

BY-LAW No. 2012-110  
OF THE  
CORPORATION OF THE TOWN OF COLLINGWOOD



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BEING A BY-LAW TO REGULATE OR PROHIBIT SIGNS AND OTHER  
ADVERTISING DEVICES

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**WHEREAS** pursuant to Section 11(3) of the *Municipal Act*, S.O. 2001, c. 25, as amended, provides the authority to a lower-tier municipality to pass by-laws relating to matters within the spheres of jurisdiction including, but not limited to, structures, including fences and signs;

**NOW THEREFORE COUNCIL OF THE CORPORATION OF THE TOWN OF COLLINGWOOD ENACTS AS FOLLOWS:**

**1.0 PURPOSE**

1.1 The purpose of this By-law shall be to coordinate the type, placement, and scale of signs within the different land-use zones and to recognize the commercial communication requirements of all-sectors of the business community. In so doing, the By-law shall encourage signs which are compatible to the heritage of its downtown buildings and the unique scenic characteristics of the community; shall promote both renovation and proper maintenance; and shall be accomplished by regulation of the size, shape, display, erection, use, and maintenance of signs. The use of signs is regulated according to zone. No sign shall be permitted as a main or accessory use except in accordance with this By-law.

**2.0 SCOPE**

2.1 The By-law shall not relate to building design. Nor shall the By-law regulate official traffic or government signs; the copy and message of signs; signs not intended to be viewed from a public right-of-way; window displays which do not constitute window signs; product dispensers; scoreboards on athletic fields; flags of any nation; government or noncommercial organization; gravestones; religious symbols; commemorative plaques; the display of street numbers; or any display or construction not defined herein as a sign.

Thus, the primary intent of this By-law shall be to regulate signs of a commercial nature intended to be viewed from any vehicular or pedestrian right-of-way.

**3.0 DEFINITIONS**

3.1 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 forty-five (45) days or more, or any sign which pertains to a time, event or purpose which 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, which excluded street numbering in accordance with the street naming by-law;

*“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, lights, or any other object intended for advertising purposes. For the purpose of the By-law, an advertising device shall mean a sign;

*“all other zones”* means all zones within the Town of Collingwood’s Comprehensive Zoning By-law No. 2010-040, as amended, except those areas designated and defined herein as residential, commercial, and industrial zones and within the Collingwood Heritage Conservation District, or as amended from time to time;

*“alter”* means any change to the sign structure or the sign face, including the addition, deletion, change of copy, or re-arrangement of parts, 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.

*“animated sign”* means any sign which includes action or motion or colour change of any or all of the sign, but does not include a ‘clock’ or ‘thermometer’. Animated signs include the following:

*naturally energized:* the motion of the sign is activated by wind or other atmospheric impingement. Wind driven signs include flags banners, pennants, pennants, streamers, spinners, metallic discs, or other similar devices designed to move in the wind;

*mechanically energized:* a sign manifesting a repetitious pre-programmed physical movement or rotation in either one or a series of planes activated by means of mechanically based drives;

*electronically energized:* an illuminated sign in which the motion or visual impression of motion is activated primarily by electrical means;

*flashing sign:* illuminated signs exhibiting a pre-programmed repetitious cyclical interruption of illumination from one or more sources in which the duration of the period of illumination (on phase) is either the same as or less than the duration of the period of darkness (off phase), and in which the intensity of illumination varies from zero (off) to one hundred percent (on) during the programming cycle;

*illusionary movement sign:* illuminated signs exhibiting the illusion of movements by means of a pre-programmed repetitious sequential switching action in which illuminated elements of the sign are turned on or off to visually simulate the impression of motion characteristic of chasing, running, blinking, oscillating, twinkling, scintillating, or expanding and contracting light patterns;

*“architectural feature”* means any individual feature or detail which constitutes or contributes to the character, design or style of structure;

*“awning”* means a temporary shelter or roof-like projection consisting of non-rigid materials such as canvas or cloth, except for the supporting framework. Awnings must be retractable.

*“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;

*“banner”* means a sign or advertising device made from cloth, plastic or a similar lightweight

non-rigid material;

*“billboard sign”* means a sign which advertises goods, products, services, or facilities not available on the premises upon which the sign is located or which directs persons to a different location from that upon which the sign is located, and is either single faced or double faced;

*“building façade”* means an exterior building wall facing a street and any other building wall which does not face a street but which the main entrance for the public is located;

*“building identification sign”* means a sign identifying the name of the building and shall not be a name of a business located within that building;

*“canopy”* a permanent roof like projection which extends from part or all of the building facade and is constructed of metal, glass, plastic, wood or cloth;

*“canopy sign”* means a sign attached to or constructed in or on the canopy;

*“changeable copy sign”* means a sign on which the copy can be changed manually through the use of attachable letters, numerals or pictorial panels;

*“Chief Building Official”* means the Chief Building Official or a Building Inspector appointed by the Council of the Town of Collingwood;

*“construction site sign”* means a sign which identifies or provides information relating to or advertising the development or the construction of a building on the lands on which the sign is erected;

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

*“Council”* means the Council of the Corporation of the Town of Collingwood;

*“directional sign”* means an on premises sign giving directions, instructions, or facility information and which may contain the name or logo of an establishment no greater than 20% of the total sign area, and no advertising copy;

*“directory sign”* means a sign listing the tenants of a multi-tenant industrial building containing at least two distinct tenant units which sign includes only the municipal address and a list of tenants or occupancies for identification purposes;

*“display area”* means the area of all surfaces of the sign upon, against or through which the message is displayed or illuminated. In the case of individually installed letters or similar individually mounted logo or like sign components, display area shall be calculated as being the total surface area within the outermost perimeter bounding the limit of all of the individual components;

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

*“election sign”* means a sign advertising or promoting the election of a political party or a candidate for public office in a federal, provincial or municipal election;

*“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. A fascia sign shall not include any other sign defined in this By-law unless otherwise stated;

*“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 changing sign or electronically controlled message centre;

*“frontage”* means the length of the property line of any one lot parallel to and along each legally accessible public street;

*“frontage business”* means the length of an outside building wall of a business on a public street or right of way. Where a building or a combination of building structures is located on two intersecting public streets, each business located on the property shall have a business frontage on one street. However, only that business which is closest to the second street shall be entitled to a second business frontage on the second street and therefore shall be entitled to a second sign;

*“garage/yard sale sign”* means a sign advertising the sale of personal merchandise garage/yard held on residential zoned property;

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

*“grade”* means the average surface elevation of the finished ground where said ground is in contact with any building, sign or other structure;

*“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 tenant(s) and address and/or advertises 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 distance measured from the average elevation of the finished grade immediately below a sign to the highest point of the sign and includes any support structure;

*“heritage district signs”* are signs that are deemed within the Collingwood Heritage Conservation District as defined in By-Law No. 02-112, as amended and shall conform to the requirements of the Collingwood Downtown Heritage Conservation District Plan for the Town of Collingwood;

*“illuminated sign”* means any sign which is illuminated by an internal or external 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;

*“lamp post sign”* means a banner sign affixed to the lamp posts on the Pretty River Parkway between Hume Street and Albert Street;

*“logo-copy trademark of a company and/or corporation”* the trade mark signature of the company or corporation;

*“marquee”* means a permanent roof structure constructed of fabric projecting horizontally from the face of the building;

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

*“menu board”* means a board containing a listing of recitation of some or all the food or beverages offered for sale or consumption on the premises where the sign is displayed;

*“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 built on a trailer or other solid framework with or without wheels and may include a double-faced readograph type sign;

*“Municipal Law Enforcement Officer”* means a person appointed by the Council of the Town of Collingwood to enforce the By-laws of the Town of Collingwood;

*“new home development”* means a subdivision, within a zoned residential area, with new property for sale;

*“occupant”* means the person in physical possession of the premises and includes all persons who have the responsibility for and control over the condition of the premises or the activities there carried on notwithstanding that there may be more than one occupant of the same premises;

*“official sign”* means a sign required or erected due to any law or required or erected at the direction of any Government or governmental authority, agency, department or commission;

*“Officer”* means an officer or constable of the Ontario Provincial Police or a By-law Enforcement Officer of the Town of Collingwood;

*“owner”* means a person having a legal or equitable title to the land, building, or structure upon which a sign is located and includes all persons having a legal right to obtain physical possession of the premises;

*“open house directional sign”* means a temporary portable sign intended to direct traffic to a residential re-sale of a property and does not include houses under new development;

*“permit”* means a written document issued by the Chief Building Official indicating that he has considered a specific application referred to therein and has granted permission of the Town to erect, display, structurally alter or relocate in accordance with specifications and conditions referred to therein;

*“plaza”* means a commercial building designed and constructed to contain multiple tenants and/or enterprises;

*“person”* means an individual, firm, corporation, association or partnership or similarly defined interest;

*“portable sign”* means a sign not permanently affixed to the ground and designed in such a manner as to be capable of being moved from place to place;

*“poster”* means a printed notice generally made of cardboard, plastic, fiberboard, paper, or similar flexible material, 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;

*“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 and includes an overhanging sign;

*“property line”* means any boundary of a lot or the vertical projection thereof;

*“public property”* means property, buildings or structures owned or occupied by the Town of Collingwood, the County of Simcoe, Province of Ontario, the Government of Canada or one of its agencies, divisions, or entities commonly a reference to parks, playgrounds, streets, sidewalks, schools, libraries and other property regularly used by the general public;

*“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;

*“readograph”* means a sign composed of interchangeable letters and intended to convey a temporary message and is designed or constructed so that the message thereon may be easily rearranged or changed;

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

*“residential zone”* means those areas given residential zoning designations in the Comprehensive Zoning By-law No. 2010-040, as amended, of the Town of Collingwood;

*“reverse graphics”* means graphics on an internally illuminated sign having translucent or transparent advertising copy on a background which is opaque and is substantially the same colour as the wall or other surface on which the sign is located;

*“roof line”* means the horizontal line made by the intersection of the wall of the building with the roof of the building;

*“roof sign”* means a sign which is located entirely on or above the main roof of a building or located entirely on the top of or above the parapet of a building;

*“sidewalk sign”* means a self-supporting, portable sign with one or two faces that are adjoined at the top and displayed at an angle, which is not permanently anchored or secured and designed to be placed upon a sidewalk;

*“sign”* means any visual medium, including its copy, structure and other component parts, which is used or capable of being used to attract attention to a specific subject matter, other than itself, for identification, information, advertising, service, activity, person, business, or

product of the business property on which it is located. A window display shall be deemed not to be a sign for the purposes of this By-law;

*“sign area”* means the entire area of the surface of a sign including the border or frame together with any material forming an integral part of the background of the display or used to differentiate the sign from the backdrop or building against which it is erected. Where a sign is composed of individually installed letters, numerals or shapes, the sign face shall mean the total aggregate area of all letters, numerals or shapes which includes but is not limited to the logo-copy trademark of a company and/or corporation;

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

*“sight triangle”* that portion of a corner lot within the triangular space formed by the street lines and a line drawn from a point in one street line to a point in the other street line, each such point being 7.62 metres (25 feet) measured along the street from the point of intersection of the street lines where the street is a collector road, and 15.24 metres (50 feet) where the street is a major arterial road;

*“special event sign”* means temporary street decorations, banners, paper signs, cloth signs, posters, hand bills or any other temporary advertising device installed for various civic celebrations and/or other festivals and/or special events, which are non-profit in nature;

*“storey”* means that portion of any building which is situated between the top of any floor and the top of the floor or roof next above it and shall include a parapet or any other integral part of the building, parallel to the same building facade, excluding structures enclosing mechanical equipment on the roof;

*“street”* means any street, highway, road or other public right of way but does not include a private lane;

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

*“temporary sign”* means a commercial sign which is temporarily installed or affixed to any sign structure or building, and which conveys a message applicable for a definable and specific limited time and relates to the use of the building/property on which it is located. For the purposes of the By-law, a temporary sign shall not mean or include a mobile or sidewalk sign;

*“Town”* means the Corporation of the Town of Collingwood;

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

*“window display”* means an arrangement or showing in the exterior window of a business consisting of goods or products marketed or offered for sale from or on the premises where the window display exists. Such a display may include items not marketed or offered for sale on the premises if such items are accessory to the main display of goods or products;

*“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 0.9 metres of a window; and

“zone” means the area of a defined land use zone in the Town's Comprehensive Zoning By-laws passed under the *Planning Act*, R.S.O. 1990, c. P.13, or any predecessor or successor thereof.

#### **4.0 ADMINISTRATION**

4.1 The Chief Building Official shall be responsible for the administration of this By-law.

#### **5.0 INTERPRETATION**

5.1 In this By-law, a word interpreted in the singular number has a corresponding meaning when used in the plural.

5.2 It is declared that if any section, subsection or part or parts thereof be declared by any Court of Law to be bad, illegal or ultra vires, such section, subsection or part or parts shall be deemed to be severable and all parts hereof are declared to be separate and independent and enacted as such.

#### **6.0 GENERAL PROVISIONS**

6.1 No person shall erect, display, alter or allow the erection, display, or alteration of any sign including the change of sign copy within the Town on publicly or privately owned lands without obtaining a permit under provision of this what by-law.

6.2 Notwithstanding subsection 6.1, a sign permit is not required for the following signs but all such signs shall comply with all other requirements of this by-law:

- a. official signs or signs pertaining exclusively to public safety;
- b. election signs, erected in accordance with Section 16.0;
- c. a non-illuminated trespassing, safety or other warning sign not exceeding 0.2 metres squared in sign area;
- d. address signs not exceeding 0.2 metres squared in sign area unless otherwise provided for in this By-law;
- e. flags of corporations, educational, or religious organizations provided that not more than 3 flags are located at 1 premise;
- f. commemorative plaques or corner stones of a non-advertising nature;
- g. directional signs in accordance with Section 14.0;
- h. construction site signs located on a construction site in accordance with Section 23.0;
- i. a sign other than an on-premises ground or fascia sign, erected, displayed or stored on the business premises of a sign manufacturer or contractor;
- j. real estate signs in accordance with Section 22.0;
- k. garage sale signs in accordance with Section 24.0;
- l. signs for contractors undertaking landscaping, home repairs or renovations, provided such signs are erected no more than 2 days prior to the commencement of the project and are removed from the property immediately after the project is completed;
- m. municipal signs;



n. special events signs: nothing herein shall be deemed to prevent temporary street decorations, or other temporary advertising devices installed for various civic celebrations and/or other festivals and/or special events, which are not for profit in nature. All such signs shall not be placed or erected not more than seven (7) days prior to the event and shall be removed within forty-eight (48) hours of the termination of the event for which they are being used.

- 6.3 The requirements for signs contained in Sections 9.0 to 25.0 inclusive shall not apply to any sign erected on any land, building or structure owned or occupied by the Town, but subsection 6.1 shall apply to any such sign.
- 6.4 Except for an official sign or a sign otherwise permitted in this By-law or authorized by the Town or County, no sign is permitted on, over, partly on or over a street.
- 6.5 Notwithstanding any other provisions of this By-law, the Town may allow a portable sign on any street under its jurisdiction, but subsection 6.1 shall apply to any such sign.
- 6.6 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:
- a. abandoned signs;
  - b. inflatable signs;
  - c. billboard signs;
  - d. roof signs;
  - e. signs on a marquee;
  - f. flashing or animated signs;
  - g. posters on public property;
  - h. signs located so as to obstruct the view of any pedestrian or motor vehicle driver so as to cause an unsafe condition;
  - i. signs 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;
  - j. sign located within a sight triangle;
  - k. sign which is located so as to interfere obstruct or impede fire escape, fire exit, door, window, skylight flue, air intake or exhaust, or parking space;
  - l. moving, swinging, revolving, or rotating sign, except as specifically permitted elsewhere;
  - m. signs which use 'Day-Glo', fluorescent, luminous or reflective paint or similar products except for traffic control purposes;
  - n. signs which include more than one trademark or emblem that is registered or copyrighted in the name of the applicant or includes a trademark or emblem exceeding 20% of the sign face;
  - o. signs which advertise any specific brand of product unless the brand of product is also the name of the business, except on mobile signs and banners;
  - p. pennant, spinner, streamer, or twirling signs;
  - q. the tacking, pasting or otherwise affixing of signs of a miscellaneous character, visible from a street located on the walls of buildings, sheds, trees, poles, posts, fences, or other structures; and
  - r. signs which inhibit the architectural feature of the building.

- 6.7 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.
- 6.8 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.
- 6.9 Unless specified elsewhere in this By-law, sign permits for any sign shall be issued only for businesses or uses located on the property on which the sign is to be located.
- 6.10 All signs located in the Collingwood Heritage Conservation District or residential zones must face a street or public lane. All other areas must conform to other parts of this By-law.
- 6.11 All development subject to site plan approval shall include in their submission proposed location of ground signs; the location of such shall be determined so as not to interfere with site lines, drainage or landscape features.
- 6.12 Unless otherwise specified by this By-law, any sign herein allowed may use manual, automatic, or electrically or mechanically activated changeable copy. All changeable copy may not be changed more than once in a five minute interval.
- 6.13 In the Collingwood Heritage Conservation District, only one sign per business shall be installed on the exterior of the building that faces a street and must conform to other parts of this By-law.

**7.0 ESTABLISHMENT OF THE CLASS OF SIGNS BY ZONING CATEGORY**

7.1 For the purposes of this By-law, the following classes of signs are hereby established by referring to the zone categories as set out in the Town of Collingwood Zoning By-law and Heritage District, as is applicable.

- RES Residential Sign
- HER Heritage District Sign
- COM Commercial Sign
- IND Industrial Sign
- AOZ All Other Zones

**8.0 PERMITTED SIGN TYPES BY SIGN CLASS**

8.1 The sign types listed in the chart, shall only be permitted in the property class indicated below.

| SIGN TYPE         | RES | HER | COM | IND | AOZ |
|-------------------|-----|-----|-----|-----|-----|
| Construction Site | ♦   | ♦   | ♦   | ♦   | ♦   |
| Directional       | ♦   | ♦   | ♦   | ♦   |     |
| Directory         |     |     |     | ♦   |     |
| Election          | ♦   | ♦   | ♦   | ♦   | ♦   |
| Fascia            | ♦   | ♦   | ♦   | ♦   | ♦   |
| Ground            | ♦   | ♦   | ♦   | ♦   | ♦   |
| Menu Board        |     |     | ♦   |     |     |

|                      |   |     |     |   |   |
|----------------------|---|-----|-----|---|---|
| New Home Development | ♦ |     |     |   | ♦ |
| Mobile               |   | ♦   | ♦   | ♦ | ♦ |
| Pre-menu Board       |   |     | ♦   |   |   |
| Projecting           | ♦ | ♦   | ♦   | ♦ | ♦ |
| Pump Island          |   | ♦   | ♦   |   |   |
| Real Estate          | ♦ | ♦   | ♦   | ♦ | ♦ |
| Sidewalk             |   | ♦   |     |   |   |
| Canopy               |   |     | ♦   | ♦ | ♦ |
| Awning               |   | ♦   | ♦   | ♦ | ♦ |
| Banner               |   |     | ♦   | ♦ | ♦ |
| Window               |   | ♦   | ♦   | ♦ | ♦ |
| Lamp Post Signs      |   | ♦ * | ♦ * |   |   |

Note:

- ♦ Sign Type is Permitted
- \* Permitted only in the commercial designated area between Hume Street and Albert Street on the Pretty River Parkway and within the Collingwood Heritage Conservation District. Lamp Post Signs must not be used for the purposes of advertising.

## 9.0 RESIDENTIAL SIGNS

9.1 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.

| USE                  | ADDRESS SIGN  | GROUND SIGN  |
|----------------------|---|--|
| Multiple Residential | A maximum sign face of 0.4 metres squared<br>Located only on the wall of the first storey | Maximum of one ground sign per property<br>Sign can not exceed a maximum height of 2 metres and a sign face of 0.75 metres squared<br>A minimum set back of 3 metres is required |
| Home Occupation      | N/A   | Maximum of one ground sign per property<br>Sign can not exceed a maximum height of 1.5 metres and a sign face of 0.2 metres squared<br>Minimum set back of 3 metres is required  |

**10.0 COMMERCIAL DISTRICT AND HERITAGE DISTRICT SIGNS**

10.1 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 unless the sign complies with the regulations and standards applicable to that sign and with any other provisions of this By-law.

10.2 Signs within the Collingwood Heritage Conservation District shall conform to the requirements of the Downtown Collingwood Heritage Conservation Plan, as amended.

**10.3 Specifications for Projecting, Fascia and Ground Signs**

| USE  | PROJECTING  | FASCIA   | GROUND  |
|--|---|--|---|
| Heritage District  | Min. of 2.5 m above the finished grade or floor level and located between the first and second storey<br><br>Sign area shall not exceed 0.75 m <sup>2</sup><br>Sign shall not project greater than 1.0 m from the adjacent wall<br><br>Sign shall not exceed thickness of 10.0 cm | 90% of the width of the building facade of the first storey facing public property<br><br>Max. height of 62 cm<br><br>Copy must not exceed 30 cm in height<br><br>Back lit signs are prohibited  | Max. height of 2 m<br><br>Max. sign area of 3.5 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per street frontage                               |
| Commercial District & AOZ (up to 50 metres of frontage)        | Min. of 2.5 m above the finished grade or floor level and located between the first and second storey<br><br>Sign area shall not exceed 0.75 m <sup>2</sup><br>Sign shall not project greater than 1.0 m from the adjacent wall<br><br>Sign shall not exceed thickness of 10.0 cm | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property, an additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Max. height of 2.5 m<br><br>Max. sign area of 5 m <sup>2</sup><br><br>Max. sign width of 2 m<br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per street frontage |
| Commercial District & AOZ (51 metres to 75 metres of frontage) | Min. of 2.5 m above the finished grade or floor level and located between the first and second storey<br><br>Sign area shall not exceed 0.75 m <sup>2</sup><br>Sign shall not project greater than 1.0 m from the adjacent wall<br><br>Sign shall not exceed thickness of 10.0 cm | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property an additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use  | Max. height of 3.5 m<br><br>Max. sign area of 7 m <sup>2</sup><br><br>Max. sign width of 2 m<br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per street frontage |

|  |  |  |  |
|--|--|--|--|
| <p>Commercial District &amp; AOZ (frontages greater than 75 meters) or defined as plazas</p> | <p>Min. of 2.5 m above the finished grade or floor level and located between the first and second storey</p> <p>Sign area shall not exceed 0.75 m<sup>2</sup><br/>Sign shall not project greater than 1.0 m from the adjacent wall</p> <p>Sign shall not exceed thickness of 10.0 cm</p> | <p>10%, or 20 m<sup>2</sup> (whichever is less), of the building facade of the first storey facing public property an additional 5%, or 10 m<sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use</p>     | <p>Max. height of 4.5 m</p> <p>Max. sign area of 13.5 m<sup>2</sup></p> <p>Max. sign width of 3 m</p> <p>Min. street line set back is 3 m</p> <p>Max. 1 sign per street frontage</p>   |
| <p>Commercial District &amp; AOZ (greater than or equal to 150 metres of frontage)</p>       | <p>Min. of 2.5 m above the finished grade or floor level and located between the first and second storey</p> <p>Sign area shall not exceed 0.75 m<sup>2</sup><br/>Sign shall not project greater than 1.0 m from the adjacent wall</p> <p>Sign shall not exceed thickness of 10.0 cm</p> | <p>10%, or 20 m<sup>2</sup> (whichever is less), of the building facade of the first storey facing public property an additional 5%, or 10 m<sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use</p>     | <p>Maximum height of 4.5 m</p> <p>Max. sign area of 13.5 m<sup>2</sup></p> <p>Max. sign width of 3 m</p> <p>Min. street line set back is 3 m</p> <p>Max. 1 sign per street frontage with the exception of new car dealerships which are permitted a second sign not exceeding 75% of the height and area of the first sign</p> |
| <p>Large Retail Centre (4 hectares or greater)</p>   | <p>Not permitted</p>   | <p>10%, or 20 m<sup>2</sup> (whichever is less), of the building facade of the first storey facing public property and an additional 5%, or 10 m<sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use</p> | <p>Max. height of 6.25 m</p> <p>Max. sign area 18.75 m<sup>2</sup></p> <p>Max. sign width of 3 m</p> <p>Min. street line setback is 3 m</p>  |
| <p>Service Station, Car Wash, or Service Bays</p>  | <p>Not Permitted</p>   | <p>10%, or 20 m<sup>2</sup> (whichever is less), of the building facade of the first storey facing public property an additional 5%, or 10 m<sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use</p>     | <p>Not permitted</p>   |

10.4 Specifications for Canopy, Awning and Banner Signs

| USE   | CANOPY   | AWNING  | BANNER  |
|---|--|---|---|
| Heritage District   | Not permitted  | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | Not permitted   |
| Commercial District (less than 100 metres of frontage)                | <p>Bottom edge shall be a minimum of 2.0 metres above ground surface</p> <p>Permitted only below the second storey of such building</p> <p>Maximum of 1 canopy per business frontage</p> | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | <p>Sign shall not exceed 4.0 m<sup>2</sup></p> <p>No one dimension is greater than 2.4 metres</p> <p>Copy shall not exceed 20.32 cm in height</p> |
| Commercial District (100 metres to 149 metres of frontage)            | <p>Bottom edge shall be a minimum of 2.0 metres above ground surface</p> <p>Permitted only below the second storey of such building</p> <p>Maximum of 1 canopy per business frontage</p> | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | <p>Sign shall not exceed 4.0 m<sup>2</sup></p> <p>No one dimension is greater than 2.4 metres</p> <p>Copy shall not exceed 20.32 cm in height</p> |
| Commercial District (greater than or equal to 150 metres of frontage) | <p>Bottom edge shall be a minimum of 2.0 metres above ground surface</p> <p>Permitted only below the second storey of such building</p> <p>Maximum of 1 canopy per business frontage</p> | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | <p>Sign shall not exceed 4.0 m<sup>2</sup></p> <p>No one dimension is greater than 2.4 metres</p> <p>Copy shall not exceed 20.32 cm in height</p> |

|   |  |   |   |
|---|--|---|---|
| <p>Large Retail Centre<br/>(4 hectares)</p>                               | <p>Bottom edge shall be a minimum of 2.0 metres above ground surface</p> <p>Permitted only below the second storey of such building</p> <p>Maximum of 1 canopy per business frontage</p> | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | <p>Sign shall not exceed 4.0 m<sup>2</sup></p> <p>No one dimension is greater than 2.4 metres</p> <p>Copy shall not exceed 20.32 cm in height</p> |
| <p>Service Station,<br/>Car Wash,<br/>Service Bays,<br/>or Commercial</p> | <p>Bottom edge shall be a minimum of 2.0 metres above ground surface</p> <p>Permitted only below the second storey of such building</p> <p>Maximum of 1 canopy per business frontage</p> | <p>Copy restricted to the skirt of the awning</p> <p>Shall not exceed 15.0 cm in height</p> <p>Bottom edge of such sign shall be a minimum of 2.0 metres above the ground surface</p> <p>Max. of 1 awning per business frontage</p> | <p>Sign shall not exceed 4.0 m<sup>2</sup></p> <p>No one dimension is greater than 2.4 metres</p> <p>Copy shall not exceed 20.32 cm in height</p> |

10.5 Specifications for Pump Island and Menu Display Signs

| USE   | PUMP ISLAND                      | MENU DISPLAY  |
|---|----------------------------------|---|
| Heritage District   | 2 m <sup>2</sup> per pump island | Not permitted   |
| Commercial District (less than 100 metres of frontage)                | 2 m <sup>2</sup> per pump island | Not permitted   |
| Commercial District (100 metres to 149 metres of frontage)            | 2 m <sup>2</sup> per pump island | Not permitted   |
| Commercial District (greater than or equal to 150 metres of frontage) | 2 m <sup>2</sup> per pump island | Not permitted   |
| Large Retail Centre   | 4 m <sup>2</sup> per pump island | Not permitted   |
| Commercial Undertaking Drive Through                                  | Not permitted                    | <p>Max. sign height of 2 m</p> <p>Max. sign area of 4.1 m<sup>2</sup></p> <p>Max. 1 sign per drive-through lane</p> |

**11.0 INDUSTRIAL SIGNS**

11.1 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 unless the sign complies with the regulations and standards applicable to that sign type and with any other provisions of this By-law.

| USE   | FASCIA SIGN  | DIRECTORY SIGN   | GROUND SIGN  |
|---|--|--|--|
| Individual Free-standing Industrial Establishment (less than 100 metres of frontage)                | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Not applicable   | Max. height of 2 m<br><br>Max. sign area of 3.5 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per business frontage                      |
| Individual Free-standing Industrial Establishment (100 metres to 149 metres of frontage)            | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Not applicable   | Max. height of 4 m<br><br>Max. sign area of 10.0 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per business frontage                     |
| Individual Free-standing Industrial Establishment (greater than or equal to 150 metres of frontage) | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Not applicable   | Maximum height of 7.5 m<br><br>Max. sign area of 15.0 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per business frontage                |
| Multiple Occupant Industrial Establishment (less than 100 metres of frontage)                       | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and  | Max. height of 2 m<br><br>Max. sign area of 3.5 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per property | Max. height of 2 m<br><br>Max. sign area of 3.5 m <sup>2</sup><br><br>Min. street line set back is 3 m<br><br>Max. 1 sign per property frontage, including directory |



| USE  | FASCIA SIGN  | DIRECTORY SIGN  | GROUND SIGN  |
|--|--|---|--|
|  | rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use   | frontage, including ground signs  | signs  |
| Multiple Occupant Industrial Establishment (100 metres to 149 metres of frontage)                            | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building façade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Max. height of 4 m<br>Max. sign area of 10.0 m <sup>2</sup><br>Min. street line set back is 3 m<br>Max. 1 sign per property frontage, including ground signs      | Max. height of 4 m<br>Max. sign area of 10.0 m <sup>2</sup><br>Min. street line set back is 3 m<br>Max. 1 sign per property frontage, including directory signs      |
| Multiple Occupant Industrial Establishment (more than 149 metres of frontage)<br><br>(AMENDED BY BL2015-089) | 10%, or 20 m <sup>2</sup> (whichever is less), of the building facade of the first storey facing public property. An additional 5%, or 10 m <sup>2</sup> (whichever is less) of the building facade of the first storey of the side and rear elevations of the building which does not have a main entrance for the public and faces a parking lot or driveway but does not face a residential use | Maximum height of 7.5 m<br>Max. sign area of 15.0 m <sup>2</sup><br>Min. street line set back is 3 m<br>Max. 1 sign per property frontage, including ground signs | Maximum height of 7.5 m<br>Max. sign area of 15.0 m <sup>2</sup><br>Min. street line set back is 3 m<br>Max. 1 sign per property frontage, including directory signs |

**12.0 GROUND SIGNS**

- 12.1 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.
- 12.2 Where a ground sign contains up to 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.
- 12.3 The sign face of a ground sign may include a changing copy sign with a sign area not exceeding 50 percent of the sign face of the ground sign.
- 12.4 A ground sign shall not be located within 3.0 metres of a driveway entrance or exit.
- 12.5 No ground sign shall be located in the rear or side yard of a lot in a commercial or industrial zone located adjacent to a Provincial highway.

### **13.0 FASCIA SIGNS**

- 13.1 A fascia sign may project out from a building wall not more than 30 centimetres.
- 13.2 A fascia sign shall be attached to the building facade used to calculate the maximum sign area of the sign.
- 13.3 A fascia sign in the Collingwood Heritage Conservation District shall be erected no higher than the upper limit of the first storey of a building, and no higher than the upper limit of the second storey in all other areas (subject to Section 13.6).
- 13.4 When the area of the 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.
- 13.5 Fascia signs not to exceed the amount which is set out in Table 10.3 and Table 11 of this By-law.
- 13.6 Fascia signs above the third storey shall be permitted for building identification signage. Building identification signs shall be:
- i. Applicable throughout the Town, except for buildings located on Hurontario Street between the south side of First Street and the north side of Fourth Street (subject to Section 13.6(v.) below);
  - ii. Erected, placed or installed at the upper most level of the building that identifies the name of the building and not a specific business;
  - iii. Not more than the total area for signage set out in other parts of this by-law;
  - iv. Erected, placed or installed as to not face a residential zone
  - v. Building Identification Signage within the Collingwood Heritage Conservation District (subject to Section 13.6(i) above), shall only be permitted if:
    - a. The applicant can provide photographic evidence that a similar sign existed in that location;
    - b. The sign is the name of the building and not a specific business;
    - c. The sign will be similar in size and font as the original sign;
    - d. The lettering is applied to appear as a ghostlike image of the original sign; and
    - e. The sign faces a street or public lane.

(Section 13.7 BL2015-089)

- 13.7 Notwithstanding the provisions pertaining to the Collingwood Heritage Conservation District, the height of copy provided on any Fascia Sign shall not exceed the maximum heights as set below based on building setbacks from property line:
- a. Building setback from property line .0 m to 15 m - 600 cm height (24")
  - b. Building setback from property line 15.1 m to 75 m – 91 cm height (36")
  - c. Building setback from property line 75.1 m to 149 m – 120cm height (48")
  - d. Building setback from property line more than 149.1 – 152 cm height (60")

### **14.0 DIRECTIONAL SIGNS**

- 14.1 A directional sign shall have a maximum sign area of 0.5 metres squared on each side and shall not exceed a height of 1.0 metres from finished grade to the top of the sign. It can not be located any closer than 3.0 metres to the street line or a driveway entrance or exit.

## **15.0 WINDOW SIGNS**

- 15.1 The maximum sign area of any permitted first floor window sign shall not cover more than 20% of any single window if the sign is a solid panel sign, 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.
- 15.2 Within the Collingwood Heritage Conservation District a window decal lesser of 0.3 metres squared or 10% of the window space is permitted in the storefront window.
- 15.3 For premises which front on a public right-of-way on the second storey of a building, the area of such sign or the total area of such signs shall not exceed 10% of each single window pane or other transparent surface available for display and such signs shall not be illuminated, except window signs of less than 1.0 metres squared indicating that a business is 'open'.
- 15.4 All zones are permitted window signs of less than 1.0 metres squared indicating that the business is 'open'.
- 15.5 No window signage shall be permitted above the second story of any building.
- 15.6 For premises on the second storey or higher level of a building, but which have a door or entrance at the street level, a window sign or sign shall be permitted at the street level provided that the sign area of such sign or the total area of such signs shall not exceed 20% of the area of the glass or other transparent surface available for display if the sign is a solid sign, or the lesser of 0.3 metres squared or 10% of the total area of the glass or other transparent surface available for display if the sign consists of individual decals or letters.

## **16.0 ELECTION SIGNS**

### **16.1 Federal and Provincial Elections**

- 16.1.1 Nothing herein shall be deemed to prevent the posting of an election proclamation or notice under any elections Act or any Voter's List under the Statute in that behalf, nor the display of election signs on private property during any provincial or federal election. Such signs shall be erected in accordance with the following provisions:
- a. election signs shall not be erected on private property without the consent of the owner;
  - b. all election signs shall be set back by 3.0 metres, in accordance with the provisions of this By-law;
  - c. election signs shall have a maximum size of 3.0 metres squared in area;
  - d. all election signs must be removed within 7 days after the date of the election by the candidate, or the candidate's representative; and
  - e. no candidate shall erect or display, or cause to be erected or displayed any such signs prior to the date which is sixty days before the date fixed for the election.

### **16.2 Municipal Elections**

- 16.2.1 Nothing herein shall be deemed to prevent the posting of any election proclamation in regard to any municipal election, or any voter's list under the statute in that behalf, nor the display of election signs by candidates during any municipal election, provided that such signs are erected in accordance with the following provisions:
- a. Election signs shall not be erected on:
    1. private property without the owner's consent;

2. public property, except in areas designated for the display of such signs, by the Council of The Corporation of the Town of Collingwood;
- b. All election signs shall have a maximum sign display area of 1.0 metres squared, sign display can be on the front and back of a sign and only require one sticker;
- c. Election signs that are placed in a 'V' formation must not utilize a common post or touch in any fashion;
- d. Election signs shall not be located within 7.5 metres of an intersection of streets;
- e. Elections signs shall not be erected or displayed at any location where the sign obstructs the sightlines and view of any pedestrian or driver of a motor vehicle, or obstructs the visibility of any traffic sign or device or interferes with vehicular traffic so as to endanger any person or risk damage to any vehicle;
- f. No candidate shall erect or display, or cause to be erected or displayed, more than fifty election signs, with the appropriate permit sticker, on public property, at any time;
- g. No person shall display on any election sign a logo, trademark or official mark, in whole or in part, owned or licensed by the Town;
- h. No candidate shall erect or display, or cause to be erected or displayed, any such signs prior to the date which is sixty days before the fixed date for the election;
- i. All election signs must be removed within seven days of the date of the election, by the candidate or the candidate's representative; and
- j. Posts used for the display of or support for election signs should not be higher than the top of the sign area as to cause any safety hazard such as wood or metal stakes or posts with sharp edges.

16.2.2 No person shall affix, erect or otherwise display an election sign or permit an election sign to be affixed, erected or otherwise displayed:

- a. on or overhanging public property;
- b. on a utility pole or light standard;
- c. within medians, centre boulevards or traffic islands;
- d. on a tree, stone or other natural object;
- e. on any official sign or official sign structure;
- f. on a sound barrier wall or fence, including hoarding;
- g. within a sight triangle;
- h. on the property of a polling station or the front facade of the building which contains the polling station;
- i. on a public sidewalk or in such other locations on, over or near a sidewalk so as to interfere with or obstruct pedestrian traffic;
- j. in a location where the election sign:
  1. obstructs or impedes any required fire escape, fire exit, door, window, etc., or so as to prevent or impede access of firefighters to any part of a building;
  2. constitutes a danger or hazard to the general public.

16.2.3 The Town reserves the right to remove, without notice to any person, including the candidate, any election sign which it deems to be a hazard to the travelling public or to any person, regardless of its compliance to Section 16.2 of this By-law.

16.2.4 Candidates that have been requested to remove an election sign by the Town must remove the sign within 12 hours. If not removed within the required timeframe, the Town reserves the right to remove the sign without any further notice to the candidate.

16.2.5 This By-law only regulates election signs located within the jurisdiction of the municipality. Any signs to be located on a County Road must abide by the County of Simcoe Sign By-law or any other applicable Provincial or Federal Statute or Regulation.

## **17.0 POSTERS**

17.1 No person shall affix or place a poster or cause a poster to be affixed to a light standard or utility pole.

## **18.0 SIDEWALK SIGNS**

18.1 One sidewalk sign per Collingwood Heritage Conservation District business frontage is permitted according to the following provisions:

- a. sidewalk sign shall not exceed 0.75 meters in width or 1.0 meters in height including the sign frame and shall not exceed 0.75 meters squared in area including the sign structure;
- b. sidewalk sign shall not be illuminated;
- c. sidewalk sign shall not protrude onto a sidewalk or boulevard a distance of more than 1.0 meters from the façade of the building and be affixed to the façade of the building or is constructed of a solid material or is weighted down to ensure the sign cannot be easily moved by natural causes;
- d. shall not be displayed at any time that may interfere with the safe plowing or removal of snow; and
- e. only one (1) sidewalk sign is permitted per business.

18.2 The sign message on the sidewalk sign shall be relative to the occupancy of the building in front of which it is located.

18.3 The sidewalk sign may advertise more than one occupant or business contained within a single building or storefront.

18.4 Where a sidewalk sign is located on a sidewalk or other public property, such applicant for the sidewalk sign permit shall provide the following:

- a. a signed indemnification in the prescribed form indemnifying and saving harmless the Town from any and all claims resulting from the placement and use of the portable sign for which the permit is applied for; and
- b. a certificate of insurance to the satisfaction of the Town in the amount of \$2,000,000.00 adding the Town as a named insured.

## **19.0 MOBILE SIGNS**

19.1 No person, agent or permit holder shall erect, display, or otherwise use a mobile sign or cause to erect, display, or otherwise use a mobile sign;

- a. for more than 30 consecutive days in any calendar year or more than 15 consecutive days twice in a calendar year at any one business to which a mobile sign permit has been issued, and such permit will be issued only on the basis of 1 permit per business for any calendar year;

- b. where a business is located on a lot occupied by more than one business, two mobile signs are permitted on the shared property during the 30 day permit period provided the two signs are separated by at least 75 metres.
- c. with content of which would indicate a contravention of any zoning or other By-law, Act, or regulation enforceable in the municipality, or which would identify, advertise, or provide information in relation to a use or occupancy not permitted under a zoning By-law;
- d. contrary to the approved location or contrary to the information contained in the application, in respect of which the sign permit was issued;
- e. which is for the purpose of third party advertising;
- f. so as to obstruct an opening required for light and ventilation or any means of egress or access required for fire safety purposes;
- g. at any location where the sign obstructs the sightlines and view of any pedestrian or driver of a motor vehicle, or obstructs the visibility of any traffic sign or device or interferes with vehicular traffic so as to endanger any person or risk damage to any vehicle;
- h. which is illuminated or which has flashing or moving lights or emits illumination resembling an emergency light or traffic regulating device;
- i. which has moving, spinning, or rotating parts or has any mechanical or electronic device to provide or simulate motion;
- j. where the illumination device for a sign is proven to be a hindrance, distraction, interference or annoyance to a person(s) in or about a neighbourhood premises, or drivers of vehicles upon any highway;
- k. prior to commencement date or after the expiry date as set out in the mobile sign permit;
- l. which would be an unsafe sign;
- m. within 30.0 metres of the edge of a traffic light standard;
- n. within 9.0 metres of the closest edge of the paved portion of an intersection;
- o. within 3.0 metres of the closest edge of a sidewalk;
- p. Except for 24(1)(b); within 23.0 metres of the closest edge of another mobile sign or banner sign;
- q. within 9.0 metres of the closest edge of a permanent sign;
- r. unless such sign is designed and constructed so as to withstand the design wind loads established by the Ontario Building Code;
- s. where the mobile sign is on a box, container, stationary vehicle or other temporary or permanent such object which is being used as the base for a portable sign or as part of a portable sign structure; or

19.2 No person, agent or permit holder shall park corporate vehicles or trailers which act primarily for the purpose of advertising for the corporation in full view of traffic and immediately adjacent to the street frontage.

## **20.0 BANNER SIGNS**

- 20.1 No person, agent or permit holder shall erect, display, or otherwise use a banner sign or cause to erect, display, or otherwise use a banner sign;
- a. for more than 30 days at any one time for a business to which a banner sign permit has been issued, and such permit shall be issued only on the basis of a maximum of 3 permits per business calendar year, provided that in the case of a second or subsequent permit being applied for in any calendar year, no permit shall be issued unless there is a minimum of 7 days between the day that one banner is removed and a subsequent banner sign is installed;
  - b. on a lot which is occupied by 2 or more businesses, where a permit for a banner sign has been issued to another business, until that issued permit has expired. No application shall be approved for a business located on a lot which is occupied by 2 or more businesses where 3 permits for banner signs have already been issued during the same calendar year.
  - c. that is hung from any pole, tree, landscaping feature or fixture other than the exterior wall of a building on the subject property or business; or
  - d. that exceeds an area of 4.0 m<sup>2</sup>.

## **21.0 NEW HOME DEVELOPMENT SIGNS**

- 21.1 A new home development sign shall:
- a. contain no more than one sign per development except where a development fronts onto more than one street, one ground sign may be erected for each such street frontage, provided that no ground sign shall be located within 45.0 metres of another ground sign on the same subdivision and further provided that no more than one sign is oriented along a single frontage of 150.0 metres;
  - b. be larger than 12.0 squared metres in a single sign face or 24.0 squared metres on a sign area for all faces combined;
  - c. not exceed 5.0 metres in width;
  - d. not exceed a maximum height of 4.0 metres from the finished grade at the base of the supporting structure of the sign. However, if the grade at the base of the sign is below the grade at the centre of the adjoining street or highway, the sign may extend to a maximum height of 4.0 metres above the grade at the centre of the street or highway;
- 21.2 No new home development sign shall be located at a distance from an abutting street less than 3.0 metres and a common boundary with an adjacent lot not less than 30.0 metres.
- 21.3 No more than one sign shall be mounted to the supporting structure of any sign.
- 21.4 In order to erect such a sign, the development must contain a minimum of 10 dwelling units.
- 21.5 Where a new home development sign has been affixed, erected or otherwise displayed in contravention of any provision of this By-law, the Chief Building Official or Municipal Law Enforcement Officer may:
- a. notify or order the owner to:
    - i. repair the new home development sign;
    - ii. pull down or remove the new home development sign;

- iii. make the new home development sign comply with the provisions of this By-law; or
- iv. pull down or remove such sign and charge the owner of the sign, a fee in accordance with the fee and service schedule.

21.6 Directional signs are permitted only within the development site and shall be located on the untraveled portion of the roadway. A maximum of four (4) signs permitted in the development for the sole use of directions, until such time as all the homes in the development are sold.

## **22.0 REAL ESTATE SIGNS**

22.1 One real estate sign per street frontage shall be permitted on the property to be sold or leased; once the sale of the property is completed the sold sign is required to come down within 30 days of the new ownership.

22.2 The sign face of a real estate sign shall not exceed 1.0 metres squared if erected on a property zoned residential and shall not exceed 4.0 metres squared if erected on a property zoned agricultural, industrial or commercial, or a property as deemed suitable by the Chief Building Official.

22.3 Where a real estate sign has been affixed, erected or otherwise displayed in contravention of any provision of this By-law, the Chief Building Official or Municipal Law Enforcement Officer may:

- (a) notify or order the owner to:
  - (i) repair the real estate sign;
  - (ii) pull down or remove the real estate sign;
  - (iii) make the real estate sign comply with the provisions of this By-law; or
  - (iv) pull down or remove such sign and charge the owner of the sign, a fee in accordance with the fee and service schedule.

### **22.4 Open House Directional Signs**

22.4.1 Hours of operation sign(s) are not to be erected before 5:00pm of the day immediately before the open house and all such signs shall be removed by no later than the time of the day immediately upon the ending of the open house sale.

22.4.2 Number of signs permitted per residence, a maximum of 4 signs permitted for direction per open house.

22.4.3 The sign face of an open house directional sign shall not exceed 0.5 meters squared.

22.4.4 An open house sign may be located in the untraveled portion of the road allowance in a manner so as not to create a traffic or pedestrian hazard. If an Officer deems it is hazard the sign will be removed immediately off the untraveled portion or the street.

22.4.5 No additional item(s) shall be attached or affixed to the sign.



### **23.0 CONSTRUCTION SITE SIGNS**

- 23.1 A construction site sign shall be permitted:
- a. one temporary construction sign, indicating the names of a construction project, the names and addresses of contractors, architects, engineers, and related personnel to the construction project may be erected at the site for a maximum of 12 months commencing on the date that a building permit is issued by the Chief Building Official, for the construction site. The size of a construction sign shall be limited to a maximum of 1.5 square metres in residential zones and 3.0 metres in all other zones. The maximum height of these signs shall be 2.15 metres above the grade of the ground.
  - b. shall have a minimum setback of 3 m from any property line; and
  - c. shall have a minimum setback of 3 m from any driveway entrance or exit;
- 23.2 Construction site signs must be removed from the construction site within 60 days of the first occupancy of the project;
- 23.3 One construction site sign is permitted for each street line of the project on which the sign is to be erected. An additional construction site sign may be erected along each street line of a project;
- 23.4 Where a construction site sign has been affixed, erected or otherwise displayed in contravention of any provision of this By-law, the Chief Building Official or Municipal Law Enforcement Officer may:
- a. notify or order the owner to:
    - i) pull down or remove the construction site sign;
    - ii) repair the construction site sign;
    - iii) make the construction site sign comply with the provisions of this By-law; or
    - iv) pull down or remove such sign and charge the owner of the sign, a fee in accordance with the fee and service schedule.

### **24.0 GARAGE SALE SIGNS**

- 24.1 A garage sale sign shall not exceed 0.6 metres in any dimension and shall not exceed 0.36 metres squared in sign area.
- 24.2 A garage sale sign may be located in the untraveled portion of the street allowance, but not in a manner so as to create a traffic hazard.
- 24.3 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.
- 24.4 Where a garage sale sign has been affixed, erected or otherwise displayed in contravention of any provision of this By-law, the Chief Building Official or Municipal Law Enforcement Officer may:
- a) notify or order the owner to:
    - i) repair the garage sale sign;
    - ii) pull down or remove the garage sale sign;
    - iii) make the garage sale sign comply with the provisions of this Bylaw; or
    - iv) pull down or remove such sign and charge the owner of the sign, a fee in accordance with the current fee and service charges by-law

**25.0 ILLUMINATED SIGNS**

- 25.1 Except as expressly permitted herein or expressly prohibited herein, all approved signs may be illuminated only by an external light source.
- 25.2 External light sources shall be shielded so that the light source is not visible off the property on which the sign is located.
- 25.3 Where backlighting is expressly permitted within this By-law, this use of backlighting is restricted to copy only.
- 25.4 the use of neon tubing except as a concealed light source forming part of an approved back-let sign is prohibited.
- 25.5 all wiring and conduits to electric signs and lighting sources shall be placed within the building walls, located underground, or otherwise concealed from view.

**26.0 MAINTENANCE OF SIGNS**

- 26.1 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.
- 26.2 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.

**27.0 CHIEF BUILDING OFFICIAL**

- 27.1 The Chief Building Official shall be responsible for the administration of this By-law and the Chief Building Official and/or Municipal Law Enforcement Officer shall be responsible for the enforcement of this By-law as provided for herein;
- 27.2 The Chief Building Official shall perform the following functions:
- a) receive and review all applications in conjunction with any sign or sign structure governed by the By-law;
  - b) When the application conforms to the provisions of this By-law and all other By-laws of the Corporation, he/she will sign the drawings and specifications, retain 1 set for file purposes, and issue the permit;
  - c) carry out such inspection as may be necessary to satisfy him/herself that all construction is in compliance with the provisions of this By-law and the approved plans; and
  - d) issue the required notice whenever work is found not to be in conformity with the provisions of this By-law.
- 27.3 The Chief Building Official is empowered, upon presentation of proper credentials, to enter or inspect any building, structure or premises in the Town for the purpose of inspection of a sign and its structural and electrical connections to ensure compliance with all applicable codes and ordinances. Such inspections shall be carried out during business hours unless an emergency exists.

**28.0 APPLICATION FOR A SIGN PERMIT**

- 28.1 Every person requiring a sign permit shall complete one of the prescribed application forms attached hereto as Schedule "A". Such application shall contain all necessary plans and drawings and pay all applicable fees and be filed with the Chief Building Official. Schedule "A" may be amended from time to time at the discretion of the Chief Building Official;
- 28.2 All signs shall comply with all other applicable by-laws and law. All signs shall be erected and designed in accordance with the requirements of the *Ontario Building Code Act*, as amended.
- 28.3 All plans and drawings accompanying a sign permit application for a permanent sign shall be provided in duplicate and shall contain the following information:
- a. a key plan showing the general location of the land on which the proposed sign is to be located and the nearest major intersection;
  - b. a plan of the premises drawn to scale showing all measurements in metric. The plan may include an elevation of the premises upon which the sign is to be erected indicating the location and dimensions of the proposed sign on the building, vehicular access, doors, windows and other existing signs;
  - c. the municipal address and legal description of the premises;
  - d. the existing or proposed use of the premises;
  - e. the zoning category of the premises;
  - f. the location of all existing buildings and their entrances;
  - g. the location and dimensions of the frontage and all boundaries of the premises on which the sign is proposed to be erected;
  - h. the location of the proposed sign on the premises;
  - i. details of the sign drawn to scale, including dimensions, sign area and any other information as may be required to determine compliance with this By-law;
  - j. information with regard to materials used: message, lighting, colours, dimensions of the sign area, sign face and supporting members, the maximum height, clearance, projection and all other relevant structural information;
  - k. 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, as required under the *Ontario Building Code*, of supporting the sign or advertising device; and
  - l. the consent of the owner of the premises on which the sign is to be erected or displayed if he/she is not the applicant of the sign permit.

**28.4 Fascia Sign Permit**

In addition to the information required under subsection 28.3, 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:

- a. the dimensions of the building, wall or unit on which the fascia sign is to be affixed;
- b. the location of all building or unit entrances;
- c. the names of the occupants of each unit which is the subject of the application; and
- d. identification of any existing sign on the building or unit.

## 28.5 Ground Sign Permits

In addition to the information required under subsection 28.3, all plans and drawings accompanying an application for a ground sign permit shall contain the following information:

- a. the location of any existing structures, above ground utilities, underground utilities, underground municipal services, parking areas, walkways, driveways, loading areas, vehicular access and egress points, and ground signs on the premises;
- b. the identification by location, description, dimension and ownership of any existing or proposed easements or rights-of-way over the land and premises;
- c. the location of all landscaped areas;
- d. the identification of adjacent land uses, zoning, buildings, structures, and ground signs; and
- e. the setback of the proposed sign from the property line.

## 28.6 Mobile, Portable, New Home Development, Banner, and Sidewalk Sign Permits

All plans and drawings accompanying an application for a mobile, new home development, portable, banner or sidewalk sign permit shall be provided in duplicate and shall contain the following information:

- a. a key plan showing the general location of the land on which the sign is to be located;
- b. the location of the sign on the premises;
- c. the dimensions of the sign drawn to scale and the sign area;
- d. the distance from the sign to the nearest street line, sidewalk, driveway, or existing sign; and
- e. the written consent and authorization of the owner of the premises to the sign application.

28.7 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.

## 29.0 EXPIRATION OF A SIGN PERMIT

29.1 Every permit issued by the Town shall expire 6 months from the date of issuance unless the sign is erected or displayed for its intended purpose or within such earlier period of time as otherwise stated in the By-law.

## 30.0 RENEWAL OF A SIGN PERMIT

30.1 Where a permit has been issued and before it has expired, an application may be made to extend the permit for a further 6 months and the provisions of Section 8 do not apply.

30.2 The Chief Building Official may renew the permit after payment of the prescribed application fee where the sign conforms to this By-law.

## 31.0 REVOCATION OF A SIGN PERMIT

31.1 The Town may revoke a permit under the following circumstances:

- a. where the permit has been issued in error by the Town; or
- b. where the sign does not conform to this By-law, the Ontario Building Code, or any other applicable regulation or legislation; or

- c. where the permit has been issued as the result of false, mistaken, incorrect, or misleading statements, or undertakings on the application.

### **32.0 DENIAL**

32.1 The Chief Building Official may:

- a) refuse a permit for any sign if the building or structure to which the sign is, or is to be attached, is incapable of supporting such sign, or if the information submitted regarding the construction of the said building or structure is not sufficient to enable him/her to adequately determine the capability of such building or structure to give such support;
- b) refuse a permit for any sign if the information submitted on the permit application is incomplete or incorrect; and
- c) the Chief Building Official may refer to Council, or its designated authority, any sign for which a permit is being requested, which in the opinion of the Chief Building Official, is unsightly, grotesque, or offensive in character.

### **33.0 PERMIT CONDITIONS, REFUNDS, AND PENALTIES**

33.1 If a permit is denied, the permit fee will be refunded to the applicant;

33.2 If no inspections have been made and no work authorized by the permit has been performed, the permit fee, except for \$25.00 may be refunded to the applicant upon request provide that the permit, permit sticker, or tag are returned to the Chief Building Official within 30 days of issuance;

33.3 If any sign is installed or placed on any property prior to receipt of a permit, the specified permit fee shall be doubled. However, payment of the doubled fee shall not relieve any person of any other requirement or penalties prescribed in this By-law.

### **34.0 INSPECTION UPON COMPLETION**

34.1 The Chief Building Official may require at the time of issuance of a permit that written notification for an inspection be submitted prior to the installation of certain signs.

34.2 Any person installing, structurally altering or relocating a sign for which a permit has been issued shall notify the Chief Building Official upon completion of the work. The Chief Building Official may require a final inspection, including an electrical inspection and inspection of footing on freestanding signs.

### **35.0 VARIANCES**

35.1 A variance may be authorized by the Chief Building Official if in the Chief Building Official's opinion the general intent and purpose of this by-law is maintained.

35.2 Any application to vary from this By-law shall be made by completing and submitting:

- a. The application form prescribed by the Chief Building Official;
- b. The applicable drawings, plans or specifications for the proposed sign(s); and
- c. The applicable application fee as set out in the Fees and Service Charges By-law.

35.3 In considering the application for a variance, the Chief Building Official shall have regard for:

- a. Special circumstances or conditions applying to the land or building;
- b. Whether such special circumstances or conditions are pre-existing by the property owner or applicant; and
- c. Whether the sign that is subject of the variance application will alter the essential

character of the general area or premises in which the sign is proposed to be located, erected, or displayed.

- 35.4 The Application for a variance to the Sign By-law is attached as Schedule B and may be amended from time to time at the discretion of the Chief Building Official.
- 35.5 The Chief Building Official shall keep a record with respect to the justification for any variance approval or denial. The Chief Building Official's decision shall be final.

### **36.0 EXISTING SIGNS**

- 36.1 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. 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.

### **37.0 NONCONFORMING SIGNS**

#### **37.1 Determination of Legal Nonconforming Status**

- 37.1.1 Existing signs which do not conform to the specific provisions of this By-law may be eligible for "legal nonconforming" status provided that:

- a) the Chief Building Official determines such signs are properly maintained and do not in any way endanger the public.
- b) the sign was installed in conformance with a valid permit or variance, or complied with all applicable laws on the date of adoption of this by-law.

#### **37.2 Loss of Legal Nonconforming Status**

- 37.2.1 A legal nonconforming sign may lose this designation if:

- a) the sign is relocated or replaced.
- b) the structure or the size of the sign is altered in any way except towards conformity with this by-law. This does not refer to a change of copy or normal maintenance.

#### **37.3 Maintenance and Repair of Nonconforming Signs**

- 37.3.1 The legal nonconforming sign is subject to all requirements of this by-law regarding safety, maintenance, and repair. However, if the sign suffers more than 50% damage or deterioration, as based on appraisal, it must be brought into conformance with this by-law or removed.

### **38.0 VIOLATIONS AND REMOVAL OF ILLEGAL SIGNS**

- 38.1 When, in the opinion of the Chief Building Official or Municipal Law Enforcement Officer, a violation of the by-law exists, the Chief Building Official or Municipal Law Enforcement Officer may issue a verbal or written compliance notice to the alleged violator.
- 38.2 If upon inspection the Chief Building Official or Municipal Law Enforcement Officer finds that a sign is abandoned or structurally, materially, or electrically defective, or in any way endangers the public, the Chief Building Official or Municipal Law Enforcement Officer shall issue a verbal or written notice to the owner of the sign and/or occupant of the premises.

- 38.3 In cases of emergency, the Chief Building Official or Municipal Law Enforcement Officer may cause the immediate removal of the dangerous or defective sign without notice. Signs removed in this manner must present hazard to public safety. Service of notice shall be written notice by registered mail or personal service to the owner and/or occupant of the premises advising removal of sign.
- 38.4 When a sign is erected or displayed in contravention of any provision of the By-law, such sign may be removed immediately by the Chief Building Official or Municipal Law Enforcement Officer without notice, if located on, over, partly on, or partly over, property owned by or under the jurisdiction of the Town of Collingwood.
- 38.5 If such sign is located on property other than property owned by or under the jurisdiction of the Town of Collingwood, the Chief Building Official or a Municipal Law Enforcement Officer may forward a notice, by personal service on the violator requiring that the sign be permanently removed within 24 hours of the Notice and thereafter not replaced with any sign in contravention of this By-law.
- 38.6 If the notice either verbal or written is not complied with, the Chief Building Official or a Municipal Law Enforcement Officer may require that the municipality, its employees, or an independent contractor enter upon the land and remove such signs.
- 38.7 Signs so removed shall be stores by the municipality for a period of time of not more than 20 business days, during which time the owner or his agent may be entitled to redeem such sign upon receipt by the Treasury Department of the amount calculated by the Chief Building Official or Municipal Law Enforcement Officer as the cost of removing and storing the sign as set out in the Fees and Service Charges By-Law.
- 38.8 Where a sign has been removed by the Municipality and stored for a period of 20 business days and has not been redeemed, such a sign may be forthwith destroyed or otherwise disposed of by the Town on authority and direction from the Chief Building Official or Municipal Law Enforcement, and the owner of the sign shall be liable to pay to the Town the cost of removal and storage of the sign as provided in the Fees and Service Charges By-law.
- 38.9 Any person who fails to pay for the removal and storage costs as provided in the Fees and Services Charges is guilty of an offence, and upon conviction, is liable to a fine as provided in Section 38.0 of this By-law.
- 39.0 PENALTY FOR NON-COMPLIANCE**
- 39.1 Every person who contravenes any provisions of this By-law shall be deemed to be guilty of an offence and upon conviction shall be liable to such fines as may be provided for *the Provincial Offences Act, R.S.O., 1990, c.P-33*, as amended, or permitted to continue, shall constitute a separate offence and may be punishable as such there under. Such fine shall be recoverable under *Provincial Offences Act*.
- 39.2 Where a person has been convicted of an offense under this By-law the Court may in addition to any other penalty imposed on the person convicted, issue an order prohibiting the continuation or repetition of the offence or the doing of any act or thing by the person convicted directed toward the continuation or repetition of the offence.

39.3 Neither the granting of a permit nor the approval of the drawings and specifications, nor inspection made by the authority having jurisdiction during the erection of a sign shall, in any way, relieve the owner of such sign, tenant or the owner of property on which the sign is located, from full responsibility for carrying out the work in accordance with the provisions of this By-law.

**40.0 VALIDITY**

40.1 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.

**41.0 CONFLICT**

41.1 If any portion of this By-law is found to be in conflict with any other provision of any zoning, building, fire, safety, or other By-law of the Town, the provision which establishes the higher standard shall prevail.

**42.0 REPEAL**

42.1 By-law No. 2005-03 and all other by-laws and/or resolutions that are inconsistent with the provisions of this By-law and the same are hereby repealed or rescinded insofar as it is necessary to give effect to the provisions of this By-law.

**43.0 EFFECTIVE DATE**

43.1 That this By-law shall come into full force and effect on the date of final passage hereof at which time all By-laws and/or resolutions that are inconsistent with the provisions of this By-law and the same are hereby repealed or rescinded insofar as it is necessary to give effect to the provisions of this By-law.

**ENACTED AND PASSED** this 1<sup>st</sup> day of October, 2012

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CLERK



Schedule "A" – By-law No. 2012-110



# SIGN PERMIT APPLICATION

## Permanent Sign

Town of Collingwood Sign By-law No. 2012-110

| APPLICANT INFORMATION  |                 |                 |
|--|-----------------|-----------------|
| Applicant:   |                 |                 |
| Business Name:   |                 |                 |
| Municipal Address:   |                 |                 |
| Mailing Address:   |                 |                 |
| Business Phone: ( )  | Home Phone: ( ) | Cell Phone: ( ) |
| Email:   |                 |                 |
| Roll #:  |                 |                 |
| CONSENT OF OWNER   |                 |                 |
| Owner/Agent:   |                 |                 |
| Business Phone: ( )  | Home Phone: ( ) | Cell Phone: ( ) |
| Email:   |                 |                 |
| <b>Consent of the Owner (or his agent) of the building/property where the sign will be located is required.</b>  |                 |                 |
| I, the undersigned, understand and agree to the terms of this Application.   |                 |                 |
| Signature of Owner or Agent: _____   |                 | Date: _____     |
| SIGN INFORMATION   |                 |                 |
| Company erecting the sign:   |                 |                 |
| Company Name:  | Phone No.: ( )  |                 |
| Is the sign: <input type="checkbox"/> Owned <input type="checkbox"/> Leased  |                 |                 |
| Is the property designated under the Ontario Heritage Act: <input type="checkbox"/> Yes <input type="checkbox"/> No  |                 |                 |
| This application shall be accompanied by a scaled drawing which will include information in regard to material used; letters; numerals; insignia; logo; colours; dimensions of the sign area, sign face, copy area and support members; the maximum height, clearance and projection; description of the copy or wording to be displayed; and, all relevant structural information.  |                 |                 |
| CONSENT  |                 |                 |
| I, the undersigned, agree to comply with the provisions of the Town of Collingwood Sign By-law No. 2012-110, as amended. I further agree that neither the granting of a permit nor the approval of the drawings and specifications, nor inspections made by the authority having jurisdiction during work on the building shall in any way relieve me from full responsibility for carrying out the work in accordance with the requirements of any applicable by-law and understand and agree to the terms of this Application. |                 |                 |
| Signature of Applicant: _____  |                 | Date: _____     |

**PLEASE RETURN THIS APPLICATION TO:**  
TOWN OF COLLINGWOOD – BUILDING SERVICES  
3<sup>rd</sup> Floor, 55 Ste. Marie Street, Collingwood, Ontario L9Y 3Z5  
Tel: (705) 445-1030 Fax: (705) 445-9622

| For Office Use Only               |                                 |                             |       |
|-----------------------------------|---------------------------------|-----------------------------|-------|
| Date received:                    | Received by:                    | Date Payment Received:      |       |
| Inspection Date:                  |                                 |                             |       |
| Receipt No.:                      |                                 | Refund Request:             |       |
| <input type="checkbox"/> Approved | <input type="checkbox"/> Denied | Building Services Approval: | Date: |
| Permit No.:                       |                                 |                             |       |

*The names of the applicant and qualifying information provided within this application form will be subject to the Municipal Freedom of Information and Protection of Privacy Act. Questions about this collection should be directed to the Clerk of the Town of Collingwood, PO Box 197, 97 Hurontario Street, Collingwood, ON L9Y 3Z5 Email: clerk@collingwood.ca*

Schedule "A" – By-law No. 2012-110



**SIGN PERMIT APPLICATION**  
**Temporary Sign – Banners & Mobile**  
Town of Collingwood Sign By-law No. 2012-110

|  |
|--|
| <b>APPLICANT INFORMATION</b>   |
| Applicant:   |
| Business Name:   |
| Municipal Address:   |
| Mailing Address:   |
| Business Phone: (    )                      Home Phone: (    )                      Cell Phone: (    )   |
| Email:   |
| Roll #:  |
| <b>CONSENT OF OWNER</b>  |
| Owner/Agent:   |
| Business Phone: (    )                      Home Phone: (    )                      Cell Phone: (    )   |
| Email:   |
| <b>Consent of the Owner (or his agent) of the building/property where the sign will be located is required.</b>  |
| I, the undersigned, understand and agree to the terms of this Application.   |
| Signature of Owner or Agent: _____                      Date: _____  |
| <b>TERM OF PERMIT</b>  |
| Commencement Date:                      Expiration Date:   |
| <i>Mobile or Banner signs shall only be permitted to remain for a maximum of 30 days in any calendar year at any one municipal address or property to which a mobile or banner sign has been issued.</i>   |
| <b>TEMPORARY SIGN INFORMATION</b>  |
| Is the sign: <input type="checkbox"/> Owned <input type="checkbox"/> Leased  |
| Is the property designated under the Ontario Heritage Act: <input type="checkbox"/> Yes <input type="checkbox"/> No  |
| This application shall be accompanied by a scaled drawing which will include information in regard to material used; letters; numerals; insignia; logo; colours; dimensions of the sign area, sign face, copy area and support members; the maximum height, clearance and projection; description of the copy or wording to be displayed; and, all relevant structural information.  |
| <b>Flashing and/or Animated Signs and 'Day-Glo or fluorescent lettering prohibited</b>   |
| <b>CONSENT</b>   |
| I, the undersigned, agree to comply with the provisions of the Town of Collingwood Sign By-law No. 2012-110, as amended. I further agree that neither the granting of a permit nor the approval of the drawings and specifications, nor inspections made by the authority having jurisdiction during work on the building shall in any way relieve me from full responsibility for carrying out the work in accordance with the requirements of any applicable by-law and understand and agree to the terms of this Application. |
| Signature of Applicant: _____                      Date: _____   |

**PLEASE RETURN THIS APPLICATION TO:**

TOWN OF COLLINGWOOD – BUILDING SERVICES  
 3<sup>rd</sup> Floor, 55 Ste. Marie Street, Collingwood, Ontario L9Y 3Z5  
 Tel: (705) 445-1030 Fax: (705) 445-9622

| For Office Use Only               |                                 |                                   |
|-----------------------------------|---------------------------------|-----------------------------------|
| Date received:                    | Received by:                    | Date Payment Received:            |
| Inspection Date:                  |                                 |                                   |
| Receipt No.:                      |                                 | Refund Request:                   |
| <input type="checkbox"/> Approved | <input type="checkbox"/> Denied | Building Services Approval: Date: |
| Permit No.:                       |                                 |                                   |

*The names of the applicant and qualifying information provided within this application form will be subject to the Municipal Freedom of Information and Protection of Privacy Act. Questions about this collection should be directed to the Clerk of the Town of Collingwood, PO Box 197, 97 Hurontario Street, Collingwood, ON L9Y 3Z5 Email: clerk@collingwood.ca*

Schedule "A" – By-law No. 2012-110



# SIGN PERMIT APPLICATION

## Sidewalk Sign

Town of Collingwood Sign By-law No. 2012-110

| APPLICANT INFORMATION  |                    |                    |
|--|--------------------|--------------------|
| Applicant:   |                    |                    |
| Business Name:   |                    |                    |
| Municipal Address:   |                    |                    |
| Mailing Address:   |                    |                    |
| Business Phone: (    )   | Home Phone: (    ) | Cell Phone: (    ) |
| Email:   |                    |                    |
| Roll #:  |                    |                    |
| CONSENT OF OWNER   |                    |                    |
| Owner/Agent:   |                    |                    |
| Business Phone: (    )   | Home Phone: (    ) | Cell Phone: (    ) |
| Email:   |                    |                    |
| <b>Consent of the Owner (or his agent) of the building/property where the sign will be located is required.</b>  |                    |                    |
| I, the undersigned, understand and agree to the terms of this Application.   |                    |                    |
| Signature of Owner or Agent: _____   |                    | Date: _____        |
| SIDEWALK SIGN REQUIREMENTS   |                    |                    |
| <input type="checkbox"/> Signed Indemnification Form*  |                    |                    |
| <input type="checkbox"/> Certificate of Insurance*   |                    |                    |
| <input type="checkbox"/> Payment of Annual Fee   |                    |                    |
| Is the property designated under the Ontario Heritage Act: <input type="checkbox"/> Yes <input type="checkbox"/> No  |                    |                    |
| This application shall be accompanied by a scaled drawing which will include information in regard to material used; letters; numerals; insignia; logo; colours; dimensions of the sign area, sign face, copy area and support members; the maximum height, clearance and projection; description of the copy or wording to be displayed; and, all relevant structural information.  |                    |                    |
| <b>Sidewalk sign colours for signs located within the Collingwood Heritage Conservation District must conform to the Collingwood Heritage Conservation District paint palette.</b>   |                    |                    |
| CONSENT  |                    |                    |
| I, the undersigned, agree to comply with the provisions of the Town of Collingwood Sign By-law No. 2012-110, as amended. I further agree that neither the granting of a permit nor the approval of the drawings and specifications, nor inspections made by the authority having jurisdiction during work on the building shall in any way relieve me from full responsibility for carrying out the work in accordance with the requirements of any applicable by-law and understand and agree to the terms of this Application. |                    |                    |
| Signature of Applicant: _____  |                    | Date: _____        |

**PLEASE RETURN THIS APPLICATION TO:**  
TOWN OF COLLINGWOOD – BUILDING SERVICES

CONSOLIDATED

(Amended by By-law No. 2015-089)

3<sup>rd</sup> Floor, 55 Ste. Marie Street, Collingwood, Ontario L9Y 3Z5  
Tel: (705) 445-1030 Fax: (705) 445-9622

| For Office Use Only               |                                 |                             |       |
|-----------------------------------|---------------------------------|-----------------------------|-------|
| Date received:                    | Received by:                    | Date Payment Received:      |       |
| Inspection Date:                  |                                 |                             |       |
| Receipt No.:                      |                                 | Refund Request:             |       |
| <input type="checkbox"/> Approved | <input type="checkbox"/> Denied | Building Services Approval: | Date: |
| Permit No.:                       |                                 |                             |       |

*The names of the applicant and qualifying information provided within this application form will be subject to the Municipal Freedom of Information and Protection of Privacy Act. Questions about this collection should be directed to the Clerk of the Town of Collingwood, PO Box 197, 97 Hurontario Street, Collingwood, ON L9Y 3Z5 Email: clerk@collingwood.ca*

**Schedule "A" – By-law No. 2012-110**

**CERTIFICATE OF INSURANCE**

This is to certify that, in consideration of permit being granted to me for the display of a portable sign in whole or in part on a sidewalk or other public property in the Town of Collingwood, the following insurance is in full force and effect, and specifically names the Corporation of the Town of Collingwood as a named insured in respect of any liability which may result from the display of a portable sign on a sidewalk or other public property and is in the amount of no less than \$2,000,000.00:

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Name of Insured (Business/Property Owner)

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Name of insurance company

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Policy Number

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Name/Signature of Insurance Broker

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Effective Date of Insurance Policy

Dated at Collingwood, this      day of                      ,20

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Printed Name of Applicant

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Signature of Applicant

**Schedule "A" – By-law No. 2012-110**

**INDEMNIFICATION AGREEMENT**

BETWEEN

(Hereinafter called "the applicant")

of the FIRST PART

and

THE CORPORATION OF THE TOWN OF COLLINGWOOD  
(Hereinafter called "the Town")

of the SECOND PART

**WHEREAS** \_\_\_\_\_ has requested a permit from the Corporation of the Town of Collingwood to display, or is already displaying, a portable sign which is located in whole or in part on a sidewalk or other public property;

**AND WHEREAS** By-law No. 2012-110 for the Town of Collingwood requires that a signed indemnification agreement be provided to the Town in respect of the portable sign for which the permit is applied for;

**NOW THEREFORE** in consideration of the issuance of the permit for a portable sign, or inconsideration of permission being granted to the Applicant for the continued display of the portable sign, the Applicant agrees that it will indemnify the Town of Collingwood, and save the Town harmless, from any and all claims which may result from the placement and use of the portable sign in whole or in part on any sidewalk or other public property in the Town of Collingwood.

**IN WITNESS WHEREOF**, the Applicant has executed this document this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
WITNESS

\_\_\_\_\_  
APPLICANT



**Schedule "B" – By-law No. 2012-110**



# SIGN VARIANCE APPLICATION

Town of Collingwood Sign By-law No. 2012-110

| <b>APPLICANT INFORMATION</b>  |
|---|
| Registered Owner/Applicant:   |
| Business Name:  |
| Municipal Address:  |
| Mailing Address:  |
| Business Phone: (    )                      Home Phone: (    )                      Cell Phone: (    )  |
| Email:  |
| Roll #:   |
| <b>AGENT</b>  |
| Agent (if any):   |
| Municipal Address:  |
| Business Phone: (    )                      Home Phone: (    )                      Cell Phone: (    )  |
| Email:  |
| <b>PROPERTY INFORMATION</b>   |
| Zone classification of the subject land:  |
| Legal description of subject land:  |
| Dimensions of land affected:  |
| Is the property designated under the Ontario Heritage Act: <input type="checkbox"/> Yes <input type="checkbox"/> No   |
| This application shall be accompanied by a scaled drawing which will include information in regard to material used; letters; numerals; insignia; logo; colours; dimensions of the sign area, sign face, copy area and support members; the maximum height, clearance and projection; description of the copy or wording to be displayed; and, all relevant structural information.<br><br><b>Sidewalk sign colours for signs located within the Collingwood Heritage Conservation District must conform to the Collingwood Heritage Conservation District paint palette.</b> |
| <b>DETAILS OF APPLICATION</b>   |
| List all required variances:  |
| Why is it not possible to comply with the provisions of the Sign By-law:  |
| Particulars of all signs on or proposed for the subject land:<br><u>Existing</u><br>Type of Sign: _____<br>Dimensions of Sign Structure: _____<br>Sign Area: _____  |

|  |
|--|
| <p><u>Proposed</u><br/>Type of Sign: _____<br/>Dimensions of Sign Structure: _____<br/>Sign Area: _____</p> <p><u>Location of all signs on or proposed for the subject land</u>(specify distance from side, rear and front lot lines)<br/>Existing: _____<br/>Proposed: _____</p>                      |
| Date of acquisition of subject land: _____   |
| Date of construction of all signs on subject land: _____   |
| Has the owner previously applied for variances of the subject land? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>If yes, describe briefly:<br><br>  |
| <b>AUTHORIZED AGENT</b> (To be completed only if owner is to be represented by a second party)   |
| I/We _____ owner(s) of the property known as _____ hereby authorize _____ to make a minor variance application on my/our behalf to the Town of Collingwood.  |
| _____<br>Signature of Owner  |
| _____<br>Signature of Witness  |
| <b>STATUTORY DECLARATION</b>   |
| I, _____ of the _____ in the _____ solemnly declare that all statements contained in this application are true and I make this declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath and by virtue of the Canada Evidence Act. |
| Declared before me at the _____ in the _____ this _____ day of _____, 20____.  |
| _____<br>Signature of Applicant or Authorized Agent  |
| _____<br>Signature of Commissioner   |

**PLEASE RETURN THIS APPLICATION TO:**  
TOWN OF COLLINGWOOD – BUILDING SERVICES  
3<sup>rd</sup> Floor, 55 Ste. Marie Street, Collingwood, Ontario L9Y 3Z5  
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| Permit No.:                       |                                 |                             |       |

*This application and the attached supporting documentation, if any, contains information collected and maintained specifically for the purpose of creating a record available to the general public and is open to inspection by any person during normal office hours.*

*Personal information on this form is collected under the authority of the Municipal Act, .S.O. 2001, c.25, as amended, and the Planning Act. R.S.O. 1990, c.P.13, as amended, and will be used in the processing of an application for a minor variance to the sign By-law. Questions about this collection should be directed to the Town Clerk or Chief Building Official.*