

## EXPLANATORY NOTE

By-law No. 05 – 150 repeals and replaces By-law No. 80-75, being the Sign By-law. The Sign By-law controls sign type, size, location, maintenance and other items as they pertain to the erection of signage within the City of Waterloo. The purpose of this By-law is to implement Council approved general amendments to its predecessor (By-law 80-75) in order to provide clarity in the presentation, interpretation and application of the regulations, correct conflicting regulations, correct transcription errors, and to ensure the by-law is reflective of present City of Waterloo policies.

Section 1 deals with general items.

Section 2 includes definitions of the following terms: Accessory Sign, Altered, Bed and Breakfast Sign, Building Frontage, Canopy Sign, Canopy Structure, Changeable Copy, Church Directional Sign, City or City of Waterloo, Contractor Job Site Sign, Copy, Council, Daylight Triangle, Directional Sign, Election Sign, Fascia Sign, Freestanding Sign, Gas Pump Island, Ground Sign, Incidental Sign, Inspector, Large Project, Large Project Real Estate Sign, Model Home Sign, Multi-Faced Sign, Owner, Portable Sign, Poster, Poster Panel and/or Bulletins, Projecting Sign, Real Estate Sign, Residential Sign, Roof Sign, Sales Office Sign, Sign, Subdivision Sign, Zone and Zoning By-Law Exemption.

Section 3 includes general provisions under the following headings: General; Dimensional; Structural; Approvals from Other Authorities; Location of Signs; Defective and Dangerous Signs; Non-Conforming Signs; Minor Variances; Exemptions; Exempting By-laws; Revocation of Permits; Penalties; Permits, Application and Drawings; and Fees.

Section 4 includes use specific regulations.

Section 5 includes regulations regarding the types of signs permitted in each land use zoning category.

Section 6 includes regulations for the specific types of signs including: Accessory Signs, Bed and Breakfast Signs, Canopy Signs, Church Directional Signs, Directional Signs, Election Signs, Fascia Signs, Freestanding Signs, Ground Signs, Portable Signs, Posters, Projecting Signs, Real Estate Signs, Model Home Signs, Sales Office Signs, Residential Signs, Roof Signs, Subdivision Signs, Contractor Job Site Signs and Large Project Real Estate Signs.

Section 7 repeals By-law 80-75.

If you require further information or have any questions, please contact the City of Waterloo.

**CITY OF WATERLOO  
BY-LAW NO. 05 - 150**

BEING A BY-LAW TO REGULATE THE LOCATION AND ERECTION OF SIGNS, TO REQUIRE THE OWNERS TO OBTAIN PERMISSION TO ERECT AND MAINTAIN SIGNS, AND TO PROVIDE FOR THE CHARGING OF FEES FOR THE ERECTION AND INSPECTION OF SIGNS WITHIN THE LIMITS OF THE CORPORATION OF THE CITY OF WATERLOO.

THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE CITY OF WATERLOO ENACTS AS FOLLOWS:

**1. GENERAL**

**1.1 SHORT TITLE**

This by-law and any amendments thereto shall be known as the **SIGN BY-LAW**.

**1.2 PLURALITY AND GENDER**

Where applicable in this by-law, reference to singular shall include plural, and reference to masculine shall include feminine.

**2. DEFINITIONS**

In this By-Law:

- 2.1 Accessory Sign** means a sign which is erected on but not permanently anchored in the ground and without limiting the generality of the foregoing, this definition shall include signs commonly referred to as A-frames, T-frames, sandwich board and menu board signs. For the purposes of this by-law directional signs, inflatable signs, portable signs and banners shall not be considered as accessory signs.
- 2.2 Altered** means any change to a sign structure or sign face except the changing of copy as defined in Section 2.11 or the replacement of similar parts for maintenance purposes.
- 2.3 Bed and Breakfast Sign** means a sign indicating the name and location only of a Bed and Breakfast Establishment, as defined in Zoning By-law No. 1108 and/or Zoning By-law No. 1418.
- 2.4 Building Frontage** means the linear distance along the face of the building, which is parallel to, or most close to being parallel to, an abutting public street. For the purposes of this by-law, a building may have more than one building frontage this being determined by the number of streets abutting the lot. In a building with multiple units, a unit is only considered to have building frontage if the main customer access to the unit leads directly outside. If the main customer access of a unit leads to an interior common corridor, it is not considered to have building frontage.
- 2.5 Canopy Sign** means any sign on a movable or immovable structure which overhangs more than 0.45 metres.
- 2.6 Canopy Structure** means an open-air structure over the top of the gas pumps, the pump island and the adjacent service stalls.

- 2.7 **Changeable Copy** means that portion of a sign on which the copy of the sign is designed to be changed manually or electronically on a regular basis for the purposes of unique promotion.
- 2.8 **Church Directional Sign** means a sign directing vehicular traffic to a church site.
- 2.9 **City or City of Waterloo** means the Corporation of the City of Waterloo.
- 2.10 **Contractor Job Site Sign** means a temporary sign identifying the name and nature of a contractor, or sub-contractor, working on any particular site.
- 2.11 **Copy** means the wording, letters, numerals, logos and/or artwork of the sign, on the sign surface either permanent or removable.
- 2.12 **Council** means the Municipal Council of the Corporation of the City of Waterloo.
- 2.13 **Daylight Triangle** means the triangular area formed by measuring from the curb lines or projection thereof at a street intersection, four (4.0 m) metres along one curb line, twenty (20.0 m) metres along the opposite curb line, and joining such points with a straight line.
- 2.14 **Directional Sign** means a sign directing vehicular or pedestrian traffic on the related site.
- 2.15 **Election Sign** means a ground or fascia sign, or poster, used for the purpose of advertising any political party or candidate participating in an election for public office.
- 2.16 **Fascia Sign** means a sign attached or erected against a wall of a building, with the face horizontally parallel to the building wall, projecting no more than 0.45 metres.
- 2.17 **Freestanding Sign** means a sign erected on a freestanding frame, base, mast or pole and not attached to any building that has a minimum height above the adjoining ground of one and one-half (1.5) metres.
- 2.18 **Gas Pump Island** means the area surrounding the gas pumps to which the pumps are affixed and which is generally raised to prevent vehicles from hitting the gas pumps, but that need not be raised to be considered a Gas Pump Island.
- 2.19 **Ground Sign** means a sign erected on a freestanding frame, base, mast or pole and not attached to any building that has a maximum height above the adjoining ground of one and one-half (1.5) metres.
- 2.20 **Incidental Sign** means a sign not exceeding 0.2 square metres in area, and which is meant to direct the public and/or to identify accessory facilities to a building or property.
- 2.21 **Inspector** means the Chief Building Official of the City of Waterloo and any other Inspector appointed by Council pursuant to the provisions of the City of Waterloo Building By-Law No. 76-89.
- 2.22 **Large Project** means a townhouse, maisonette, or multiple dwelling, building or development, and any industrial institutional or commercial building or development.

- 2.23 **Large Project Real Estate Sign** means a temporary sign advertising for sale or lease, all or part of a commercial, institutional, industrial, multiple dwelling, townhouse or maisonette building or development.
- 2.24 **Model Home Sign** means a temporary sign to indicate the location, name and nature of a model home, said model home representing an example of the building design available within a newly developing area.
- 2.25 **Multi-Faced Sign** means any type of sign which is made up of more than two faces, each face of which has for its purpose, that of a sign.
- 2.26 **Owner** means the registered owner, the lessee, the licensee or the agent of the lands or premises upon which any sign or sign structure is located.
- 2.27 **Portable Sign** means a sign mounted on a trailer or other freestanding structure which is not anchored in the ground and is designed in such a manner so as to facilitate its movement from one location to another, but does not mean or include inflatable signs, accessory signs or banners.
- 2.28 **Poster** means any notice, bulletin, placard, leaflet, bill or handbill which is temporarily posted, attached, erected or displayed publicly for any purpose whatsoever including the purpose of advertising, announcing, directing or promoting any event, show, performance, entertainment, meeting, gathering, business, product or idea. For the purposes of this by-law, an advertising device is a poster. For the purposes of this by-law, a poster is a sign.
- 2.29 **Poster Panel and/or Bulletins** means an outdoor advertising structure, to which is painted, or paper advertising copy is placed, or posted, for the promotion of a business, product or idea, not necessarily found on the premises on which it is located.
- 2.30 **Projecting Sign** means any sign which is attached to, and projects from, a building or structure, more than 0.45 metres.
- 2.31 **Real Estate Sign** means a temporary sign, the purpose of which is to advertise for sale or for lease, a building or property, or portion thereof, and may also indicate information as to the real estate agent.
- 2.32 **Residential Sign** means a sign indicating the name and address of a private residence, or the name and/or nature of a permitted non-residential occupancy therein.
- 2.33 **Roof Sign** means a sign, the entire face of which is above the roofline, which in turn is defined as the lowest point at which the roof meets the building.
- 2.34 **Sales Office Sign** means a temporary sign which indicates the name, location and nature of the building, located in a newly developing area, and from which properties or buildings are being marketed for sale or lease.
- 2.35 **Sign** means an advertisement, identification, promotion, direction, decoration or information by means of printing on or attaching bills, letters, logos, or numerals to any structure including the frame, canopy, surface or device on which the advertisement, identification, promotion, direction, decoration, or information is painted, placed or attached. For the purposes of this by-law, any structure, excluding buildings used for the purpose of supporting a sign shall, itself, be considered a separate and distinct sign. Canopies, marquees and posters are also considered as signs for the purposes of this by-law.

- 2.36 **Subdivision Sign** means a temporary sign which indicates the nature of a developing sign of subdivision and information as to the sale or lease of real estate therein.
- 2.37 **Zone** means those zoning categories as set out in Restricted Area (Zoning) By-Law No. 1108, 1418 and 878A of the City of Waterloo as amended.
- 2.38 **Zoning By-Law Exemption** means any by-law which amends Zoning By-Laws 1108, 1418, 878A or other zoning by-laws for the City of Waterloo to permit, among other things, a certain use or uses on certain lands, notwithstanding such use or uses, are not allowed in the zone or zones where the lands are situated. The term Zoning By-Law Exemption is distinguished from and does not include an amending by-law which alters the zoning of any property, by means of substituting one zoning classification for another zoning classification.

### 3. **GENERAL PROVISIONS**

#### 3.1 **GENERAL**

- (a) Where a sign or sign structure is to be placed on private property, the Inspector may require the written consent of the owner or agent thereof.
- (b) No sign or sign structure shall be placed on or extend over public property without the consent of the Council of the City of Waterloo.
- (c) No sign shall be painted on the exterior brick, block or on any cladding of any building, except that lettering or symbols may be painted on an ornamental or decorative veneered surface which is fastened to the exterior wall of a building.
- (d) No sign should obstruct or be attached to any fire escape or part thereof.
- (e) Multi-faced signs shall be permitted as a variation of a DIRECTIONAL sign, FREESTANDING sign, GROUND sign, or ROOF sign, and such sign shall be subject to the regulations of the type of sign it replaces.
- (f) A GROUND sign may be erected in place of a permitted FREESTANDING sign.
- (g) All signs permitted in this by-law may be illuminated unless specifically stated otherwise. Notwithstanding Section 4 (h) the source of illumination shall be concealed within the sign.
- (h) No rotating beam beacon or flashing illumination, which in the opinion of the Inspector, resembles an emergency light shall be used in connection with any sign.
- (i) Where any sign is allowed by this by-law, the number of signs permitted apply to each public street abutting the lot.
- (j) Where more than one tenant and/or owner is, or will be, occupying the same building, and wishes to have individual signs, either the owner, or owners, shall be required to make application for the sign permit. An agent of the owner, or owners, may apply for a sign permit, if the agent produces a signed acknowledgment from the owner, or owners, indicating that the owner or owners, are aware of the implications of the Sign By-Law and it's effect on overall site signage.

- (k) Unless stated otherwise in this by-law, signs shall be located in the yard adjacent to the building frontage, or the abutting public highway, and fascia signs shall be located on that face of the building which is parallel to, or most closely parallel to, the abutting public highway.
- (l) In commercial and industrial zones, where FASCIA signs are permitted, and where the lot is adjacent to public streets to which there is no legal access, fascia signs will be permitted in accordance with all other provisions of this by-law.
- (m) No sign or advertising device except FASCIA signs, CANOPY signs, and PROJECTING signs shall be erected or maintained which project over any public highway, public right-of-way or public sidewalk in the City of Waterloo except in accordance with the provisions of this by-law.
  - (i) It shall be the responsibility of the owner of the sign to ensure that they enter into the required agreements with the City of Waterloo and/or the Regional Municipality of Waterloo for any sign erected or maintained which projects over any public highway, public right-of-way or public sidewalk in accordance with the provisions of this by-law.
- (n) Any permit issued for any use which is in contravention of Comprehensive Zoning By-Law Nos. 1108, 1418 and 878A, as amended, or any other Zoning By-Law of the City of Waterloo is null and void.
- (o) No sign or advertising device shall be erected or maintained, or permitted to be erected or maintained, any where in the City of Waterloo except in accordance with the provisions of this By-law.
- (p) Signs that are not specifically permitted by this By-law are prohibited.
- (q) Where GROUND signs are permitted, changeable copy shall be permitted to a maximum of 80% of the sign area or two and one-half (2.5) square metres whichever is less, for institutional uses including public schools, private schools, separate schools and religious uses as permitted in the Zoning By-Law.
- (r) No sign or advertising device shall be erected or maintained, or permitted to be erected or maintained, on lands where the said use, product or service identified or referred to on the sign copy is not located.
- (s) Where a combination of permitted signage results in conflicting regulations the most restrictive regulations shall apply.
- (t) Where a zoning category contains an alphanumeric suffix or prefix not listed in this bylaw, the sign regulations for the parent zone shall apply.
- (u) No liability (including negligence) is borne by the City of Waterloo for damages or consequential losses arising from signs and/or related lighting that are erected or maintained which projects over any public highway, public right-of-way or public sidewalk in accordance with the provisions of this by-law. All signs and/or related lighting shall be the responsibility of the owner.

### **3.2 DIMENSIONAL**

- (a) Any sign, or other advertising device, that extends over any sidewalk, or any pedestrian walkway, shall have a minimum clearance from grade of two and one-half (2.5) metres.

### **3.3 STRUCTURAL**

- (a) Prior to the issuance of a sign permit, the Inspector may require proof of structural adequacy of the sign or supporting building, where in his opinion such is necessary.
- (b) No sign, advertising device, or canopy other than those permitted in accordance with Section 6.1 of this by-law shall be attached or displayed in or upon the sidewalk but shall be securely attached to a building or other satisfactory support and it shall be the duty of the owner of the sign to ensure that the same is securely attached to the support and so maintained.
- (c) It shall be the responsibility of the owner of the sign to ensure that any sign erected or structurally altered is in accordance with the Building Code, Canadian Standards, and any other applicable regulations. Notwithstanding the generality of the foregoing, this shall include:
  - (i) It shall be the responsibility of the owner of the sign to ensure that where any building, parapet wall, or other structure, any part thereof, that the said building or structure is adequate to support, without reducing the safety factors provided all loads to which it may be subjected, including those loads resultant from or caused by the erection of the sign, such as wind and snow, and is fully capable of safely transferring said loads through its structural members to soil having adequate load carrying or load resisting capacity.
  - (ii) Material subject to wind forces used in the construction of signs shall be of sufficient strength and shall be installed to withstand a designed external pressure as prescribed by law.
  - (iii) Materials subjected to thermal forces shall be installed so that their expansion and contraction over the temperature range to which the material is likely to be subjected will not dislodge material from its assigned position.
  - (iv) Plastic materials used in the construction of sign faces shall comply with (subsection 3.7.4) of the Ontario Building Code.
  - (v) No sign, illuminated or operated electrically be erected, maintained or altered, unless such electrical work is in conformity with the Canadian Electrical Code and Ontario Hydro regulations and shall be equipped with such devices as are necessary in order that the sign shall not interfere with radio or television reception.
- (d) A sign shall be constructed and erected so that all structural design assumptions used or applicable in its design are valid after the completion of the construction and erection of the sign, and for the life of the sign.
- (e) (i) A sign structure shall be approved by an architect or Professional engineer where it is:

- (a) a freestanding sign which exceeds seven and one-half (7.5) metres in height and above the adjacent ground;
  - (b) a projecting sign, canopy sign, which weighs more than one hundred and fifteen (115) kilograms;
  - (c) a roof sign which exceeds eight and one-half (8.5) square metres in area for any one side;
- (ii) A projecting sign weighing more than one hundred and fifteen (115) kilograms shall not be attached or fastened in any manner to a parapet wall unless approved by an architect or professional engineer.

### 3.4 APPROVALS FROM OTHER AUTHORITIES

- (a) No sign may be placed in such a position that any part thereof shall be nearer than three (3) metres to any fire alarm, telephone, telegraph or electric wire other than those to illuminate or operate the sign, without the applicant for the sign first obtaining permission in writing of the authority having jurisdiction over the same.
- (b) Signs in the controlled area of the Conestoga Parkway or Kings' Highway No. 85, shall be subject to any relevant regulations made under the Public Transportation and Highway Improvement Acts. A sign permit shall not be issued for any sign for which the Inspector is aware a permit from the Minister of Transportation and Communications is required until such permit has been obtained and produced by the applicant for the sign.

### 3.5 LOCATION OF SIGNS

- (a) No sign shall be erected on any public right-of-way except the following:
  - (i) Signs erected by the City of Waterloo, the Regional Municipality of Waterloo, the Province of Ontario or the Government of Canada.
  - (ii) Church Directional or Service Club Signs;
  - (iii) Signs painted on what are commonly known as park benches or waste receptacles located on a public highway, subject to the approval of the location and the advertising content by the Inspector;
  - (iv) Signs permitted in accordance with Section 6.1 of the by-law.
- (b) No sign shall be attached to a tree on a public right-of-way and no sign except highway information or bus information signs shall be attached to any utility pole or standard except as provided elsewhere herein.
- (c) No sign or sign structure shall be erected at any location where, in the opinion of the Inspector it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device.
- (d) No sign or sign structure shall be located in such a manner as to materially impede the view of any street or highway with a railroad grade crossing.
- (e) No sign or sign structure shall be located in such a manner, which in the opinion of the Inspector, impedes the necessary view of a pedestrian or motorist.



**3.6 DEFECTIVE AND DANGEROUS SIGNS**

- (a) It shall be the responsibility of the owner of a sign to ensure that said sign is maintained in a proper state of repair, so that such sign does not become unsightly, defective, or dangerous.
- (b) Any sign, which has not been properly maintained, is defective or dangerous, shall be dealt with as indicated in the City of Waterloo Property Standards By-law (By-law 02-82) as amended.

**3.7 NON-CONFORMING SIGNS**

- (a) Nothing in the by-law applies to a sign that is lawfully erected or displayed on the day this by-law comes into force, so long as the sign is not in anyway altered. The maintenance and repair of the sign or a change in the message displayed shall be deemed not to in itself constitute an alteration.
- (b) A sign which is erected after the day this by-law comes into force, and which does not comply with the by-law shall be,
  - (i) made to comply with the by-law, or
  - (ii) removed by the owner thereof, or by the owner of the land on which it is situated. In default of the owner removing the sign upon the written notification of the Inspector, the same may be removed at the owner's expense, and the city may recover the expense in alike manner as municipal taxes or by way of court action.

**3.8 MINOR VARIANCES**

- (a) Council may, upon the application of any person authorize minor variances from the provisions of this by-law provided that in the opinion of Council the general intent and purpose of the by-law is maintained.
- (b) The Sign Variance Committee of the City of Waterloo is hereby appointed a Standing Committee of the Council of the City of Waterloo for the purpose of inquiring into, and reporting on, any applications for minor variances from the provisions of the by-law.
- (c) The Committee may recommend to Council that any application be refused or that such relief as it considers appropriate be granted either absolutely or subject to conditions.
- (d) The City Clerk shall place all reports made by the Sign Variance Committee under this section before Council for final determination.
- (e) The Council's usual rules respecting delegations will apply to persons desiring to make representations in support of, or against, a Sign Variance Committee recommendation made under this section.

**3.9 EXEMPTIONS**

- (a) The following signs shall not be subject to the provisions of this by-law:
  - (i) signs in display windows including writing, representation, painting or lettering directly on the surface of any window or door, or other signs not affixed to the outside of the building exterior;

- (ii) signs erected by the City of Waterloo, the Regional Municipality of Waterloo, the Province of Ontario, the Government of Canada, and any signs erected under any municipal by-law pursuant to the Municipal Act.

### **3.10 EXEMPTING BY-LAWS**

Exempting by-laws which provided exemptions to the original Sign By-Law No. 76-34, and Sign By-law 80-75, shall be deemed to provide continued exemption from this by-law. These By-laws include, but are not limited to, the following: 76-131, 77-203, 78-158, 78-207, 78-233, 79-20, 79-173 and 80-7.

### **3.11 REVOCAION OF PERMITS**

- (a) In addition to situations mentioned elsewhere in this by-law, the Inspector is hereby authorized and empowered to revoke any permits issued by the City of Waterloo when:
  - (i) the sign does not comply with the provisions of this by-law, and
  - (ii) when the sign permit has been issued on the basis of inaccurate or omitted information.

### **3.12 PENALTIES**

- (a) Any person who contravenes any of the provisions described in this By-Law shall be guilty of an offence and upon conviction shall be subject to a fine as prescribed in the Provincial Offences Act, R.S.O. 1990, c.P.33, as amended.

### **3.13 PERMITS, APPLICATION AND DRAWINGS**

- (a) Subject to the provisions of Section 3.9 of this by-law, no person or persons shall erect, or cause to be erected, or permit to be erected, or structurally alter, any sign, or any other advertising devices, or the posting of notice on buildings/or vacant lots within the corporate limits of the City of Waterloo, without first having obtained a sign permit from the Inspector for the City of Waterloo.
- (b) The owner of any sign erected without first having obtained a permit shall upon written notification of the Inspector, obtain a permit for said sign.
- (c) The applicant for the permit aforesaid shall on such application, file with the said Inspector, completed drawings and specifications of what is to be erected including, where applicable, details of supporting framework site plan showing street line and other boundaries of the property and the location of the buildings thereon. The Inspector shall on receipt of a duly completed application issue a sign permit which shall be subject to:
  - (i) the applicant shall file such further information where in the opinion of the Inspector further information is necessary to determine if the sign complies with the provisions of this by-law.
- (d) A permit shall not be issued by the Inspector for the erection of any sign or advertising device until the location of such sign or advertising device has been approved by the Inspector.

- (e) REAL ESTATE signs, ACCESSORY signs, INCIDENTAL signs and ELECTION signs which comply with the regulations in this by-law may be erected without obtaining a sign permit.

#### **3.14 FEES**

Any new permanent sign permit, or any alteration to an existing sign, or any portable sign permit shall include a fee as laid out by the City of Waterloo fee schedule to permit the erection of such individual sign.

#### **4. USE SPECIFIC SIGN REGULATIONS**

Unless specifically stated otherwise in this Section, Regulations for Signs Permitted in Each Zone, as contained in Section 5 of the by-law and General Regulations for Specific Types of Signs, as contained in Section 6 of the by-law shall apply to the signs referred to herein;

Section 4	Permitted in Section	Use and/or Zone	Permitted Sign Type(s)	Regulation(s)
(a)	5.1 5.4	Institutional Recreational Medical	Fascia or Freestanding	(i) The area of the sign shall not exceed two and one-half (2.5) square metres per face and five (5) square metres total.
(b)	5.2 5.3	Service Station or Gas Bar	Fascia	(i) FASCIA SIGNS shall be permitted on the sides of a canopy structure which are parallel to, or most closely parallel to, a public street provided that: (a) Where the structure is situated on the lot with only one public street abutting the lot, a maximum of 40% of the permitted FASCIA SIGN area for the canopy structure may be allocated to the said FASCIA SIGNS; (b) Where the structure is situated on a lot with more than one public street abutting the lot, a maximum of 25% of the permitted FASCIA SIGN area for one building frontage of the canopy structure may be allocated to said FASCIA SIGNS; (ii) Where a service station is located on a shopping centre site and it is not possible to determine the building frontage of the structure as defined in this by-law, the Inspector shall deem one side of the structure to constitute the building frontage for the purposes of this by-law.
(c)	5.2 5.3	Service Station or Gas Bar	Freestanding or Roof	(i) Where a service station has not used a canopy structure, an additional FREESTANDING SIGN shall be permitted over top of each gas pump island subject to the following: (a) The sign shall not exceed three (3) metres in height; (b) A maximum of 50% of the permitted FASCIA SIGN area for the site may be re-allocated to said FREESTANDING SIGN.
(d)	5.1	Farm	Fascia or Freestanding	(i) The area of such sign is not to exceed three (3) square metres per face and six (6) square metres in total. (ii) The sign may advertise the sale, rental or lease of a farm, and/or (iii) The sign may advertise the sale of produce from the farm upon which it was produced, and/or (iv) The sign may indicate the name of the farm.

Section 4	Permitted in Section	Use and/or Zone	Permitted Sign Type(s)	Regulation(s)
(e)	5.1	Townhouse complex Multiple dwelling	Fascia or Freestanding	<p>(i) A FASCIA SIGN, shall be permitted in an area not greater than four and one-half (4.5) square metres, but in no case greater than 5% of the wall area on which it is to be mounted.</p> <p>(ii) A FREESTANDING SIGN, shall be permitted in an area of not greater than two (2) square metres per face.</p>
(f)	5.2	Car Dealership	Freestanding	<p>(i) An additional FREESTANDING SIGN is permitted subject to all other regulations of this bylaw.</p>
(g)	5.2	Institutional Recreational	Fascia or Freestanding	<p>(i) The area of the sign shall not exceed four and one-half (4.5) square metres per face.</p>
(h)	5.2	MXR, MXC, MXE	All – where illumination is permitted	<p>(i) If illuminated, a mechanism shall be put in place to ensure that the illumination shall cease between the hours of 11:00pm and 7:00am the next day.</p> <p>(ii) Gooseneck or other comparable external downwardly directed lighting illuminating the sign face shall be permitted.</p>
(i)	5.2	MXR, MXC, MXE	Fascia	<p>(i) The maximum area for FASCIA SIGNS shall be 0.6 square metres for every metre of building frontage to a maximum of four and one-half (4.5) square metres, whichever is less.</p>
(j)	5.2	Shopping Center	Freestanding	<p>(i) For a shopping centre site which is less than 2.5 ha in size, the area of the sign shall not exceed 9 square metres per face and 18 square metres in total.</p> <p>(ii) For a shopping centre site which is greater than 2.5 ha, but less than 4 ha, in size, the area of the sign shall not exceed 18 square metres per face and 36 square metres in total. The maximum area of changeable copy on such sign shall be 8 square metres per face and 16 square metres in total.</p> <p>(iii) For a shopping centre which is greater than 4 ha, in size, the area of the sign shall not exceed 36 square metres per face and 72 square metres in total. The maximum area of changeable copy on such sign shall be 16 square metres per face and 32 square metres in total.</p> <p>(iv) In addition to the FREESTANDING SIGN permitted in accordance with (i) to (iii) above, one (1) additional</p>

Section 4	Permitted in Section	Use and/or Zone	Permitted Sign Type(s)	Regulation(s)
				<p>FREESTANDING SIGN shall be permitted subject to the following:</p> <p>(a) The additional FREESTANDING SIGN must indicate the name and nature of a majority of the tenants which occupy the shopping centre</p> <p>(b) The name of the shopping centre may appear on this additional FREESTANDING SIGN, but the area of the sign allocated for this purpose shall not exceed 25% of the sign area of each sign face</p> <p>(c) The sign shall be subject to all of the regulations pertaining to FREESTANDING SIGNS as contained in Section 6.8 except that notwithstanding Section 6.8, no changeable copy shall be permitted on such sign</p>
(k)	5.3	Industrial	Freestanding	<p>(i) Where a property has forty-five (45) metres or less of street frontage, the maximum area of the sign shall not exceed seven (7) square metres per face and fourteen (14) square metres in total.</p> <p>(ii) Where a property has more than forty-five (45) metres of street frontage, the area of the sign shall not exceed 0.155 square metres per face and 0.31 square metres in total for each lineal metre of street frontage.</p> <p>(iii) The area of any FREESTANDING SIGN shall not exceed 22.5 square metres per face and 45 square metres in total.</p> <p>(iv) Where a property has more than 150 square metres of street frontage, 1 additional FREESTANDING SIGN shall be permitted. The total area of each of the two sign must conform to (ii) and (iii) above.</p>
(l)	5.4	University of Waterloo Research and Technology Park (Schedule 'B' attached to this by-	Fascia Sign, Building Identification Sign, Contractor Job Site Plan Sign, Directional Sign,	<p><b>FASCIA SIGN</b> No FASCIA SIGN shall be erected, maintained, or altered except in accordance with the following regulations:</p> <p>(a) One FASCIA SIGN is permitted per street frontage;</p> <p>(b) The maximum area of a FASCIA SIGN shall be 5.0 square metres; and</p> <p>(c) No sign or sign structure attached to the wall or canopy of a building shall extend more than 0.45 metres above the roof or parapet of the building, nor extend beyond the ends of a wall of any building to which it is attached.</p> <p><b>BUILDING IDENTIFICATION SIGN</b> No BUILDING IDENTIFICATION SIGN shall be erected, maintained, or altered except in accordance with the</p>

Section 4	Permitted in Section	Use and/or Zone	Permitted Sign Type(s)	Regulation(s)
		law)	Election Sign, Large Project Real Estate Sign, and Real Estate Sign	<p>following regulations:</p> <p>(a) One BUILDING IDENTIFICATION SIGN is permitted per street frontage;</p> <p>(b) For single tenant buildings, the maximum area of a BUILDING IDENTIFICATION SIGN shall be 5.0 square metres per face for a one-sided sign and 3.75 square metres per face for a two-sided sign;</p> <p>(c) For multi-tenant buildings, the maximum area of a BUILDING IDENTIFICATION SIGN shall be 7 square metres per face for a one-sided sign and 5.25 square metres per face for a two-sided sign; and</p> <p>(d) The maximum height of a BUILDING IDENTIFICATION SIGN shall be 2.5 metres.</p> <p>For the purposes of this by-law, a <b>Building Identification Sign</b> means a sign located within the University of Waterloo Research and Technology Park that is erected on a freestanding frame, base, mast or pole and not attached to any building and has a maximum height above the adjoining ground of 2.5 metres.</p> <p><b>CONTRACTOR JOB SITE PLAN SIGN, AND LARGE PROJECT REAL ESTATE SIGN</b>  No CONTRACTOR JOB SITE PLAN SIGN OR LARGE PROJECT REAL ESTATE SIGN shall be erected, maintained, or altered except in accordance with Section 6.16.</p> <p><b>DIRECTIONAL SIGN</b>  No DIRECTIONAL SIGN shall be erected, maintained, or altered except in accordance with Section 6.5.</p> <p><b>ELECTION SIGN</b>  No ELECTION SIGN shall be erected, maintained, or altered except in accordance with Section 6.6.</p> <p><b>REAL ESTATE SIGN</b>  No REAL ESTATE SIGN shall be erected, maintained, or altered except in accordance with Section 6.13.</p>

**5. SIGNS PERMITTED IN EACH ZONE**

Unless specifically stated otherwise in this Section, General Regulations for Specific Types of Signs, as contained in Section 6 of the by-law, shall apply to the signs referred to herein;



**SECTION 5.1 RESIDENTIAL AND AGRICULTURAL ZONES**

\* (a) For all USE SPECIFIC regulations refer to Section 4

\*\* (b) For zones with additional alphanumeric suffix or prefix refer to Section 3.1(f)

\*\*\* (c) Fascia and Freestanding Signs ONLY permitted for uses identified in Section 4

		Accessory	Bed & Breakfast	Canopy	Church	Directional	Contractor Job Site	Plan	Directional	Election	Fascia***	Tree-standing**	Ground	Large Project	Real Estate	Model Home	Portable	Posters	Projecting	Real Estate	Residential	Roof	Sales Office	Subdivision
	SUBJECT TO	6.1	6.2	6.3	6.4	6.4	6.16	6.5	6.6	6.7	6.8	6.9	6.16	6.13	6.13	6.13	6.10	6.11	6.12	6.13	6.14	6.15	6.13	6.16
ZONE**	BY-LAW																							
A	1418, 878A																							
FR	1418																							
GR	1108, 1418																							
GR-1	1108																							
GR-2	1108																							
GR-2A	1108, 1418																							
GR-3	1108																							
GR-4	1108																							
GR-5	1108, 1418																							
MD	1108, 1418																							
MD-1	1108, 1418																							
MD-2	1108																							
MD-3	1108, 1418																							
MR	1108, 1418																							
R	1108, 1418																							
S	1108, 1418																							
SD	1108, 1418																							
SD-1	1418																							
SR-1	1108, 1418																							
SR1-10	1108, 1418																							
SR-1A	1108, 1418																							
SR-2	1108, 1418																							
SR-2A	1108, 1418																							
SR-3	1108, 1418																							
SR-4	1418																							
SRT-1	1418																							
SRT-2	1418																							

**SECTION 5.2 COMMERCIAL ZONES**

\* (a) For all USE SPECIFIC regulations refer to Section 4

\*\* (b) For zones with additional alphanumeric suffix or prefix refer to Section 3.1(t)

\*\*\* (c) Signs may be erected, placed or displayed on any building, structure, premises or lot in the "C3" zones subject to the regulations of the "I" zone as indicated in Section 5.3

\*\*\*\* (d) GROUND signs only permitted for institutional uses as indicated in the Zoning By-law

ZONE**	BY-LAW	Accessory	Bed & Breakfast	Canopy	Church	Directional	Contractor	Job Site	Plan	Directional	Election	Fascia	Free-standing	Ground	Large Project	Real Estate	Model Home	Portable	Posters	Projecting	Real Estate	Residential	Roof	Sales Office	Subdivision
SUBJECT TO	6.1, 6.2, 6.3, 6.4, 6.16, 6.5, 6.6, 6.7, 6.8, 6.9, 6.10, 6.11, 6.12, 6.13, 6.14, 6.15, 6.16																								
C1	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C2	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C3***	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C4	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C4A	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C5	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C6	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C7	1108	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C8	1108	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
C9	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CC	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CC1	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GB	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MXC****	1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MXE	1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MXR****	1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
RB	1108			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SC	1108, 1418			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

**SECTION 5.3 INDUSTRIAL ZONES**

\* (a) For all USE SPECIFIC regulations refer to Section 4

\*\* (b) For zones with additional alphanumeric suffix or prefix refer to Section 3.1(t)

	Accessory	Bed & Breakfast	Canopy	Church	Directional	Contractor Job Site	Plan	Directional	Election	Fascia	Free-standing	Ground	Large Project Real Estate	Model Home	Portable	Posters	Projecting	Real Estate	Residential	Roof	Sales Office	Subdivision
<b>SUBJECT TO</b>	6.1	6.2	6.3	6.4	6.5	6.6	6.7	6.8	6.9	6.10	6.11	6.12	6.13	6.14	6.15	6.16	6.17	6.18	6.19	6.20	6.21	6.22
<b>ZONE**</b>	BY-LAW																					
I																						
I1																						
I2																						
I2A																						
LI																						
RI																						
SS																						

**SECTION 5.4 OPEN SPACE AND INSTITUTIONAL ZONES**

\* a) For all USE SPECIFIC regulations refer to Section 4

\*\* b) For zones with additional alphanumeric suffix or prefix refer to Section 3.1(t)

	Accessory	Bed & Breakfast	Canopy	Church	Directional	Contractor Job Site	Plan	Directional	Election	Fascia	Free-standing	Ground	Large Project Real Estate	Model Home	Portable	Posters	Projecting	Real Estate	Residential	Roof	Sales Office	Subdivision
<b>SUBJECT TO</b>	6.1	6.2	6.3	6.4	6.5	6.6	6.7	6.8	6.9	6.10	6.11	6.12	6.13	6.14	6.15	6.16	6.17	6.18	6.19	6.20	6.21	6.22
<b>ZONE**</b>	BY-LAW																					
BI																						
G																						
G1																						
G2																						
G3																						
IN																						
PGC																						
TG																						

## **6. REGULATIONS FOR SPECIFIC TYPES OF SIGNS**

In addition to the General Provisions of this by-law, and unless specifically stated otherwise, all signs must conform to the General Regulations as stated in this Section.

### **6.1 ACCESSORY SIGNS**

No ACCESSORY SIGN shall be displayed except in accordance with the following regulations:

- (a) An ACCESSORY SIGN will have a maximum width of 1 metre, a maximum height of 1.2 metres, a minimum height of 0.6 metres and a maximum area of half (0.5) a square metre per face and one (1) square metre in total;
- (b) There shall be one ACCESSORY SIGN adjacent to the business frontage of each business on the ground floor;
- (c) No ACCESSORY SIGN shall be closer than 0.3 metres to the traveled portion of the street;
- (d) No ACCESSORY SIGN shall be located in a manner so as to interfere with either pedestrian or vehicular traffic;
- (e) Where an ACCESSORY SIGN is located on a public sidewalk there shall be a minimum clearance of one-point-two (1.2) metres to allow pedestrians to pass;
- (f) ACCESSORY SIGNS must be non-illuminated;
- (g) An ACCESSORY SIGN shall be constructed of wood, metal or plastic, or a combination thereof;
- (h) Notwithstanding anything contained in Section 3.1, 3.3(b) and 3.5(a) of this bylaw, ACCESSORY SIGNS may be permitted on the sidewalk, boulevard or in a yard in permitted commercial zones outlined in Section 5.2.

### **6.2 BED AND BREAKFAST SIGNS**

No Bed and Breakfast sign shall be erected, maintained, or altered, except in accordance with the following regulations:

- (a) The maximum area permitted for such signs shall be 0.4 square metres;
- (b) Bed and Breakfast signs shall only be permitted on the property on which the Bed and Breakfast establishment is located;
- (c) Such signs must be non-illuminated and either attached and flat to the related building, or must be a GROUND SIGN.

### **6.3 CANOPY SIGNS**

No CANOPY SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The maximum area for a CANOPY SIGN shall be 0.6 square metres for every metre of building frontage;

- (b) A CANOPY SIGN shall have a minimum clearance from grade of two and one-half (2.5) metres;
- (c) No CANOPY SIGN shall extend closer to the curb than one-half (0.5) metres;
- (d) No CANOPY of a rigid or non-movable type shall extend over a public sidewalk;
- (e) No CANOPY SIGN shall be supported on iron, steel or other supports which rest on the public sidewalk, or street allowance.

#### **6.4 CHURCH DIRECTIONAL SIGNS**

No CHURCH DIRECTIONAL SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The maximum area for a CHURCH DIRECTIONAL SIGN shall be 0.4 square metres per face, or 0.8 square metres in total;
- (b) Only one (1) church directional sign may be allowed per church;
- (c) Each application for a church direction sign is to be approved by Council as to its general location;
- (d) Notwithstanding anything to the contrary in this by-law, church directional signs shall be permitted on the street allowance and may be affixed to hydro poles and other public fixtures, subject to the permission of the City of Waterloo and any other applicable authority;
- (e) Church directional signs must be non-illuminated;
- (f) The detailed location and mounting of the sign is to be approved by the City Engineer;
- (g) The sign and brackets (if necessary) are to be supplied by the respective church, and the sign is to be erected by the appropriate City forces at the expense of the church;
- (h) The maintenance, including removal or relocation of the sign, is to be undertaken by City forces at the church's expense, when or if deemed necessary by the Inspector or the City Engineer.

#### **6.5 DIRECTIONAL SIGNS**

No DIRECTIONAL SIGN shall be erected, maintained or altered except in accordance with the following additional regulations:

- (a) Each sign shall not exceed 0.375 square metres per face, and 0.75 square metres in total;
- (b) Such signs shall not exceed two and one-half (2.5) metres in height above the adjoining ground;
- (c) One (1) DIRECTIONAL SIGN shall be permitted at each point of entrance or exit on a parking lot and in addition, other directional signs, as required to direct traffic may be permitted;

- (d) Each sign may bear the name of the business that owns and operates the parking lot.

#### **6.6 ELECTION SIGNS**

No ELECTION SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The area of such sign shall not exceed one and one-half (1.5) square metres per face and three (3) square metres in total;
- (b) ELECTION SIGNS must be non-illuminated;
- (c) ELECTION SIGNS shall be removed 48 hours after the termination of the election for which the sign was erected.

#### **6.7 FASCIA SIGNS**

No FASCIA SIGNS shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The maximum area for FASCIA SIGNS shall be one and one-half (1.5) square metres for every metre of building frontage;
- (b) Where more than one FASCIA SIGN is to share the same building frontage, the total area of all FASCIA SIGNS shall be in accordance with this by-law;
- (c) The maximum permitted area for FASCIA SIGNS is dependent on the building frontage. Where a building is deemed to have more than one building frontage (see definitions Section 2.4) the maximum area permitted for each building frontage shall be determined strictly on the basis of that building frontage, and the permitted area may not be transferred from one face of the building to another;
- (d) Notwithstanding anything to the contrary in this by-law, where one (1) FASCIA SIGN is permitted in any zone, this shall mean one (1) FASCIA SIGN for each occupancy;
- (e) Individual FASCIA SIGNS shall be permitted for each business in an industrial or commercial mall, subject to the sign being located on the face of the building deemed to be the front of the unit, and subject to all other regulations of this by-law;
- (f) In commercial and industrial zones, where FASCIA SIGNS are permitted, and where the lot is adjacent to a public street to which there is no legal access, FASCIA SIGNS will be permitted in accordance with all other provisions of this by-law;
- (g) No sign or sign structure attached to the wall or canopy of a building shall extend more than 0.45 metres above the roof or parapet of the building, nor extend beyond the ends of a wall of any building to which it is attached.

### **6.8 FREESTANDING SIGNS**

No FREESTANDING SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) Such signs shall be limited to an area of seven (7) square metres per face up to a total of fourteen (14) square metres for all sides;
- (b) The maximum area of changeable copy on FREESTANDING SIGN shall be three (3) square metres per face and six (6) square metres in total, and in no case shall the area of changeable copy exceed 50% of the sign per face or in total;
- (c) The maximum area of a FREESTANDING SIGN may be increased by one quarter (0.25) of a square metre per face, or one-half (0.5) of a square metre in total, for every square metre of changeable copy on the FREESTANDING SIGN;
- (d) Such signs shall not exceed ten (10) metres in height.

### **6.9 GROUND SIGNS**

No GROUND SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The maximum area of a GROUND SIGN shall be three (3) square metres per face up to a total of six (6) square metres for all faces;
- (b) The maximum height of a GROUND SIGN shall be one and one-half (1.5) metres;
- (c) In the area shown on Schedule 'A' attached to this bylaw, one (1) GROUND SIGN shall be permitted provided that:
  - (i) The yard in which the sign is to be placed is at least 3 metres from the building to the streetline; and
  - (ii) That the area of the GROUND SIGN shall not exceed 1 square metre per face and 2 square metres in total.

### **6.10 PORTABLE SIGNS**

Notwithstanding anything to the contrary in this by-law, no PORTABLE SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) No person shall erect or permit to be erected a PORTABLE SIGN without having first obtained a PORTABLE SIGN permit. An application for a PORTABLE SIGN permit shall include the production of such plans, as required by the City of Waterloo, indicating among other things, the location of the proposed sign together with the required permit fee;
- (b) Notwithstanding anything to the contrary contained herein, no PORTABLE SIGN PERMIT shall be issued for each individual occupancy for a cumulative period greater than one hundred and eighty (180) days in any calendar year;

The term of any single PORTABLE SIGN PERMIT shall be restricted to:

- (i) Thirty (30) days where the permit is in respect to an occupancy contained within premises that contain more than one occupancy; and
  - (ii) Ninety (90) days where the permit is in respect to premises containing one occupancy;
  - (iii) A PORTABLE SIGN shall only be utilized for the advertising of the use of the occupancy for which the PORTABLE SIGN PERMIT is issued. No PORTABLE SIGN PERMIT shall be transferred;
  - (iv) Notwithstanding Section 6.10(b), for the purposes of this By-law any associated or related corporations, individuals, firms, syndicates, associations or business uses shall be treated as a single occupancy where any one person has control or direction of, or is directly or indirectly responsible for the control of, the associated or related corporations, individuals, firms, syndicates, associations or business uses;
  - (v) Any associated or related activities, businesses, works, trades, occupations, professions, projects, undertakings or uses or a part or parts thereof which are or were carried on by or through more than one corporation, individual, firm, syndicate or association, or any combination thereof, shall be treated as one occupancy for the purposes of this By-law.
- (c) Notwithstanding Section 3.7, any PORTABLE SIGN that is erected or displayed in contravention of the provisions of this by-law may be pulled down or removed at the expense of the owner of the portable sign;
- (d) No person shall erect or permit to be erected a PORTABLE SIGN, except in accordance with the following regulations:
- (i) Any PORTABLE SIGN must bear evidence of Ontario Hydro approval or comply with the requirements of the Building Code established by Ontario Regulation 925/75;
  - (ii) All electrical connections made to PORTABLE SIGNS shall be made to the satisfaction of the City of Waterloo and/or, where applicable to the Hydro Electric Commission of Waterloo, Wellesley and Woolwich;
  - (iii) A PORTABLE SIGN may be placed in a front yard of a lot or in a side yard of a lot provided the location does not interfere with the line of vision of pedestrian or vehicular traffic entering or leaving that lot;
  - (iv) A PORTABLE SIGN shall be placed on private property only, at all times;
  - (v) A PORTABLE SIGN shall not be placed closer than ten (10) metres to another PORTABLE SIGN on adjacent properties and no closer than fifty (50) metres to a PORTABLE SIGN on the same property;
  - (vi) Not more than one (1) PORTABLE SIGN shall be permitted for each individual occupancy;
  - (vii) A PORTABLE SIGN shall have a minimum width of 1 metre, a minimum height of 1.2 metres, a maximum height of 3.2 metres above grade to top of PORTABLE SIGN, and shall not exceed an



area of five and one-half (5.5) square metres per face or eleven (11) square metres in total;

- (viii) Notwithstanding anything contained in this paragraph to the contrary, flashing lights, animation or flashing panels are prohibited within the corporate boundaries of the City of Waterloo;
- (ix) PORTABLE SIGNS shall not be placed any closer than twelve (12) metres to a traffic light post or within the daylight triangle as defined in Section 2.13 of this by-law;
- (e) No sign permit application for a PORTABLE SIGN shall be accepted for processing more than thirty (30) days prior to the effective date of the permit;
- (f) All PORTABLE SIGNS must bear, in a visible location, the name, address and telephone number of the sign owner;
- (g) Where any person erects a PORTABLE SIGN without a permit, the owner of the sign shall pay an additional fee equal to the value of the sign permit application fee in addition to the required sign permit application fee.

#### **6.11 POSTERS**

No person, either directly or indirectly, shall attach, erect or display a poster or cause a poster to be attached, erected or displayed in or upon any public highway, public right-of-way or public sidewalk except in accordance with the following regulations:

- (a) All poster material shall be paper;
- (b) A poster shall be less than 14 inches in width and less than 21 inches in length;
- (c) A poster shall clearly display upon its face the date that it was first erected and the name, address and telephone number of the person erecting the poster or causing it to be erected. The date, name, address and telephone number shall be printed with ink. No person shall print an incorrect date, name, address or telephone number on a poster. No person shall alter a date after it has been printed on a poster;
- (d) In all cases, no poster shall remain erected for more than thirty (30) days. Without restricting the generality of the foregoing, where the poster refers to a specific event, the poster shall be removed by the person erecting it, or causing it to be erected, within 72 hours following the date of the event to which the poster refers;
- (e) No poster shall be erected in the City of Waterloo except where the poster is wholly fastened and contained within a designated plastic sleeve. In these regulations, a "designated plastic sleeve" means a polyethylene covering which has been fitted to a light standard in the City, has been expressly designated by the City as a poster panel to which the fastening of posters is permitted and expressly bears a copy of these regulations;
- (f) Where a poster is fastened to a designated plastic sleeve, the consent on the part of the Council of the City shall be deemed to have been given for the purposes of 3.1(b) of the By-Law;
- (g) Before a person fastens a poster to a designated plastic sleeve, the person intending to fasten the poster or cause it to be fastened is required

to complete an application form for registration purposes with the City of Waterloo and is required to ensure delivery of the completed application form to the City of Waterloo;

- (h) In these regulations, "Primary User" means a person who is expected by the City to use, or a person who has already used, one or more designated plastic sleeves a total of more than six (6) times within a 365 day period. A primary user shall pay by way of cash or certified cheque to the City a fee of five hundred dollars (\$500.00) for the use of the designated plastic sleeves. The fee payable under this paragraph shall be due upon the delivery by a Primary user of the completed application form as discussed in paragraph 6.11(g). The fee shall again become due and payable upon the expiry of 365 days from the initial payment due date, provided that the person remains a Primary user. Interest at the rate of three-quarters of 1 percent per month for each month or fraction thereof shall be added to a Primary user fee which has been outstanding for more than 30 days and to unpaid interest thereon;
- (i) No more than one poster for each purpose shall be fastened or erected within a designated plastic sleeve;
- (j) No poster shall be fastened to poles, trees, bus shelters, Canada Post boxes, traffic signs, parking signs or any other structure except in accordance with the By-Law;
- (k) A poster may only be fastened using standard staples which are less than one-half (1/2) of an inch in length. Glue, nails and tape of any kind whatsoever shall not be permitted to be used as poster fasteners;
- (l) Any person who has erected or caused to be erected a poster which is considered by the City of Waterloo to be offensive, inappropriate or for an unlawful activity shall remove the poster within 72 hours following written or verbal notice to do so from any employee of the City;
- (m) A poster which does not conform with the preceding regulations and which has not been removed by the person directed or required to remove it, may be removed by the City of Waterloo. The expense of removing such a poster may be charged to the person who erected the poster or caused it to be erected.

If such a person does not forthwith pay for the expense of removal, the City may recover the expense in doing it by court action or in like manner as municipal taxes pursuant to Section 326 of the Municipal Act.

#### **6.12 PROJECTING SIGNS**

No PROJECTING SIGNS shall be erected, maintained, or altered except in accordance with the following additional regulations:

- (a) The area of such signs shall not exceed three quarters (0.75) of a square metre per face and one-and-a-half (1.5) square metres for all faces;
- (b) A PROJECTING SIGN shall have a minimum clearance of three (3) metres above grade level;
- (c) PROJECTING SIGNS attached to buildings shall not extend more than three (3) metres beyond the face of the related building;

- (d) The outermost projection of such signs shall not project over the public highway or sidewalk a distance of more than 0.45 metres.

#### **6.13 REAL ESTATE SIGNS, MODEL HOME SIGNS AND SALES OFFICE SIGNS**

No REAL ESTATE SIGN, MODEL HOME SIGN or SALES OFFICE SIGN shall be erected, maintained, or altered except in accordance with the following regulations:

- (a) The maximum area of a REAL ESTATE SIGN, MODEL HOME SIGN or SALES OFFICE SIGN shall not exceed 0.6 square metres per face, and one-point-two (1.2) square metres in total;
- (b) The maximum height of a REAL ESTATE SIGN, MODEL HOME SIGN or SALES OFFICE SIGN, on a freestanding frame, mast or pole and not attached to a building, shall be one and one-half (1.5) metres;
- (c) REAL ESTATE SIGNS shall only be located on the property which is being offered for sale or lease, or on the property on which a building or portion thereof is being offered for sale or lease;
- (d) MODEL HOME SIGNS and SALES OFFICE SIGNS shall only be permitted on the property on which the model home or sales office is located;
- (e) REAL ESTATE SIGNS, MODEL HOME SIGNS and SALES OFFICE SIGNS shall be non-illuminated.

#### **6.14 RESIDENTIAL SIGNS**

No RESIDENTIAL SIGN shall be erected, maintained or altered, except in accordance with the following regulations:

- (a) The maximum area permitted for such signs shall be 0.2 square metres;
- (b) Such signs must be attached to, and flat to, the related building;
- (c) RESIDENTIAL SIGNS must be non-illuminated.

#### **6.15 ROOF SIGNS**

No ROOF SIGNS shall be erected, maintained, or altered, except in accordance with the following regulations:

- (a) The maximum area of such ROOF SIGNS shall be one (1) square metre for every metre of lot frontage;
- (b) The maximum height of any ROOF SIGN above the roof of any building shall be three and one-half (3.5) metres;
- (c) No ROOF SIGN shall be located closer than fifteen (15) metres from the building envelope, as prescribed in the Zoning By-law, of any church or multiple dwelling without the written permission of the City of Waterloo;
- (d) There shall be an open area of 0.6 metres between the bottom of a ROOF SIGN and the roof or any other structure below the sign.

**6.16 SUBDIVISION SIGNS, CONTRACTOR JOB SITE SIGNS AND LARGE PROJECT REAL ESTATE SIGNS**

SUBDIVISION SIGNS, CONTRACTOR JOB SITE SIGNS and LARGE PROJECT REAL ESTATE SIGNS will be allowed in all zones, subject to the following regulations:

- (a) The maximum size of any SUBDIVISION SIGN, CONTRACTOR JOB SITE SIGN or LARGE PROJECT REAL ESTATE SIGN shall be as follows:

<u>Lot Size</u>	<u>Maximum Area of Sign</u>
.5 hectares or less than	3 square metres per face 6 square metres total
greater than .5 hectares but less than 4 hectares	6 square metres per face 12 square metres total
greater than 4 hectares	12 square metres per face 24 square metres total

- (b) The maximum allowable height shall be six (6) metres.
- (c) One (1) CONTRACTOR JOB SITE SIGN shall be permitted for each registered plan of subdivision or large project.
- (d) One (1) LARGE PROJECT REAL ESTATE SIGN shall be permitted for each large project.
- (e) Notwithstanding Section 3.1(i), two (2) SUBDIVISION SIGNS only shall be permitted for each registered plan of subdivision.
- (f) The signs must be located on the related property or registered plan of subdivision.
- (g) The signs must be located behind the building line or must be set back at least six (6) metres from the street line.
- (h) CONTRACTOR JOB SITE SIGNS must be located on the premises of the related work.
- (i) LARGE PROJECT REAL ESTATE SIGNS must be located on the related property.
- (j) Notwithstanding subsection (f) above, SUBDIVISION SIGNS must be located on the related registered plan of subdivision.
- (k) The signs must be non-illuminated.
- (l) CONTRACTOR JOB SITE SIGNS must be removed by the original applicant upon completion or abandonment of the work.
- (m) LARGE PROJECT REAL ESTATE SIGNS must be removed by the applicant when the project has been leased or sold, or in the case of leasing, rental or sale of units, when seventy-five percent (75%) of the units have been leased, rented or sold.
- (n) SUBDIVISION SIGNS must be removed by the original applicant when seventy-five percent (75%) of the units in the plan are occupied.

**7. BY-LAW 80-75 REPEALED**

7.1 Subject to the provisions of Section 3.10 of this by-law, City of Waterloo By-Law No. 80-75 and every other by-law inconsistent with the provisions of this by-law are hereby repealed.

**8. FINAL PASSING**

8.1 This by-law shall come into effect on the final passing thereof by the Council of the Corporation of the City of Waterloo.

PASSED this \_\_\_\_ day of \_\_\_\_\_, 2005.


\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Clerk

# SCHEDULE "A"

This is Schedule "A" To By-Law No. .... passed ..... day of ....., ..... A.D.



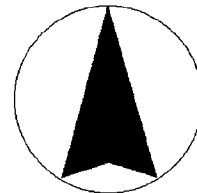
 SUBJECT AREA



DEVELOPMENT SERVICES

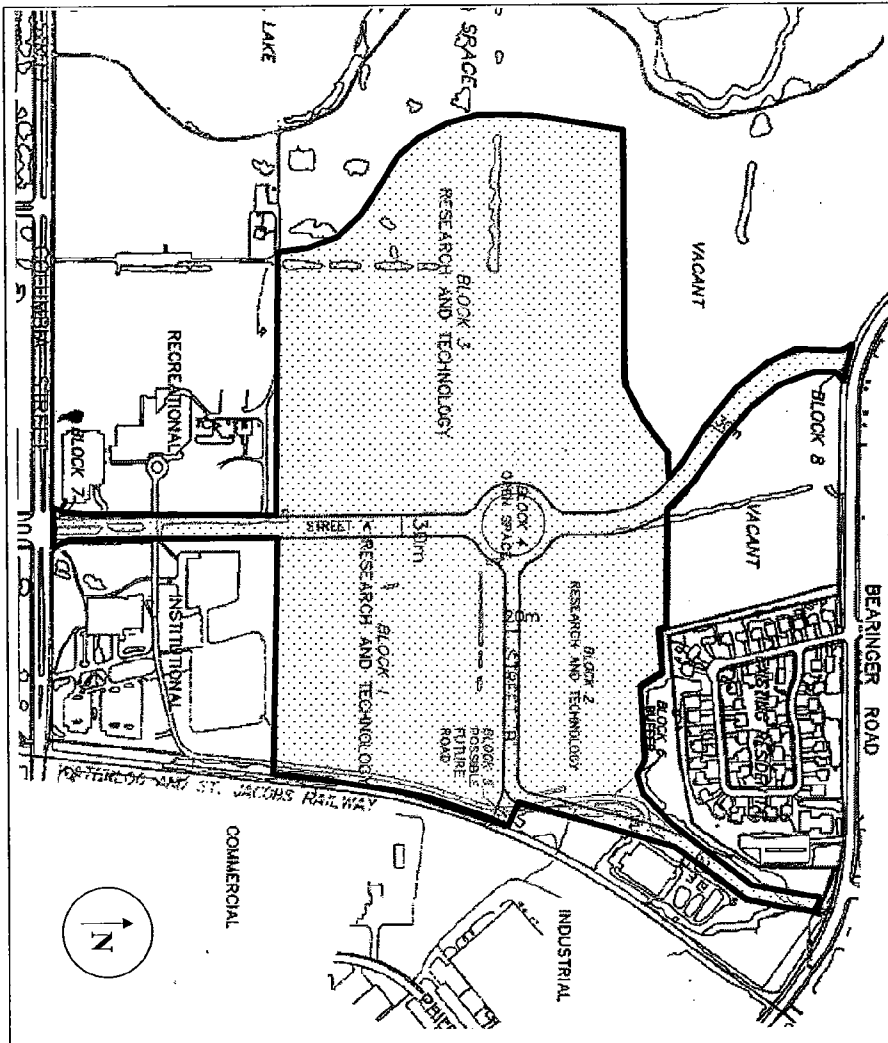
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THIS IS NOT A PLAN OF SURVEY

DATE: JAN 25 05  
SCALE: NTS  
DRAWN BY: IRENE



# SCHEDULE 'B'

This is Schedule 'B' to By-law No. 05-150 passed the \_\_\_ day of \_\_\_\_\_, 2006 AD



Subject Area

DATE: Jan 12 07  
SCALE: NTS  
DRAWN BY: Michelle