

**THE CORPORATION OF THE
TOWN OF WASAGA BEACH**

BY-LAW NO. 2014-29

**A BY-LAW TO AMEND BY-LAW NO. 96-10, BEING A BY-LAW TO REGULATE
SIGNS AND OTHER ADVERTISING DEVICES AND THE POSTING OF NOTICES
WITHIN THE TOWN OF WASAGA BEACH**

WHEREAS Section 8 of the *Municipal Act, 2001*, as amended provides that the powers of a municipality under this or any other Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

AND WHEREAS Section 9 of the *Municipal Act, 2001*, as amended, grants municipalities the capacity, rights, power and privileges of a natural person for the purpose of exercising its authority under the Act;

AND WHEREAS under Section 11 of the *Municipal Act, 2001*, as amended, a lower tier municipality may pass by-laws respecting matters within the sphere of jurisdiction set out therein;

AND WHEREAS Council of The Corporation of the Town of Wasaga Beach passed By-Law No. 96-10, a by-law to prohibit or regulate signs and other advertising devices and the posting of notices within the Town of Wasaga Beach, deems it expedient to amend the said by-law regarding provisions to reflect restrictions for banner/ground signs;

NOW THEREFORE, the Council of the Corporation of the Town of Wasaga Beach HEREBY ENACTS as follows:

1. THAT the Private Property Sign By-Law No. 96-10, is hereby amended, by the following:
 - a) Section 2.5 (Banner Sign Definition) be deleted and replaced by:
 - 2.5 Banner Sign: Shall mean a sign composed of light-weight cloth, plastic or similar material(s), and shall include, Permanent Banner Signs, Temporary Teardrop (Flag) Signs, Ground Signs, or any similar devices, and shall include the pole or rigid frame that supports it.

b) The following definition be added:

2.20.1 Flag: Shall mean, other than an advertising device or banner sign that displays an emblem or insignia of patriotic, civic, educational or religious organizations, including corporation flags or emblems, provided there are no more than 3 corporation flags or emblems per one (1) premises and each corporation flag or emblem does not exceed 3.0 square metres.

c) The following definition be added:

2.22.1 Ground Sign: Shall mean a Banner Sign erected directly on the ground by means of a self-supporting wireframe or wooden picket(s), when its use conforms to the restrictions set out in Table 1 and the conditions of use set out in Table 2.

d) The following definition be added:

2.49 Temporary Teardrop Sign (also known as a flag sign): Shall mean a Banner Sign when used in conformance to the restrictions set out in Table 1 and the conditions for use set out in Table 2.

e) The following definition be added:

2.6.1 Permanent Banner Signs: Shall mean a large banner sign that is intended for permanent placement in a fixed location and, that by the nature of its size, weight, dimensions or installation requirements, cannot easily be erected or removed by a single person, acting without the aid of mechanical assistance, and when its use conforms to the restrictions set out in Table 1 and conditions for use set out in Table 2.

f) Section 4 (Permit Exemptions) be amended by adding 4.2.11 Temporary Teardrop/Flag Signs.

g) Section 5.11 (Banner Signs) be amended by adding Section 5.11.2 (Table 1- Restrictions for Use of Banner and Ground Signs); as Schedule "A" attached hereto and forming part of this by-law.

h) Section 5.11 (Banner Signs) be amended by adding Section 5.11.3. (Table 2- Conditions Pertaining to Banner and Ground Signs); as Schedule "B" attached hereto and forming part of this by-law.

2. THAT where the provisions of any other by-law, resolution or action of Council are inconsistent with the provisions of this by-law, the provision of this by-law shall prevail.
3. THAT this By-Law shall come into force and take effect on the date of its final passing.

READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED THIS 08th DAY OF APRIL 2014.

Original Signed by Mayor

Cal Patterson, Mayor

Original Signed by Clerk

Twyla Nicholson, Clerk

Disclaimer:

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“SCHEDULE A” to BY-LAW NO. 2014-29

5.11.2 TABLE 1: Restrictions for use of Banner and Ground Signs

Type	Max Size	Permit Duration (Consecutive Days/hrs)	Max Number Per Property	Per/100ft Frontage	Sign Free Period (Not Permitted)
Temporary Banner	24”(w) x 15’(h)	Business hours only-no permit (Max. 12 hrs)	1 +1 per 25’ of landscaped evenly spaced -on grassed or landscaped areas only -secured to prevent toppling or flight	NA	When business closed or Min. 12hrs (sign free period) per 24hr period.
Permanent Banner	48”(w) X 14’ (h) (Pole Max. height 23’)	Annual	1 per 50’ of frontage, evenly spaced	NA	NA
Wire/Picket Ground	24” x 30’	5 consecutive days/once a month <u>Permit Required</u> in advance	20	4 (EVERY 25’)	Only Permitted 5 consecutive days/mth

*(w) = width

*(h)= height above ground level

“SCHEDULE B” TO BY-LAW NO. 2014-29

5.11.3 TABLE 2: Conditions Pertaining to Banner and Ground Signs

#	Condition
1.	Permanent Signs require, in addition to a sign permit, that an approved Building Permit be issued.
2.	Wire/Picket Ground Signs <u>DO REQUIRE</u> a Ground Sign Permit.
3.	Teardrop/Flag Signs do not require a permit when they conform to the restrictions set out in Table 1 (Restrictions for use).
4.	All signs (Teardrop/Flag and Ground Signs) must be placed at the required spacing from other similar sign types.
5.	When more than one business is entitled to erect a sign in the same landscaped area, the total number of all business signs cannot exceed the number set out in Table 1 (Restrictions For Use) and must meet the required spacing from other signs. Where a particular landscaped area displays signs that do not conform to the requirement set out in Table 1, the landscaped area shall be deemed to be a “no-sign” area.
6.	All signage must be maintained in good condition (not torn, faded or stained).
7.	-No signage is permitted on Municipal Property -No signage is permitted on Private lands except where the business signage is advertising a business that is actually situated on the same parcel of land.
8.	<p>i) For single businesses on a property: in association with areas of frontage which is not paved (i.e. Must be grassed/landscaped), and is advertising the business and/or its’ associated products or services.</p> <p>ii) For “Plaza” or “Strip Malls”; in association with areas of frontage which is not paved (i.e. Must be grassed/landscaped), and is advertising a business located within the Plaza or Strip Mall and/or its’ products or services.</p> <p>iii) For Large Development properties (groups of business, roads and parking areas); in association with areas of frontage which is not paved (i.e. Must be grassed or landscaped), and the business directly affronts the not-paved area (boulevard, landscape island or grassed area), and utilizes only that portion of the grass or landscaped area that affronts the business’s property.</p>