



## TOWN OF MINTO

**DATE:** May 10, 2018  
**REPORT TO:** Mayor and Council  
**FROM:** Bill White C.A.O. Clerk  
**SUBJECT:** Amendments to Town Sign By-law

---

### STRATEGIC PLAN:

9.13 Implement short form wording and streamline by-law enforcement practices where possible to efficiently allocate resources to minor offences, and continue enforcing by-laws based on complaints keeping in mind available resources.

### BACKGROUND:

The Town's sign by-law was passed in 2001 and has not been reviewed since. There are many ways it could be re-written to be more restrictive on certain signs, or more permissive in other cases. However, signage has not been a major issue in Minto. Rather than a complete by-law review it is suggested the following two areas be addressed:

1. Political Signs
2. Projecting Signs

#### *Political Signs*

The Town's current sign by-law allows without a permit "election signs erected in connection with any proclaimed Federal, Provincial or Municipal Election" in any zone. There is no definition of an election sign and no rules regarding when they can be put up or when they are to be removed.

The following changes would clarify the by-law and make it more comparable to the County sign by-law:

Define "*Election Sign*" as follows:

means a single or double faced sign promoting, opposing or taking a position with respect to: a. any candidate or political party in an election under the Canada Elections Act, the Election Act (Ontario) or the Municipal Elections Act, 1996; b. an issue associated with a person or political party in an election under the Canada Elections Act, the Elections Act (Ontario) or the Municipal Elections Act, 1996; or c. a question, law or by-law submitted to the electors under the Canada Elections Act, the Elections Act (Ontario) or the Municipal Elections Act, 1996

Add under Section 15 Permitted Signs the following:

- c. An election sign having a maximum area of 1.5 square metres (16 square feet) may be placed on private property or in front of any private property on a street or road

allowance owned by the Town, County or Province so long as permission is obtained from the owner of the said private property and subject to the following:

- i) election signs may be displayed upon calling or issuing the writ for a provincial or federal election or within 42 days (6 weeks) of a municipal election and in all three instances shall be removed within 72 hours following election day;
- ii) no election sign shall be located less than 2.0 metres from the travelled portion of a road including the shoulder of the road; 0.5 metres from a municipal sidewalk, or on a road allowance or road abutting any cemetery.

### *Projecting Signs*

A projecting sign is currently defined in the bylaw as follows:

1. **“Projecting Sign”** means an on-premises sign attached to the wall of a building, and projecting more than fifty centimetres (50 cm) from the wall and includes but is not limited to a double-sided sign or an awning or canopy sign.

Section 19 of the bylaw permits projecting signs in residential areas and all other zones. Rules for projecting signs are the same as those for fascia signs. In residential zones a projecting sign must have an area less than 0.3 square metres (3.2 sq.ft.), while in all other zones the sign can be 20% of the area of the front face of a building. Projecting signs must also be at least 2.5 m (8 ft.) off the road or sidewalk and can only project 0.5 m or 1.5 feet.



The Planning and Economic Development Committee suggested Council amend the sign bylaw to allow signs to project further from a building than 50 cm or 1.5 feet. Roger Brooks recommends projecting signs be allowed to extend 1.06m or 3.5 feet, while other bylaws allow 1.0 m projections. Unlike fascia signs (on the face of a building), a projecting sign should not be back lit (lit from within). Projecting signs should be externally lit by a goose neck or similar fixture. Projecting signs usually have less sign area than fascia signs.

The following changes would increase the distance a projecting sign can overhang a street and clarify the maximum area and lighting of such signs:

Change Section 3 Definition of *“Projecting Sign”* to allow a larger projection over a street as follows:

Change “...fifty centimetres (50cm)...” to “...no more than one hundred & six (106 cm)...”

Amend Section 19 to allow a 1.06 metre projection, reduce maximum sign area and ensure external lighting as follows:

Change Section 19 as follows:

- a. (i) A fascia or projecting sign located in a residential zone shall have an area not greater than 0.3 square metres and where projecting over municipal property shall have a minimum elevation of 2.5 metres and shall not project more than 0.5 metres over a property.  
(ii) A fascia or projecting sign located in any zone other than residential shall have an area not greater than the lesser of 20% of the area of the face of the building or 10 square metres in the case of a fascia sign, and less than 1.5 square metres in the case of a projecting sign.
- b. (i) A fascia or projecting sign located in any zone other than residential which projects over municipal property shall have a minimum elevation of 2.5 metres and in the case of a fascia sign shall not project more than 0.5 meters over municipal property, and in the case of a projecting sign shall not project more than 1.06 metres over a municipal property.
- c. No projecting sign encroaching over municipal property may be internally lit by any electrical or mechanical means, but may be externally lit by electrical or mechanical means directed downward on the sign by a goose neck or similar fixture.

#### **COMMENTS:**

Sign by-laws can be extremely detailed and complicated regulating any number of different sign formats and types. One of the benefits of a basic by-law like the Town's is that there is a Council exemption allowed. To date this has not caused an issue. In time a complete sign by-law review could be considered if this became an issue in Minto.

Typically projecting signs are allowed in downtown areas so the current wording allowing them in all zones is open ended. The by-law still keeps rules tighter in residential zones. Also fascia signs would not be allowed to encroach over municipal property as much as a projecting sign. The requirement for a bond of indemnity is eliminated from the old by-law. Council can require encroachment agreements for signs projecting over a road allowance but this is considered administratively "heavy" used only for buildings that encroach.

#### **FINANCIAL CONSIDERATIONS:**

There is no cost to the amendment, but increasing the size of projecting signs may result in larger signs which may impact the façade and signage program in Minto.

#### **RECOMMENDATION:**

THAT Council receives the C.A.O. Clerk's May 10, 2018 report Amendments to Town Sign By-law, and considers a by-law in regular session to amend by-law 2001-65 (Sign By-law) as outlined in the report.

Bill White C.A.O. Clerk