shall be set back 3 m (9.8 ft) from the travelled portion of the road and 3 m (9.8 ft) from a driveway; and
- (g) A community events sign shall not obstruct vehicular or pedestrian traffic.

21.14 Pole Poster Signs

- (a) A pole poster sign shall not exceed 1.0 m² (10.8 ft²) in area;
- (b) No more than 50% of light poles within a parking area may have a pole poster sign;
- (c) A pole poster sign shall be set back 1 m (3.28 ft) from a road allowance and 3 m (9.8 ft) from a driveway; and
- (d) A pole poster sign shall not obstruct vehicular or pedestrian traffic.

22.0 Maintenance of Signs

- a) The owner of any sign, shall maintain or cause such sign to be maintained in a proper state of repair, so that such sign remains completely operative at all times and does not become unsafe, defective or dangerous.
- b) Maintenance or repairs using materials identical to the materials of the component being maintained or repaired does not constitute an alteration so as to require a permit to be issued.

23.0 Penalties and Enforcement

- a) Every person who contravenes any provisions of this By-law is guilty of an offence. Pursuant to the provisions of the *Provincial Offences Act, R.S.O. 1990, c.P.33*, as amended, upon conviction a person is liable to a fine of not more than \$5,000.00 exclusive of costs.

- b) Where a sign is erected or displayed in contravention of this By-law, the Chief Building Official or the Director of Infrastructure and Development Services, or their designate may immediately pull down or remove any sign that the Chief Building Official or his or her designate determines constitutes a safety hazard or a concern. Such removal is to be at the expense of the owner or the occupant and the expense therefore may be collected in like manner as municipal taxes.
- c) Where any sign does not comply with this By-law, the Chief Building Official of the Director of Infrastructure and Development Services, or their designate may forward a notice by first class pre-paid mail to the owner. Such notice shall outline the nature of the contravention and the section of the By-law so contravened and may require that the owner of the sign to:
- repair the sign;
 - pull down or remove the sign; or
 - make the sign comply with the provisions of this By-law,

not later than the date and time stipulated in the notice. The notice may advise that if the sign is not so removed or made to comply within the specified period of time, then the City may pull down and remove the sign without any further notice.

- d) If the notice as set out in Section 23.0 (c) is not complied with within the specified period of time, the Chief Building Official or the Director of Infrastructure and Development Services may direct City forces or an independent contractor to enter upon the land or premises to pull down and remove the sign. Such removal is to be at the expense of the owner or the occupant and the expense therefor may be collected in like manner as municipal taxes.
- e) Notwithstanding subsections a), b), c) and d) of this section, mobile signs, sidewalk signs, real estate signs, construction site signs, garage sale signs, feather flag signs, help wanted signs, community events signs, open house directional and inflatable signs that are erected or displayed contrary to this By-law shall be removed by the owner thereof within two days after service of a notice from the City advising that such sign or other advertising device is in contravention of this by-law. Such notice shall be served in the manner provided in subsection c) of this section. Such notice shall outline the nature of the contravention and the section of the By-law so contravened.

If such sign or other advertising device has not been removed by the owner as required herein, or the Director of Infrastructure and Development Services, or their designate may cause such sign to be removed at the expense of the owner of the sign and any costs incurred by the City may be recovered in like manner as municipal taxes on the property where the sign was located or may be recovered by action pursuant to section 427 of the *Municipal Act 2001, S.O. 2001, c.25*. The remedies provided for hereby may be proceeded with prior to and notwithstanding that no prosecution and conviction has been obtained under section 23 of this by-law.

- f) Any sign removed as provided for in this section shall be stored by the City or an independent contractor for a period of not less than thirty (30) days. During this time the sign owner or his or her agent is entitled to redeem such sign, upon completing a signed acknowledgement and release on the prescribed form and upon making payment satisfactory to the City of the amounts noted below:

- (i) the sum of \$250.00 or the City's actual cost of removing the sign, whichever is greater, and
 - (ii) a storage charge of \$25.00 per day or part thereof, or \$2.50 per m² of sign face per day or part thereof, whichever is greater.
- g) Where the City has removed a sign and stored it for a period of thirty (30) days and the sign has not been redeemed, the City may then destroy or otherwise dispose of the sign without notice or compensation to the owner of the sign or his or her agent.
- h) Any banner installed without the approval of the City will be removed by the City without notice and, further, may be destroyed or otherwise disposed of without further notice or compensation to the owner of the banner or his or her agent.
- i) Notwithstanding subsections a), b), c), d), f), and g) of this section, the removal of election signs and/or signs in contravention of section 4.2 (xiv) shall be as follows:
- (i) the Chief Building Official or the Director of Infrastructure and Development Services or their designate is authorized to take down or remove or cause to be removed immediately without notice and at the risk of its owner, an election sign and/or any sign in contravention of section 4.2 (xiv) that is placed in contravention of this by-law;
 - (ii) an election sign and/or any sign in contravention of section 4.2 (xiv) removed pursuant to this by-law shall be stored by the City for a period of thirty (30) days during which time the owner or agent may retrieve the sign;
 - (iii) where an election sign and/or any sign in contravention of section 4.2 (xiv) has been removed by the City and stored for a period of 30 days and such sign has not been retrieved, the sign may be destroyed or otherwise disposed of by the City without any notice or compensation to the owner of the sign or his or her agent.
- j) None of the foregoing shall limit the City from enforcing the provisions of this By-law by any other action or remedy permitted in law.
- k) The City and its agents shall not be liable to compensate such owner or other person having an interest in any removed election sign(s) for reason of anything done by or on behalf of the City under the provisions of this by-law.

24.0 Variances

- a) An application for variance shall be made on the appropriate form to the Development Services Division and shall be accompanied by the appropriate fee, as set out in Schedule "A"
- b) The Development Services Division shall prepare a report for the consideration of the Planning and Heritage Sub-committee, setting out the reasons for the variance and a recommendation.
- c) The Development Services Division shall notify the applicant once a hearing date before the Planning and Heritage Sub-committee has been set and if the applicant does not attend at the appointed time and place, the Planning and Heritage Sub-committee may proceed in the absence of the applicant and the applicant will not be entitled to further notice in the proceeding.

- d) The Planning and Heritage Sub-committee may recommend authorization for variances from the provisions of this By-law, if in the opinion of the Sub-committee, the general intent and purpose of the By-law are maintained.
- e) In considering an application for a variance, the Planning and Heritage Sub-committee, Planning and Heritage Committee and Council shall have regard for:
 - (i) Special circumstances or conditions applying to the land, building or use referred to in the application;
 - (ii) Whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building, or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
 - (iii) Whether the special circumstances or conditions are pre-existing and not created by the owner or the applicant; and,
 - (iv) Whether the sign that is the subject of the variance will alter the essential character of the area.
- f) Council may uphold or vary the recommendations of the Planning and Heritage Sub-committee or do any act or make any decision that it might have done, had it conducted the hearing itself and the applicant shall not be entitled to a further hearing on the matter before Council and the decision of Council shall be final.

25.0 Existing Signs

- i) This By-law does not apply to any permanent sign or permanent advertising device that is lawfully erected or displayed on the day this By-law comes into force, if the sign or advertising device is not substantially altered.
- ii) The maintenance and repair of the sign or advertising device or a change in the message displayed shall not be deemed in itself to constitute an alteration.

26.0 Validity

If a Court of competent jurisdiction declares any section or part of a section of this By-law invalid, it is the intention of Council that the remainder of the By-law shall continue to be in force.

27.0 Schedules

Schedule "A", Schedule "B" and Schedule "C" attached hereto form part of this By-law.

28.0 Effect

This By-law comes into effect upon final passage.

29.0 Repeal

Upon this By-law coming into effect, By-law 159-81 and amendments, By-law 177-80 and amendments and any other by-laws inconsistent with this by-law, are hereby repealed.

Read a FIRST, SECOND and THIRD time and
FINALLY PASSED this 12th day of October, 2004.

"Daniel B. Mathieson"
Mayor – Daniel B. Mathieson

"Joan Thomson"
Clerk – Joan L. Thomson

**THIS IS SCHEDULE "A" TO
BY-LAW 159-2004**

Sign Permit Fee	\$226 – effective January 1, 2022
Banner, Community Events, Feather Flag and Sidewalk Sign Permit Fee	\$51 – effective January 1, 2022
Sign By-law Variance Application Fee	\$612 – effective January 1, 2022

Special Permit Fee

A special permit fee with respect to construction shall be paid by the owner where any work was commenced prior to the issuance of a permit.

The special permit fee shall be the regular permit fee plus an additional fee equal to 100% of the amount calculated as the regular permit fee in order to compensate the city for the additional work performed as a result of commencing work prior to permit issuance.

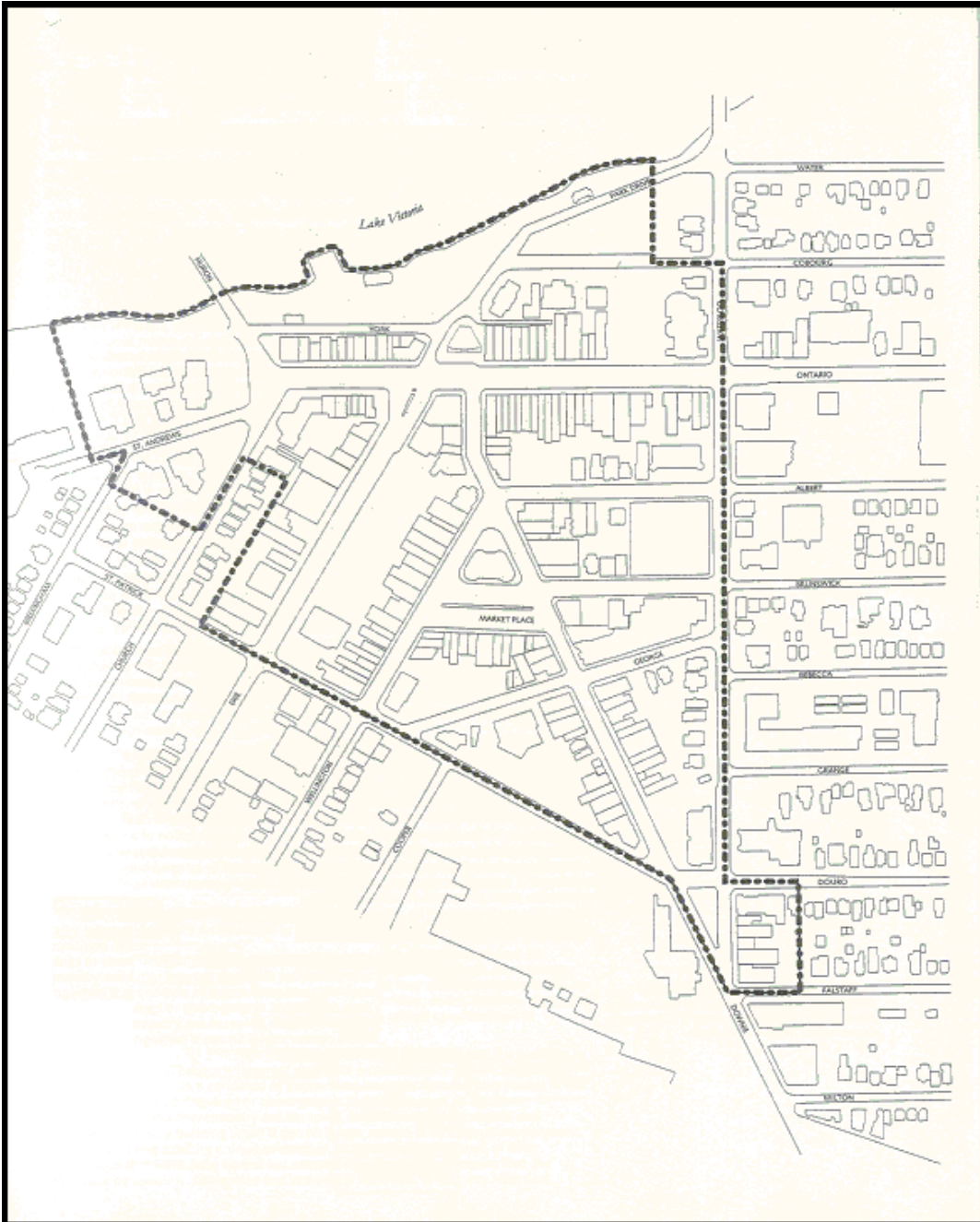
Payment of the special permit fee does not allow construction to continue without a permit.

These rates shall automatically increase and be rounded to the nearest dollar on the 1st day of January in each year by the percentage increase in the Consumer Price Index (CPI).

CPI means the 12-month average of Total Consumer Price Index as published by Statistics Canada in November, using the most current October to October rates.

**THIS IS SCHEDULE "B"
TO BY-LAW 159-2004**

Heritage Conservation District



**THIS IS SCHEDULE "C"
TO BY-LAW 159-2004**

Map of City Centre Lands

