

City of Brockville

Ontario, Canada



Sign By-law

By-law No. 84-89 **Consolidated Copy**

Enacted by Council April 11, 1989

(last updated April 2017)

Amendments to Sign By-law Number 84-89

1990 05 08	By-law 151-90	(Brockville Restaurant, 8 King Street East)
1995 08 15	By-law 103-95	(King Street West at Edward Street)
1996 05 14	By-law 51-96	(Irvine Funeral Home, 4 James Street East)
1997 06 10	By-law 55-97	(Boardwalk Landing Cafe, Broad Street)
1998 05 12	By-law 41-98	(498-502 Stewart Blvd.)
1999 02 09	By-law 10-99	(125 Stewart Blvd.)
1999 04 13	By-law 31-99	(1000 Islands & Seaway Cruises - Blockhouse Island Parkway and Water Street West)
1999 04 13	By-law 32-99	(333 & 555 California Avenue)
2000 03 14	By-law 18-2000	(General Amendment - Signs in the Downtown Core Area)
2000 06 13	By-law 42-2000	(64 King Street East, Brockberry Café)
2000 06 27	By-law 49-2000	(7 Central Avenue, Brockville Montessori School)
2000 07 18	By-law 50-2000	(Portable Signs)
2001 04 10	By-law 27-2001	(East Side of Stewart Blvd., southeast corner of Laurier and Stewart Blvds.)
2001 10 09	By-law 83-2001	(10 Church Street - First Presbyterian Church)
2002 06 11	By-law 56-2002	(17-19 Broad Street - Bud's on the Bay)
2003 03 11	By-law 23-2003	(Downtown Core Area - Temporary Signage in the Downtown Core Area During Final Phase of King Street Reconstruction)
2003 05 13	By-law 49-2003	(930 Stewart Blvd. - Farmway)
2003 06 10	By-law 062-2003	(125 Stewart Blvd. - The Brockville Shopping Centre)
2003 08 26	By-law 099-2003	(60 California Avenue - 3M Canada Company)
2004 02 10	By-law 010-2004	(2510 Parkedale Avenue - Thousand Islands Secondary School)
2004 04 13	By-law 034-2004	(8 - 12 King Street East - The Phoenix Eatery)
2004 06 08	By-law 074-2004	(A-Board Signs, Downtown Core Area)
2004 08 19	By-law 101-2004	(1000 Islands Seaway Cruises - Blockhouse Island)
2004 08 19	By-law 102-2004	(Our Canteen, Blockhouse Island)
2004 09 14	By-law 110-2004	(1000 Islands Seaway Cruises - Rescind By-law 101-2004)
2004 10 12	By-law 125-2004	(Parkedale Avenue, WalMart Canada Corp. - Power Centre)
2005 02 22	By-law 017-2005	(2211 Parkedale Avenue, John E. Dodge Holdings Ltd. - Murals)
2005 04 12	By-law 035-2005	(2120 Parkedale Avenue, Home Depot Canada Inc.)
2005 12 20	By-law 117-2005	(68 King Street East, DLK Real Estate)
2006 04 11	By-law 029-2006	(2288 Parkedale Avenue, St. Lawrence College)
2006 12 19	By-law 125-2006	(14 Court House Avenue)
2007 02 27	By-law 018-2007	(16 Reynolds Drive, Brockville and District Shrine Club)
2007 10 09	By-law 084-2007	(General Amendment – Heritage Signage)
2008 02 12	By-law 020-2008	(1964, 1981, 2015 and 2089 Parkedale Avenue)
2008 08 19	By-law 077-2008	(325 Stewart Blvd./2995 Parkedale Avenue)
2008 08 19	By-law 078-2008	(10 Saint Andrew Street)
2009 10 13	By-law 093-2009	(General Amendment)

Amendments to Sign By-law Number 84-89 *(continued)*

2010 02 09	By-law 009-2010	(75 King Street East)
2010 10 12	By-law 076-2010	(3026 Parkedale Avenue West)
2011 10 11	By-law 079-2011	(103 Broome Road)
2012 01 12	By-law 004-2012	(103 Broome Road)
2012 06 12	By-law 048-2012	(1515 Kensington Parkway)
2012 06 12	By-law 049-2012	(2399 Parkedale Avenue)
2012 06 26	By-law 060-2012	(General Amendment – Portable Signs)
2012 09 11	By-law 080-2012	(Correction to General Amendment)
2013 01 22	By-law 009-2013	(1515 Kensington Parkway)
2013 06 11	By-law 060-2013	(40 Central Avenue)
2014 03 11	By-law 023-2014	(2444 Parkedale Avenue)
2015 02 10	By-law 010-2015	(1900 Parkedale Avenue)
2015 11 24	By-law 094-2015	(760-800 Laurier Blvd. & 1340-1360 Kensington Parkway)
2015 11 24	By-law 095-2015	(10 Glenn Wood Place)
2016 04 29	By-law 045-2016	(365 Stewart Blvd.)
2016 05 19	By-law 046-2016	(2454 Parkedale Ave. W.)
2017 04 25	By-law 024-2017	(General Amendment – Electronic Message Board Reg's)
2017 05 19	By-law 049-2017	(1960 Parkedale Ave.)
2017 09 21	By-law 067-2017	(770 Stewart Blvd.)

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**THE CORPORATION OF THE CITY OF BROCKVILLE
BY-LAW NUMBER 84-89**

**BEING A BY-LAW FOR PROHIBITING OR REGULATING SIGNS
AND OTHER ADVERTISING DEVICES AND THE POSTING OF
NOTICES WITHIN THE CITY OF BROCKVILLE AND A BY-LAW TO
REPEAL CITY OF BROCKVILLE BY-LAW 230-81 AS AMENDED.**

WHEREAS the provisions of Sub-Sections 140, 141, 142, 143, 144, 145, 146 of Section 210 of the Municipal Act, Chapter 302, R.S.O. 1980, provide that the Council of a municipality may pass by-laws for the prohibiting or regulating the erection of signs and other advertising devices and the posting of notices within the municipality;

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF BROCKVILLE ENACTS AS FOLLOWS:

SECTION 1 - TITLE

1.1 Short Title - This By-law may be cited as the "Sign By-law."

SECTION 2 - DEFINITIONS

In this By-law,

- 2.1 "A-board"** means an A shaped sign which is set upon the ground and has no external supporting structure.
- 2.2 "Accessory or Business Sign"** means a sign, symbol, trademark, structure or similar device used to identify the use pursued by the person, firm, corporation, business, service, commercial or industrial enterprise which is displayed upon the lot or premises occupied by such enterprise and the type of business activity in which it is engaged.
- 2.3 "Area"** when used to describe a sign, means the number of square metres on the surface of a sign including the border and frame, and where there is no border shall include all the area of the surface lying within the extremities of the sign. In the case of a sign having more than one face, the area of the sign shall be the total area of all sign faces.
- 2.4 "Awning"** means a covered metal frame, which may or may not be retractable to the building wall.
- 2.5 "Building Banner"**, means a band or strip of material mounted on a building face that bears advertising copy or slogan of a temporary nature.
- 2.6 "Chief Building Official"** means the Chief Building Official of the City of Brockville or his/her designate.

- 2.7 **"Corporation"** means the Corporation of the City of Brockville.
- 2.8 **"Council"** means the Council of the Corporation of the City of Brockville.
- 2.9 **"Designated Property"**, means a building or structure in respect of which a by-law of the Corporation of the City of Brockville is in affect designating such building or structure in accordance with Part IV of the Ontario Heritage Act.
- 2.10 **"Directory Sign"** means a sign listing the services within a place of business and shall include such directories as restaurant menu boards, business locations within buildings, services rendered within the building and the like having any display on one face only.
- 2.11 **"Directional Sign"** means a sign indicating a direction to be followed to attain a certain destination with only the destination and/or distance identified.
- 2.12 **"Double Faced Sign"** means a sign having two faces, each face being of equal area and identical proportions to the other, and with each face located on the sign structure so as to be exactly opposite the other.
- 2.13 **"Downtown Core Area"** means those lands contained within the following boundaries:
- Butlers Creek and Gilmour Street on the west;
 - Church Street between Gilmour Street and Perth Street, James Street between Perth Street and Orchard Street on the north;
 - Orchard Street on the east; and
 - The St. Lawrence River on the south.
- 2.14 **"Election Sign"** means any sign advertising or promoting the election of candidates but does not include a portable sign as defined herein.
- 2.15 **"Electronic Message Board (EMB)"** means an illuminated sign or part thereof which electronically generates and displays letters, words, light patterns, images or shapes to the public in a pre-arranged or variable sequence, and on which the intensity of the illumination is maintained at a consistent level."
- 2.16 **"Fascia Sign"** means a single faced sign located in such a manner that the sign face is parallel to the main wall of the building to which it is attached and shall not project either vertically or horizontally beyond the building wall to which it is attached.
- 2.17 **"Flag"**, means an advertising device made of material hung from a pole.
- 2.18 **"Flashing Sign"** means an illuminated or luminous sign, fixed or rotating, upon which the source of artificial light is not stationary or the intensity of colour is not constant, but does not include an automatic changing sign such as time or temperature sign or an Electronic Message Board (EMB).

- 2.19 "Ground Sign"** means any sign directly supported by the ground without the aid of any other building or structure, other than the sign structure.
- 2.20 "Height of Sign"** means the vertical distance from the ground to the highest extremity of the sign including the border or frame and in the case of a sign without border or frame, the vertical distance from the ground to the top of the letter, symbol or other part of the sign that is the highest.
- 2.21 "Heritage Theme"**, means a sign design that incorporates shape, colour, materials, graphics and lettering consistent with the predominant traditional architectural style of the downtown core area. *(Amending By-law 084-2007)*
- 2.22 "Kick Board"**, means that area of a building facade extending across the full face of a building fronting on a public street(s) and lying between the top of the sidewalk and the lowest part of any window or other opening(s).
- 2.23 "Length of Sign"** means the distance between the border of frame of the sign measured horizontally and in the case of a sign without border or face, it means the horizontal distance between the first and last extremities of the lettering, symbols or other parts of the sign.
- 2.24 "Lot Line"** means the division line between a street allowance and a lot, or the division line between two lots.
- 2.25 "Luminous and Illuminated Signs"**
- (a) Luminous sign means a sign lighted by an internal source.
 - (b) Illuminated sign means a sign that is lighted by an external source.
- 2.26 "Murals"**, means a graphic representation applied directly to an exterior building face or to another surface and mounted on a building, regardless of media or application technique, the primary purpose of which is decorative.
- 2.27 "Off Premises Sign"** means any sign or advertising device upon which there is displayed advertising copy describing any product or service not made, produced, assembled, stored or sold from the lot or premises upon which the sign or advertising device is located.
- 2.28 "Off Site Sign"**, means a sign located on a road allowance within the Downtown Core Area used to advertise businesses that do not have frontage on King Street.
- 2.29 "Overhanging Sign"**, means any sign or advertising device protruding beyond the building face.
- 2.30 "Panel Sign"**, means a sign, with two faces of equal size and parallel to each other with a rigid frame into which frame interchangeable panels can be inserted, which is not securely anchored to the ground or to a building or structure. *(Amending By-law 050-2000)*

- 2.31 "Portable Sign"** means a temporary sign which is specifically designed or intended to be readily moved from one location to another, and which does not rely on a building or fixed foundation for its structural support, and includes a mobile or an inflatable sign, but does not include a ground sign, A-board sign or panel sign.
(Amending By-law 050-2000)
- 2.32 "Poster Panel/Billboard"** means a standardized advertising sign, symbol or structure erected and maintained by a person, firm, corporation, business, service commercial or industrial enterprise engaged in the sale or rental of space thereon upon which space there is displayed advertising copy describing one or more products or services which are not made, produced, assembled, sold or stored from the lot or premise upon which the advertisement is displayed.
- 2.33 "Real Estate Sign"** means a notification advising that a property is to be sold, rented or leased, and which may also indicate to whom a person should inquire with regard thereto.
- 2.34 "Sign"** includes an advertising device or notice and means any medium including its structure and other component parts, which is used or capable of being used to attract attention to a specific subject matter.
- 2.35 "Sign Board"**, means that area of a building facade extending across the full face, or any part thereof, of a building fronting on a public street(s) and lying at the approximate division between the first and second stories between the highest part of any first floor opening(s) and the lowest part of any second floor opening(s).
- 2.36 "Signs on Glazed Surfaces"**, means lettering or graphic material applied to the interior or exterior of a glass panel, regardless of location (e.g. windows, doors, transom, side-lights).
- 2.37 "Standard or Pylon Sign"** means a sign supported and placed upon pole(s) or standard(s).
- 2.38 "Temporary Sign"** means a sign conveying a message applicable for a definable and specific limited time or related to an event of specific and short duration.
- 2.39 "Visibility Triangle"** means on a corner lot, the triangular space formed by the streets lines and a line drawn from a point in one street line to a point in the other street line, each such point being 10 metres (33 ft.) measured along the street line from the point of intersection of the street lines. Where the two street lines do not intersect at a point, the point of intersection of the street lines shall be deemed to be the intersection of the tangents to the street lines.
- 2.40 "Zone or Zones"** means those areas designated by a Zoning By-law of the Corporation allowing specific uses in the defined areas.

SECTION 3 - APPLICATION FOR PERMIT

- 3.1** Except as provided in Section 4 hereof, no person shall erect, cause to be erected or structurally alter any sign, awning or other advertising device within the City of Brockville without first obtaining a building permit therefor.
- 3.2** Prior to the issuance of a permit, an application on the prescribed form, for a permit shall be submitted to the Chief Building Official.
- 3.3** The application for the permit shall be accompanied by the following information, filed in duplicate with the application:
- (a) completed drawings and specifications of what is to be erected or structurally altered, including, where applicable, details of supporting framework;
 - (b) site plans, to scale, indicating location of the sign, awning, or canopy on the building relative to vehicle accesses, doors, windows, and other existing signs, awnings or canopies on the site;
 - (c) site plans, to scale, indicating the location of the sign on the site relative to, street lines and other boundaries of the property and the location of the building thereon and in the case where an overhanging sign is proposed the location of trees, hydro poles, street lights and like objects;
 - (d) unless otherwise permitted by the Chief Building Official, site plans shall be referenced to a current plan of survey, certified by a registered Ontario Land Surveyor, and a copy of such survey shall be submitted;
 - (e) a statement of the total value of the proposed work; and
 - (f) For the Downtown Core Area, the following additional information shall be provided:
 - method and location of lighting, if any;
 - area of sign, consisting of the sign dimensions and as a proportion of the building face or glazed area;
 - colour(s) proposed;
 - sign layout, including typeface, text and graphics; and
 - sign material(s).
- 3.4** On receipt of a completed application, the Chief Building Official shall issue a sign permit provided the application is in compliance with the regulations contained in this By-law and the Ontario Building Code Act, where applicable.

In the case of a sign permit application for a sign in the Downtown Core Area, Planning Staff shall review the application for compliance with the required heritage theme. Should the application for permit be refused due to non-compliance with the heritage theme provisions, the applicant may seek approval by City Council or the appropriate designated Standing Committee of Council.

In the case of a sign permit application for a sign to be erected on a designated building, the application shall be reviewed by Planning Staff and Heritage Brockville.

3.5 Fees to be paid upon application for sign permits are set out in Schedule “A” hereto.

SECTION 4 - PERMIT EXEMPTIONS

4.1 No permit under this By-law shall be required for:

- (a) any poster, banner, or sign of a candidate in a Municipal, Provincial, or Federal Election;
- (b) signs of a public authority, including agents of the City of Brockville;
- (c) signs prescribed by law;
- (d) signs for public convenience (such as delivery, caution, entrance, construction or detour signs);
- (e) temporary signs of non-profit charitable organization;
- (f) municipal exhibition or event signs;
- (g) real estate signs;
- (h) no trespassing signs 0.55 sq. metres (6 sq. ft.) or less in area;
- (i) interior window signs 0.55 sq. metres (6 sq. ft.) or less in area;
- (j) signs 0.55 sq. metres (6 sq. ft.) or less in area identifying parking areas;
- (k) identification signs 0.20 sq. metres (2 sq. ft.) or less in area which signs identify the owners/occupants of a building;
- (l) awnings carrying no advertising and which do not overhang a public highway;
- (m) signs interior to any building which signs are not visible from the exterior of the said building;
- (n) any off-site sign as defined in Section 2 of this By-law.

SECTION 5 - GENERAL REGULATIONS APPLICABLE TO ALL SIGNS IN ALL ZONES

- 5.1** (a) No person shall erect or cause to be erected, a sign or its structure, temporary or permanent, awning or other advertising device for any purpose within the City of Brockville without a permit.
- (b) No person shall erect or cause to be erected, a sign or its structure, temporary or permanent, awning or other advertising device for any purpose within the City of Brockville not in accordance with the approved permit.

(Amending By-law 93-2009)

5.2 Except as otherwise provided for in this By-law, no person shall erect or maintain any sign which projects over any road allowance in the City of Brockville unless such sign is a fascia sign and that no portion of such sign shall project more than 0.45 metres (18 inches) over the road allowance or City property.

5.3 No person shall attach any sign, poster, hand bill, notice or advertisement to any pole or tree on any highway; or paint, print or impress anything on any sidewalk or roadway without permission to do so, by resolution of Council.

5.4 No person shall erect or maintain any banner, stringer, or other advertising device across any road allowance, without permission to do so, by resolution of Council.

5.5 No person shall erect or maintain any awning attached to a building, erected so as to be suspended or projected over any sidewalk except in conformity with this By-law.

5.6 No person shall erect or maintain any sign other than a standard or pylon sign within the area of a corner lot defined as the visibility triangle. Such sign shall be designed to be supported by no more than two (2) pylons or standards with a total cross-sectional dimension not exceeding 30 cm. (12"). The bottom of the sign shall not be closer than 3.65 m (12 ft.) to finish grade.

5.7 The provisions of this By-law shall not apply to any sign erected by the City of Brockville.

5.8 Lighting of Signs

No sign with red, amber or green lighting shall be located in such a fashion so as to:

- (a) diminish or detract from the effectiveness of any traffic signal, or similar safety or warning device;
- (b) fall within the vision of motorists in such a manner as to create a traffic hazard.

5.9 Illuminated and Luminous Signs

Illuminated signs shall be located so as to reflect light away from adjacent premises or streets to prevent any glare or spillover effect.

5.10 Electronic Message Board (EMB) *(amending By-law 024-2017)*

Electronic Message Boards (EMB's) are permitted to be incorporated within a fascia sign, ground sign or standard sign which is lawfully erected as per provisions contained herein based on sign type; and located or displayed subject to the following:

- a) static alphanumeric text messages and images are permitted provided there is no scrolling text or any flashing text, characters, images or video;
- b) a maximum of one (1) electronic message board may be permitted per lot or property;
- c) the minimum display time for any electronic message, without movement or change in colour, shall be 8.0 seconds.
- d) Off-site advertising shall be permitted on the EMB;
- e) EMB's are not permitted within 15.0 metres of a traffic light/signal;
- f) EMB's are permitted to be used as, or as part of a Portable Sign and only one per property.
- g) EMB's are not permitted on a lot containing a building designated under the Ontario Heritage Act; and,
- h) EMB's shall only be permitted within Commercial, Industrial and Institutional Zones and not within the Downtown Core Area or Rural Zones as defined herein.
- i) EMB sign area shall be considered as part of the maximum permitted sign area when utilized individually or incorporated in any fascia sign, ground sign or standard sign."

5.11 Temporary Construction Project Signs

One temporary sign per street frontage may be erected at a construction project indicating the nature of the project and the developers, contractors, architects, engineers and related personnel or trades involved in the development of the site. The area of the sign shall not exceed 6.5 sq. metres (70 sq. ft.). Such signs shall not be erected until an application for Site Plan Control Approval has been filed with the City of Brockville.

All temporary construction project signs shall be removed on or before the date of completion of the construction project to which the sign(s) are related. Completion of construction shall be deemed to be the date of initial occupancy of the project.

5.12 Temporary Project Announcement Signs

One (1) temporary, announcement sign, having a maximum sign area 4.5 sq. metres (48 sq. ft.) announcing a development project may be erected at a proposed development site. Such announcement sign shall be removed within one (1) calendar year of the erection thereof or upon the commencement of construction of project to which the announcement sign refers, whichever is the lesser time period.

5.13 Electrical Work

All electrical work in a sign shall conform with applicable regulations.

5.14 Maintenance and Safety

Every sign shall be kept in good repair and in a safe and secure condition.

When a sign is not constructed of galvanized or corrosive resistant materials, it shall be maintained in a clean and painted condition.

5.15 Housekeeping

It shall be the duty and responsibility of the owner or lessee of any sign to maintain the immediate premises occupied by the sign in a neat and tidy condition.

5.16 Real Estate Signs

- (a) No real estate sign shall be affixed to any trees located on public property, utility poles or municipal standards or be erected or placed on municipal or public property, save and except signs erected by or for the Corporation. Any sign contravening the provisions of this Section may be removed without notice by the City of Brockville.
- (b) Except as otherwise provided herein, there shall be a limit of two (2) double faced real estate signs per property.

5.17 Portable Signs

Portable signs, where permitted in this by-law, shall:

- (a) be restricted in size to 5 square metres (53 sq.ft.) per sign face (maximum 2 sign faces), with inflatable sign limited to a maximum height and width of 2.5 metres (8.2 ft.);
- (b) not be located in a visibility triangle;
- (c) be set back from ingress/egress driveways and side lot lines a distance of 5 metres (17 ft.), to be increased to 10 metres (33 ft.) from side lot lines which abut residential uses;
- (d) be limited to one (1) sign on any property with a frontage less than 76.2 metres (250.0 feet), be limited to two (2) signs on properties with frontage measuring between 76.2 metres (250.0 feet) and 182.8 metres (600.0 feet), be limited to three (3) signs on properties with frontage between 182.88 metres (600.00 feet) and 304.8 metres (1000.0 feet), and be limited to a maximum of four (4) signs on properties with frontage greater than 304.8 metres (1000.0 feet);
- (e) be located only on the ground with a minimum distance between signs of 23 metres (75.0 feet);
- (f) the sign shall not contain advertising outside of the sign frame;
- (g) the sign shall be of professional quality, clearly legible & current.

(Amending By-law 060-2012 and By-law 80-2012)

5.18 Panel and A-board Signs

Panel and A-board signs, where permitted by this By-law, except for A-board signs within the Downtown Core Area, shall:

- (a) be restricted in size to 1.5 square metres (16 sq.ft.) per sign face;
- (b) not be located in a visibility triangle;
- (c) be set back from ingress/egress driveways and side lot lines a distance of 5 metres (17 ft.), to be increased to 10 metres (33 ft.) from side lot lines which abut residential uses;
- (d) be limited to one (1) such sign on any property; and
- (e) be located on the ground. *(Amending By-law 050-2000)*

5.19 Murals

No person shall erect a mural except in accordance with Section 7.10 of this By-law, or otherwise by amendment to this By-law.

5.20 Poster Panels, Billboards and Off Premises Advertising

(i) Poster Panels and Billboards

Poster panels and billboards are prohibited in the City of Brockville.

(ii) Off Premises Advertising Signs

- 1) Off premises advertising signs are prohibited except where such signs are permitted by amendment to this By-law.
- 2) The maximum sign area of a sign referred to herein shall be 5 sq. metres (54 sq. ft.) and such sign shall not be permitted in any visibility triangle.

5.21 Roof Signs

Roof signs are prohibited.

5.22 Removal of Signs

- (i) Election signs erected within the municipality must be removed within two days following the election.
- (ii) Any sign or appurtenance thereto which no longer advertises a bona fide business or service on the premises shall be removed within thirty days of termination of such business or service.

5.23 Signs in Violation

- (i) Should the Chief Building Official or his/her designate, after inspecting a sign, determine such sign to be in violation of the provisions of this By-law, a written notice shall be sent to the property owner, the business owner and/or

the sign company, requiring them to bring such sign into compliance with this By-law within fifteen (15) business days from the date of the notice.

(Amending By-law 93-2009)

- (ii) Where the repair, alteration or change or removal is a matter of public safety, in the sole opinion of the Chief Building Official or his/her designate, the Chief Building Official may give notice orally and may reduce the period within which the owner or owners has to take action to a period, which in the Chief Building Official's sole discretion, is adequate taking into account the circumstances at the time the Notice was given.

When removal is appropriate, such Notice as provided in Subsection (i) or (ii) hereof shall terminate the relevant sign permit.

- (iii) A-board signs located on any highway may be removed by the Chief Building Official or his/her designate without notice.

5.24 Recovery of Expenses

A copy of an invoice for any charges for removal of a sign, together with a certificate by the City Treasurer that:

- (a) invoice has been sent to the persons liable to pay the same;
- (b) no payment or insufficient payment has been received for the invoice; and
- (c) payment of the invoice is overdue;

shall be sufficient authority to enter the amount of the unpaid balances of the invoice on the Collector's Roll.

5.25 Abandonment

- (1) Neither the granting of a permit nor the approval of plans or specifications nor inspections made by the Corporation shall in any way relieve the owner, or any other person, from full responsibility for carrying out work, or having the work carried out, in complete accordance with the By-law or any other by-law applicable hereto.
- (2) An application for a permit for any work shall be deemed to be abandoned six (6) months after the date of filing, unless such application has been diligently pursued or a permit has been issued.
- (3) In the case of abandonment, all plans and specifications may be returned to the applicant, together with 25 percent of application fee.
- (4) Every permit shall expire, by limitation, and become null and void under the provisions of this By-law, if the work authorized by such a permit is not commenced within six (6) months of the date of the permit issuance, or if the work authorized by such permit is suspended or abandoned, at any time after the work is commenced, for a period of six (6) months, or the sign has been removed.

- (5) If a permit has expired pursuant to this Section before such work can be commenced, the original permit shall be first renewed upon payment of the prescribed fee and upon the Chief Building Official being furnished with satisfactory proof that the plans and specifications conform with the requirements of this By-law at the time of the application for renewal.

5.26 Signs on Abandoned Vehicles

Signs on or affixed to abandoned vehicles are prohibited in the City of Brockville.

5.27 Awnings

A permit for the erection of an awning shall be required and such awning shall be erected in conformity with this By-law.

- (i) All awnings shall be constructed and maintained in a condition satisfactory to the Chief Building Official.
- (ii) No part of a non-retractable awning shall be closer to the surface of any sidewalk than 2.43 metres (8 ft.) nor extend more than 1.2 metres (4 ft.) over any sidewalk.
- (iii) No part of any retractable awning shall extend more than 2.43 metres (8 ft.) from the front of the building to which it is attached, and in no case beyond the curb line nor be closer than 2.43 metres (8 ft.) to the surface of any sidewalk.

5.28 Insurance

Any person erecting or maintaining any advertising device, signage lighting or overhanging signage shall indemnify and save harmless the City of Brockville against all actions, and cause of actions, by whomsoever brought. In addition, the applicant must ensure that the City of Brockville is named as an "additional named insured" and provide an "Issuance from Liability from the Insurer Carrier" with the application.

Any person erecting or maintaining an overhanging sign shall protect the City of Brockville in the amount of one million dollars (\$1,000,000.00). A copy of the said insurance policy shall be filed with the City of Brockville at the time of application and shall provide that the City of Brockville shall be notified, in writing, within ten (10) calendar days of the cancellation of the said policy.

5.29 Penalty

Every person who contravenes any provision of this By-law is guilty of an offence and upon conviction is liable to a fine as provided for by the Provincial Offences Act, R.S.O. 1990, Chapter P.33.

This By-law shall be administered by the Chief Building Official or his/her appointed designate.
(Amending By-law 93-2009)

SECTION 6 - SIGNS IN RESIDENTIAL ZONES

- 6.1** Except for ground signs identifying multiple residential apartment buildings and directional signs, no signs which require a permit shall be permitted in any Residential Zone in the City of Brockville. Ground signs permitted by this Section shall have a maximum area of 1.85 sq. metres (20 sq. ft.) a maximum height of 2.2 metres (7 ft.), and be non-illuminated and non-luminous.
- 6.2** Home Occupations as defined and permitted by the City's Zoning By-law and which are located in Residential Zones shall not be permitted to erect signs or other advertising devices on the lot or premises where the home occupation is conducted.

6.3 Bed & Breakfast Accommodations

One (1) non-illuminated, non-luminous sign of a maximum area of 0.75 sq. metres (8 sq. ft.) in the case of a two (2) sided sign or 0.375 sq. metres (4 sq. ft.) in the case of a one (1) sided sign, shall be permitted at the location of any Bed and Breakfast Accommodation.

Any sign which is intended to identify bed and breakfast accommodations shall be compatible with the residential area in which it is located.

The said sign may be attached to or suspended from the building in which the Bed & Breakfast Accommodation is located. In addition, the said sign may be erected on the lot upon which the Bed & Breakfast Accommodation is located as a standard or pylon sign to a maximum height of 2.2 metres (7 ft). Nothing herein shall be construed so as to permit a sign to be located upon or overhang a City road allowance.

SECTION 7 - SIGNS IN THE DOWNTOWN CORE AREA

7.1 Theme *(Amending By-law 084-2007)*

The theme of the sign design provisions of this By-law for the downtown core area have been developed to enhance a “Heritage Theme” to complement the predominant traditional architectural style of the downtown core area thereby ensuring consistency with the Official Plan which promotes the heritage theme within the downtown core area.

7.2 Signs Permitted in the Downtown Core Area *(Amending By-law 084-2007)*

Unless otherwise permitted in this By-law, no person shall erect a sign in the Downtown Core Area except in accordance with the sign design provisions outlined in the following subsections of this By-law:

- 7.3-General Provisions
- 7.4-Provisions for Awnings
- 7.5-Provisions for A-Board Signs
- 7.6-Provisions for Building Banners
- 7.7-Provisions for Directory Signs
- 7.8-Provisions for Fascia Signs
- 7.9-Provisions for Flags
- 7.10-Provisions for Murals
- 7.11-Provisions for Overhanging Signs
- 7.12-Provisions for Signs on Glazed Surfaces
- 7.13-Provisions for Ground Signs

Off-site signs are permitted only for those businesses which are located within the defined Downtown Core Area and which do not have frontage on King Street. Off-site sign(s) shall be secured through such person(s) as designated by the City of Brockville from time to time, and shall be erected by employees, contractors, or such other person(s) as designated by the City of Brockville.

7.3 General Provisions - Signs in the Downtown Core Area (Amending By-law 084-2007)

No person shall erect a sign in the Downtown Core Area except in accordance with the General Provisions outlined in this subsection and with the provisions outlined in subsections 7.4, 7.5, 7.6, 7.7, 7.8, 7.9, 7.10, 7.11 and 7.12, and with all other applicable provisions of this By-law.

GENERAL PROVISIONS - SIGNS IN THE DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Theme	"Heritage Theme" only.	
b)	Lettering	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
c)	Colours	Heritage colours recommended.	No use of reflective, fluorescent, neon colours and materials except for minor highlighting details.
d)	Illumination	Overhead Lighting and Spotighting, including incandescent or filtered halogen. [Note: Luminous (Backlit), L.C.D., L.E.D., moving, flashing, neon/ fluorescent, marquis and outlined letters are prohibited.]	Must be individually hooded, shielded or covert (i.e. hidden behind or within a valence, architectural feature, etc.) Hoods and shielding may bear advertising.
e)	Material (not applicable for awnings, flags or signs on glazed surfaces)	Wood: must be naturally resistant or treated for preservation. Plastic: <u>Including</u> molded or high density sign foam. <u>Excluding</u> corrugated plastic, Styrofoam and Foamcore. Metal. Masonry. Individual cast, molded, carved.	Including Western Red Cedar, Eastern White Cedar, Redwood, and pressure treated wood. Alternative materials shall be subject to approval.
f)	Building having frontage on more than one street.	Provisions for sign type shall apply to each building frontage.	
g)	Prohibited Sign Content	Lewd, suggestive, profane.	
h)	Prohibited Sign Format	Portable signs. Swinging signs.	Projecting above the roof line. Located on the roof. Obstructing architectural details. Obstructing windows or other such like openings.

7.4 Provisions for Awnings - Downtown Core Area

No person shall erect an awning in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR AWNINGS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code requirements. Attached to main wall of building.	
b)	Projection from Main Wall	Retractable: Maximum 2.43 m (8.0 ft.). Non-Retractable: Maximum 1.2 m (4.0 ft.).	Not beyond the curb line projected upwards.
c)	Shape	No limitation.	
d)	Text/Content	7.3 g)	
e)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
f)	Advertising Content	Permanent identification of Business.	Related information is permitted (i.e. Owner/ Operator, date of establishment, graphics, etc.).
g)	Number	No limitation.	
h)	Location	Street face or main access to business.	Clear of openings and architectural details. Within limits of building fascia. No closer than 1.0 m (3.3 ft.) to any street sign, light standard, utility pole or tree.
i)	Height Above Finished Sidewalk (measured to lowest portion of sign)	Minimum of 2.4 m. (8.0 ft.).	

7.5 Provisions for A-Board Signs - Downtown Core Area *(Amending By-law 084-2007)*

No person shall erect an A-Board sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR A-BOARD SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Dimensions:	Maximum Height:1.0 m (3.3 ft.). Maximum Width:0.6 m (2.0 ft.).	
b)	Shape	No limitation.	Shape reflective of business type acceptable.
c)	Size / Sign Area	Maximum 0.55 m ² (6.0 ft ²) per side.	
d)	Text/Content	7.3 g)	
e)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
f)	Advertising Content	Permanent text, changeable text or any combination thereof.	
g)	Number	One (1) sign per business for business with frontage on King Street. Maximum of two (2) signs per business for business without frontage on King Street distributed as follows: <ul style="list-style-type: none"> • One sign fronting the main business; and • One off-site sign located on King Street. Said sign must be approved in writing by the owner/operator of the business having the king Street frontage. 	Permission for an off-premises sign must be approved, in writing, by the owner/operator of the business having the King Street frontage. At no time can more than one (1) A-board sign be placed fronting a King Street business.
h)	Location	Placed in such a manner so as not to impede pedestrian flow or corner visibility of vehicles.	

7.6 Provisions for Building Banners - Downtown Core Area

No person shall erect a building banner in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR BANNERS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code requirements. Attached to main wall of building.	Attachment points to be at top and bottom of banner.
b)	Projection from Main Wall of Building	Maximum 0.45 m (1.5 ft.). Parallel to main wall.	
c)	Shape	No limitation.	
d)	Size / Sign Area	Maximum 2.8 m ² (30.0 ft ²).	
e)	Text/Content	7.3 g)	
f)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
g)	Advertising Content	No limitation.	
h)	Number	One (1) banner per business.	
i)	Location	Street face or building face providing main access to business.	Clear of openings and architectural details. Within limits of building fascia.
j)	Height Above Finished Sidewalk (measured to lowest portion of banner)	Minimum of 2.4 m. (8.0 ft.).	
k)	Time period	Maximum of 21 calendar days.	Minimum of 30 calendar days between banners.

7.7 Provisions for Directory Signs - Downtown Core Area

No person shall erect a directory sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR DIRECTORY SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code requirements. Attached and parallel to main wall of building.	Swinging signs not permitted.
b)	Projection from Main Wall	Maximum 0.10 m (0.3 ft.).	
c)	Shape	No limitations.	Shape reflective of business type acceptable.
d)	Size / Sign Area	Maximum 0.3 m ² (3.0 ft ²).	
e)	Text/Content	7.3 g)	
f)	Lettering/Font	Professional quality. Clearly legible.	
g)	Advertising Content	Business names/graphic within host building.	
h)	Number	One (1) sign per building.	
i)	Location	Street face or main access to building.	Clear of openings and architectural details. Within limits of building fascia.
j)	Height Above Finished Sidewalk (measured to lowest portion of sign)	Minimum of 2.4 m. (8.0 ft.).	

7.8 Provisions for Fascia Signs - Downtown Core Area

No person shall erect a fascia sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR FASCIA SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code Requirements. Attached and parallel to main wall of building.	
b)	Projection from Main Wall of Building	Maximum 0.45 m (1.5 ft.).	
c)	Shape	No limitations.	Shape reflective of business type acceptable.
d)	Size / Sign Area	Maximum Sign Band / Kick Board dimensions. Where a sign band or kick board is not present or is unusable, the maximum area of a fascia sign is ten percent (10%) of the exposed building face.	
e)	Text/Content	7.3 g)	
f)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
g)	Advertising Content	Permanent identification of Business.	Related information is permitted (i.e. Owner / Operator, date of establishment, graphics, etc.).
h)	Number	One (1) sign per business.	
i)	Location	Sign Band area. Kick Board area.	Clear of openings and architectural details. Within limits of building fascia.
j)	Height Above Finished Sidewalk (measured to lowest portion of sign)	Minimum of 2.4 m. (8.0 ft.).	

7.9 Provisions for Flags - Downtown Core Area

No person shall erect a flag in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.1 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

Flags bearing devices of a Nation, Province, Municipality, Organization, and those not bearing a logo or message of a commercial nature are not subject to provisions under this By-law.

PROVISIONS FOR FLAGS BEARING ADVERTISING - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code requirements. Secured to rigid metal bracket only. Attached to main wall of building. Mounted on rigid pole only.	
b)	Projection from Main Wall of Building	Maximum 1.45 m (4.75 ft.).	
c)	Shape	No limitation.	Shape reflective of business type acceptable.
d)	Size / Sign Area	Maximum 0.55 m ² (6.0 ft ²) per side.	
e)	Text/Content	7.3 g)	
f)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
g)	Advertising Content	Permanent identification of Business.	Related information is permitted (i.e. Owner / Operator, date of establishment, graphics, etc.).
h)	Number	One (1) flag per business.	
i)	Location (measured to lowest portion of flag)	Street face or main access to business.	Clear of openings and architectural details. No closer than 1.0 m (3.3 ft. to any street sign, light standard, utility pole or tree.

7.10 Provisions For Murals - Downtown Core Area

No person shall erect a mural in the Downtown Core Area except upon receiving approval of Council for the Corporation of the City of Brockville and obtaining the appropriate permit(s).

No person shall erect a mural in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR MURALS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Application	Applied directly to the wall/ fascia.	No limitation on media or application technique.
b)	Shape	No limitation.	Shape reflective of business type acceptable.
c)	Size / Sign Area	No limitation.	
d)	Text/Content	7.3 g)	
e)	Graphics	"Heritage Theme" only.	
f)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
g)	Advertising Content	Limited to a maximum of one percent (1%) direct advertising of an existing company / organization.	Related information is permitted (i.e. Owner / Operator, date of establishment, graphics, etc.).
h)	Number	One per building face.	
i)	Location	No limitation.	Strongly recommended to incorporate existing openings, architectural details, etc. Clear of openings.

7.11 Provisions For Overhanging Signs - Downtown Core Area

No person shall erect an overhanging sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR OVERHANGING SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Fastening	As per Ontario Building Code requirements. Rigid metal bracket only. Attached to main wall of building.	Swinging signs not permitted.
b)	Projection from Main Wall of Building	Maximum 1.45 m (4.75 ft.).	
c)	Shape	No limitation.	Shape reflective of business type acceptable.
d)	Size / Sign Area	Maximum 0.55 m ² (6.0 ft ²) per side.	
e)	Text/Content	7.3 g)	
f)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
g)	Advertising Content	Permanent identification of Business.	Related information is permitted (i.e. Owner / Operator, date of establishment, graphics, etc.).
h)	Number	One (1) sign per business.	
i)	Location	Street face or main access to business.	Clear of openings and architectural details. Within limits of building fascia. No closer than 1.0 m (3.3 ft.) to any street sign, light standard, utility pole or tree.
j)	Height Above Finished Sidewalk (measured to lowest portion of sign)	Minimum of 2.4 m. (8.0 ft.).	

7.12 Provisions for Signs on Glazed Surfaces - Downtown Core Area

No person shall erect a sign on a glazed surface in the Downtown Core Area except in accordance with the provisions outlined in this subsection and in Subsection 7.3 - General Provisions - Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR SIGNS ON GLAZED SURFACES - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Size / Sign Area	Primary Windows: Maximum area of thirty percent (30%) per window. Secondary Windows: No limitation.	
b)	Shape	No limitation.	Shape reflective of business type acceptable.
c)	Text/Content	7.3 g)	
d)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme". Including etched and stained glass overlay/underlay.
e)	Advertising Content	No limitation.	
f)	Number	No limitation.	
g)	Location	All glazed surfaces, including transoms, and sidelights.	

7.13 Provisions for Ground Signs – Downtown Core Area *(Amending By-law 084-2007)*

No person shall erect a Ground Sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and Subsection 7.3 - General Provisions – Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR GROUND SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Dimensions:	Maximum Height 2.4 metres (8ft)	
b)	Shape	No limitation.	Shape reflective of business type acceptable.
c)	Size / Sign Area	Maximum Area 4.65 sq. metres (50 sq. ft.) The sign shall have no more than two (2) faces	Sign area of a double sided sign to be the combination of both sides. No one side of any sign may exceed 2.32 sq. metres (25 sq. ft.)
d)	Text/Content	7.3 g)	
e)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
f)	Advertising Content	Permanent identification of business	Related information is permitted (i.e. Owner/ Operator, graphics, date of establishment, etc.).
g)	Number	One (1) sign per business.	
h)	Location	Placed on same lands as primary business. A Ground sign shall not overhang City lands.	

SECTION 8 - SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES

Signs in Commercial Zones, excluding the Downtown Core Area, and Industrial Zones are permitted subject to the following conditions:

1. Fascia Signs

Fascia signs may be erected for each place of business of a Commercial Zone, provided that such sign conforms to the following conditions:

- (a) be attached to and parallel with the main wall of the building;
- (b) be a minimum of 2.4 metres (8 ft.) above the finished sidewalk or mall grade;
- (c) be no longer than the horizontal measurement of the wall or building facade to which it is attached;
- (d) not project more than 0.45 metres (18 inches) from the main wall of the building;
- (e) if on a lane; be a minimum of 4.2 metres (14 ft.) measured vertically from the surface of the lane; and
- (f) have an aggregate area not greater than 20% of the exposed building face to which the signs are attached.
- (g) a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft), whichever is lesser, may be used for the purpose of an Electronic Message Board. *(amending By-law 024-2017)*

2. Standard or Ground Signs

One ground sign may be erected on each street frontage of a place of business having a frontage of 30.5 metres (100 ft.) or more on each street provided:

- (a) the height of the sign shall not exceed a maximum of 9 metres (29.5 ft.);
- (b) the area of the sign shall not exceed 27.75 sq. metres (300 sq. ft.);
- (c) the bottom of the sign shall not be closer than 2.4 metres (8 ft.) to finished grade where any portion of the sign overhangs a sidewalk, parking lot, driveway or area designed for pedestrian or vehicular traffic; and
- (d) the distance between standard or pylon signs shall not be less than 7.6 metres (25 ft.).
- (e) In the case of a single faced sign, a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft), whichever is lesser, may be used for the purpose of an Electronic Message Board. *(amending By-law 024-2017)*
- (f) In the case of a double faced sign, a maximum of 50% of the sign area or 10.0 square metres (107.6 sq. ft), whichever is lesser, may be used for the purpose of an Electronic Message Board. *(amending By-law 024-2017)*

3. Portable Signs

Portable Signs are permitted subject to the general regulations of this By-law.

- a) Portable signs are permitted for a maximum of 90 calendar days;
 - b) Consecutive permits will not be granted if another business on the property applies for a permit within the required timeframe;
 - c) New permit applications cannot be submitted more than 60 days in advance. If there is currently a sign on the property, a new permit application cannot be submitted less than 10 days prior to end of term; and,
 - d) Permit renewal cannot be submitted more than 9 days prior to end of term.
- (Amending By-law 060-2012)*

4. Panel and A-board Signs

Panel and A-board signs are permitted subject to the general regulations of this By-law. *(Amending By-law 050-2000)*

5. Awnings

Awnings are permitted subject to the general regulations of this By-law.

6. Directory Signs

One directory sign may be erected on a place of business having a frontage of 30.5 metres (100 ft.) or more provided that:

- (a) the gross area of the sign does not exceed 9.2 sq. metres (100 sq. ft.);
- (b) the sign is located no closer to a street line than the front yard setback required by the Zoning By-law for the zone in which the sign is located;
- (c) the sign is not located within the visibility triangle; and
- (d) the sign shall have a height of not greater than 3 metres (10 ft.).

7. Banners

Banners, each not exceeding 5.75 sq. metres (60 sq. ft.), may be erected on poles not exceeding 6.25 metres (20 ft.) in height.

8. Directional Signs

Directional signs are permitted subject to the general regulations of this By-law.

9. Real Estate Signs

Where a parcel of land is 0.5 hectares (1.25 acres) or larger in area, one (1) real estate sign of a maximum area of 4.5 sq. metres (48 sq. ft.) may be erected on the said parcel.

SECTION 9 - SIGNS IN INSTITUTIONAL ZONES

Signs in Institutional Zones are permitted subject to the following conditions:

1. Fascia Signs:

- (a) be attached to and parallel with the main wall of the building;
- (b) be a minimum of 2.4 metres (8 ft.) above finished sidewalk;
- (c) be no longer than the horizontal measurement of the wall or building facade to which it is attached;
- (d) not project more than 0.45 metres (18 inches) from the main wall of the building;
- (e) if on a lane, be a minimum of 4.2 metres (14 ft.) measured vertically from the surface of the lane;
- (f) have an aggregate area not greater than 5% of the exposed building face to which the signs are attached.
- (g) a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft), whichever is lesser, may be used for the purpose of an Electronic Message Board. *(amending By-law 024-2017)*

2. Ground Signs *(amending By-law 024-2017)*

One ground sign may be erected on a lot in an Institutional Zone provided:

- (a) The height of the sign shall not exceed a maximum of 2.4 metres (8.0 ft.);
- (b) The area of the sign shall not exceed 10.0 sq. metres (107.6 sq. ft.);
- (c) The sign has no more than two (2) faces parallel to each other;
- (d) In the case of a single faced sign, a maximum of 3.0 square metres (32.3 sq. ft.) may be used for the purpose of an Electronic Message Board; and,
- (e) In the case of a double faced sign, a maximum of 6.0 square metres (64.6 sq. ft.) may be used for the purpose of an Electronic Message Board.

3. Portable Signs

Portable Signs are permitted subject to the general regulations of this By-law.

- a) Portable signs are permitted for a maximum of 90 calendar days;
- b) Consecutive permits will not be granted if another business on the property applies for a permit within the required timeframe;
- c) New permit applications cannot be submitted more than 60 days in advance. If there is currently a sign on the property, a new permit application cannot be submitted less than 10 days prior to end of term; and,
- d) Permit renewal cannot be submitted more than 9 days prior to end of term.

SECTION 10 - SIGNS IN RURAL ZONES

Signs for commercial uses located in the rural zones shall be subject to regulations contained in Section 9 – Signs in Institutional Zones.

SECTION 11 - REPEAL OF BY-LAW 230-81

THAT City of Brockville By-law 230-81, as amended, is hereby repealed.

SECTION 12 - EXCEPTIONS

12.1 The Brockville Shopping Centre - 125 Stewart Blvd.

i) By-law 10-99 - Electronic Message Sign

One (1) electronic message centre only shall be permitted at 125 Stewart Blvd.

The electronic message centre shall be located on the north face of the existing pylon sign on the Stewart Boulevard frontage of the Brockville Centre or on the north face of the existing Dairy Queen Restaurant pylon sign at the intersection of Central Avenue and Stewart Boulevard.

The electronic message centre shall be subject to the following requirements:

- (a) the maximum length of the message centre shall be 3.65 metres (12 ft.).
- (b) the base of the message centre shall be 3 metres (10 ft.) above grade.
- (c) the message centre shall not overhang the City road allowance.
- (d) changes in messages shall either roll top to bottom or bottom to top but shall not trail/track across the message centre nor flash.

ii) By-law 062-2003 - Roof Sign

One (1) roof sign only shall be permitted at 125 Stewart Blvd.

The roof sign shall not extend more than 32 inches above the highest point of the roof line as it exists on the date of passing of this by-law (June 10, 2003).

12.2 Brockville Restaurant - 8 King Street East *(Amending By-law 151-90)*

One luminous, illuminated vertical sign, overhanging the publicly traveled sidewalk a maximum of 0.45 m (18 inches) and having a maximum sign area of 3.2 square metres, shall be permitted at 8 King Street East, the Brockville Restaurant.

12.3 Poster Panels/Billboards, King Street West at Edward Street *(Amending By-law 103-95)*

Two (2) new poster panels/billboards each with maximum dimensions of 3 metres (10 feet) by 6 metres (20 feet), and a maximum height of 6 metres (20 feet), shall be permitted on the property described as Part of Lot C, Block 42, Plan 67, known as 40 Edward Street, located at King Street West and Edward Street, to replace the three (3) existing poster panels/billboards.

12.4 Replacement Ground Sign - 4 James Street East *(Amending By-law 51-96)*

One replacement ground sign shall be permitted to be located on the south-east portion of lands known municipally as 4 James Street East, subject to the following requirements:

- (a) the dimensions of the sign shall not exceed 2.64 m by 0.5 m by 1.8 m in height;
- (b) the sign shall be constructed of concrete with a stone veneer;
- (c) the sign shall be double faced with each face being constructed of wood indicating the name and address; and
- (d) the sign shall be illuminated by two (2) exterior ground lights.

12.5 Additional Pylon Sign - 498-502 Stewart Blvd. *(Amending By-law 41-98)*

One (1) additional double faced pylon sign, having a maximum area of 37 square metres (398 sq.ft.), shall be permitted to be located not less than 21.4 metres (70 feet) from any existing ground, standard or pylon sign located on lands known municipally as 498-502 Stewart Blvd.

12.6 Additional Ground signs - Waltham Square - 333 & 555 California Avenue
(Amending By-law 32-99)

Four (4) ground signs shall be permitted at Waltham Square on lands known municipally as 333 and 555 California Avenue, with one (1) sign to be located on either side of the main entrance to the property from California Avenue and one (1) sign only at each corner of the lot facing California Avenue.

12.7 Signage on Retaining Wall Barrier, 64 King Street East *(Amending By-law 42-2000)*

Four (4) new signs shall be permitted at 64 King Street East subject to the following requirements:

- i) the dimensions of each individual sign shall not exceed 2.4 metres (8 feet) in length and 0.15 metres (6 inches) in width;
- ii) the signs shall be constructed of wood, engraved and painted;
- iii) the signs shall be mounted securely to the top surface of the existing retaining wall fronting 64 King Street East.

12.8 Ground Sign - 7 Central Avenue East *(Amending By-law 49-2000)*

One ground sign, measuring 5 feet by 3 feet to a maximum height of 6 feet above grade, shall be permitted to be erected at 7 Central Avenue East.

12.9 Double Sided Electronic Message Sign - East Side of Stewart Blvd. (southeast corner of Stewart and Laurier Blvds.) *(Amending By-law 27-2001)*

One (1) double sided electronic message sign may be erected on lands described as Part of Lot 14, Concession 2, City of Brockville, County of Leeds, designated as Parts 1, 2, and 3, Reference Plan 28R-6102, subject to rights-of-ways over, along and upon Parts 3, 4, 5 and 6, Reference Plan 28R-6102, in a location adjacent to Stewart Blvd., and not closer than 60 metres distant from the intersection of Stewart Blvd. and Laurier Blvd., to be used in conjunction with the operation of the proposed 1000 Islands Toyota dealership only.

12.10 Ground Sign - First Presbyterian Church - 10 Church Street *(Amending By-law 83-2001)*

A ground sign shall be permitted for the First Presbyterian Church to be located on the William Street frontage of the church property known municipally as 10 Church Street in accordance with the provisions of Subsection 9.2 of this By-law.

12.11 A-Board Signs

17 - 19 Broad Street (Bud's On The Bay) *(Amending By-law 56-2002)*

One (1) A-board sign advertising Buds on the Bay may be placed in front of 51 King Street West until such time as the proprietor of Playboy Barber Shop does not elect to exercise his option to place an A-board sign in front of his place of business or otherwise rescinds his permission. The A-board sign must be in accordance with the provisions of Subsection 7.5 of this By-law.

12.12 Temporary Signage in the Downtown Core Area During Final Phase of King Street Reconstruction *(Amending By-law 23-3003)*

That during the period of time commencing on the date seven (7) days prior to the commencement of construction and ending on the date seven (7) days following completion of construction as identified by the Director of Operations, businesses within the Downtown Core Area, as defined in Subsection 2.13 of this By-law, are permitted to utilize temporary signage, to include such types as banners, A-board signs or portable signage formats.

Permit and fee requirements shall be waived for said temporary signs during this time period.

12.13 Ground Sign - 930 Stewart Blvd. *(Amending By-law 49-2003)*

One (1) ground sign only shall be permitted at 930 Stewart Blvd.

The ground sign shall be subject to the following requirements:

- (a) maximum height of the ground sign to be 5.8 m (19 feet);
- (b) maximum sign area 9.29 sq.m. (100 sq. ft.) per sign face for a total sign area of 18.58 sq.m. (200 sq. ft.); and
- (c) minimum height from base of sign face to finished grade to be 2.44 m (8 feet).

12.14 3M Canada Company - 60 California Avenue *(Amending By-law 99-2003)*

A second ground sign, identifying the “3M Family Area”, shall be permitted at 60 California Avenue.

12.15 Thousand Island Secondary School - 2510 Parkedale Avenue
(Amending By-law 010-2004)

A second ground sign with an electronic message board, having a maximum sign area of 6.07 m² and a maximum height of 3.7 m, shall be permitted at 2510 Parkedale Avenue.

12.16 The Phoenix Eatery - 8 - 12 King Street East *(Amending By-law 034-2004)*

Notwithstanding Subsection 7.11 of this by-law, a maximum of two (2) overhanging signs shall be permitted at 8-12 King Street East.

12.17 1000 Islands Seaway Cruises - Blockhouse Island
(Amending By-law 101-2004, Rescinded By-law 110-2004)

12.18 Our Canteen - Blockhouse Island *(Amending By-law 102-2004)*

Three (3) fascia signs shall be permitted for the canteen operating on Blockhouse Island, said signs to be erected on the east wall of the J.C. Auld Harbour Services Building.

12.19 Murals - 2211 Parkedale Avenue *(Amending By-law 017-2005)*

Up to two (2) murals, each with a maximum area of 30 m², shall be permitted to be installed on the east and west sides of the former CP Utility Service Building, said murals to depict railway scenes.

12.20 Home Depot - 2120 Parkedale Avenue *(Amending By-law 035-2005)*

A pylon sign with a maximum sign area of 41.25 (444 sq.ft.), excluding the sign frame, shall be permitted at 2120 Parkedale Avenue.

12.21 Ground Sign - 68 King Street East - DLK Real Estate
(Amending By-law 117-2005)

A maximum of two (2) ground signs shall be permitted on the King Street frontage at 68 King Street East.

The ground signs shall be subject to the following requirements:

- a) maximum sign height: 1.82 m (6.0 ft.)
- b) maximum sign area per sign: 1.4 sq.m. (15 sq.ft.) per sign face for a total sign area of 2.8 sq.m. (30 sq.ft)
- c) minimum distance between ground signs: 7.6 m (25 ft.).

12.22 Ground Sign with Electronic Message Board – St. Lawrence College – 2388 Parkedale Avenue *(Amending By-law 029-2006)*

One (1) ground sign with electronic message board shall be permitted on the Parkedale Avenue frontage of St. Lawrence College (2388 Parkedale Avenue).

The ground sign shall be subject to the following requirements:

- a) maximum sign height: 4.12 m (13.5 ft.)
- b) maximum sign area (total both sides): 8.32 m² (89.55 ft²).

12.23 Ground Sign – 16 Reynolds Drive *(Amending By-law 018-2007)*

One (1) ground sign shall be permitted for the Brockville and District Shrine Club on the Reynolds Drive frontage 16 Reynolds Drive.

- a) maximum sign height: 2.2 metres (7 feet);
- b) maximum sign area (total both sides): 1.85 m² (20.0 ft.²); and
- c) non-illuminated and non-luminous.

12.24 1965, 1981, 2015 and 2089 Parkedale Avenue *(Amending By-law 020-2008)*

One (1) only pylon sign, with a maximum total sign area of 55.5 m² (597.4 ft²), excluding frame, shall be permitted on the south side of Parkedale Avenue on lands with municipal addresses 1965, 1981, 2015 and 2089 Parkedale Avenue, being described as Part of Blocks A and U, Plan 253, being Part of Lots 8 and 9, Concession 1, in the former township of Elizabethtown designated as Parts 3 and 5 to 11, inclusive, on Plan 28R-11850, City of Brockville, County of Leeds, Land Registry Office for the Land Titles Division of Leeds (No. 28), being all of PIN 44175-0465(LT), subject to easements as in Instrument No's BR13519, BR20941, BR21338, LR264065 and LR285443 **and** Part of Blocks A and U, Plan 253, being Part of Lots 8 and 9, Concession 1, in the former township of Elizabethtown designated as Parts 1, 2, 3 and 4, Plan 28R-13041, City of Brockville, County of Leeds, Land Registry Office for the Land Titles Division of Leeds (No. 28), being part of PIN 44175-0474(LT), subject to easements as in Instrument No's LR264065 and LR330599 **and** Part Block A, Plan 253.

No additional pylon, ground or standard signage shall be permitted on the site.

12.25 325 Stewart Blvd./2995 Parkedale Avenue *(Amending By-law -77-2008)*

A maximum of two (2) pylon signs, with one restricted in size to a maximum total sign area of 61.9m² (666.6 ft²), excluding frame, shall be permitted on the Stewart Boulevard frontage of the lands with municipal address 325 Stewart Blvd./2995 Parkedale Avenue, City of Brockville.

12.26 10 Saint Andrew Street *(Amending By-law 078-2008)*

One roof sign measuring 7.3 m (24.0 ft.) by 0.6 m (2.0 ft.), with a sign area of 4.38 m² (48.0 ft²) per side, is permitted to be located on the temporary sales office for Tall Ships Landing.

Permission for the roof sign is granted for the temporary sales office only, and shall be removed upon the removal of the sales office from the site.

12.27 75 King Street East *(Amending By-law 009-2010)*

One ground sign shall be permitted to be erected on the property with municipal address 75 King St. East.

- a) Location: This sign may be located in the front yard only but not within the triangular space formed by the street lines and a line drawn from a point along the west side of Park St. 4.8 m south of King St. East to a point on the south side of King St. East 4.8 m west Park St.; and
- b) Height: the maximum height of the sign shall be 2.44 m (8.0 ft) with a minimum base clearance of 1.1 m (3.6 ft).

12.28 3026 Parkedale Avenue West *(Amending By-law 076-2010)*

Two ground signs shall be permitted to be erected on the property with municipal address 3026 Parkedale Avenue West as described below:

- a) One ground sign not to exceed a maximum height of 9.0 metres (29.5 ft). The area of the sign shall not exceed 27.75 m² (300 ft²).
- b) Second ground sign not to exceed a maximum height of 3.0 metres (10 ft). The area of the sign shall not exceed 9.0 m² (100 ft²).
- c) The bottom of the ground signs shall not be closer than 2.4 metres (8 ft) to finished grade where any portion of the sign overhangs a sidewalk, parking lot, driveway or area designed for pedestrian or vehicular traffic.
- d) The distance between ground signs shall not be less than 7.6 metres (25 ft).
- e) Portable signs are prohibited on the subject property.

12.29 103 Broome Road *(Amending By-law 004-2012)*

One ground sign shall be permitted to be erected on the Parkedale Avenue street frontage of the property with municipal address 103 Broome Road; said sign to include an electronic message board, with a maximum sign area of 4.64 m² (50 ft²) per side.

12.30 15 St. Andrew Street – Tall Ships Landing *(Amending By-law 010-2012)*

One north facing (Flint Street) roof sign shall be permitted to be erected on the Tall Ships Landing condominium building; said sign measuring 6.580m (21.59 ft) long by 2.2 m (7.22 ft) high. Signage to read: "TALL SHIPS".

Two east and west facing roof signs shall be permitted to be erected on the Tall Ships Landing condominium building; each sign measuring 12.436 m (40.8 ft) long by 2.2. m (7.22 ft) high. Signage to read: "TALL SHIPS LANDING".

Lighting for the roof signs shall be individual spotlighting located at the base of the signage directed upwards on the signage with minimal light spill beyond the limits of the signage.

12.31 1515 Kensington Parkway *(Amending By-law 048-2012, and Bylaw 009-2013)*

One (1) ground sign shall be permitted at 1515 Kensington Parkway. The ground sign shall have a maximum height 3.0 m (9.83 ft.) and a maximum allowable sign area of 10.4 m² (108.0 ft²); said sign area to include an electronic message sign with a maximum area of 2.5 m² (27.0 ft²).

12.32 2399 Parkedale Avenue *(Amending By-law 049-2012)*

One (1) ground sign with electronic message board shall be permitted on the Parkedale Avenue frontage of 2399 Parkedale Avenue. The ground sign shall have a maximum sign area of 15.4 m² (165.0 ft²).

12.33 40 Central Avenue *(Amending By-law 060-2013)*

One (1) ground sign with electronic message board shall be permitted at 40 Central Avenue; said electronic message board to have a maximum area of 4.46 m² (48.0 ft²).

12.34 2444 Parkedale Avenue *(Amending By-law 023-2014)*

One ground sign with electronic message board having a sign area of 4.6 m² (50.0 sq.ft.) shall be permitted on the frontage of the property with municipal address 2444 Parkedale Avenue.

12.35 1900 Parkedale Avenue *(Amending By-law 010-2015)*

One ground sign with electronic message board having a sign area of 10.03 m² shall be permitted on the frontage of the property with municipal address 1900 Parkedale Avenue.

12.36 760–800 Laurier Blvd. and 1340-1360 Kensington Parkway *(Amending By-law 094-2015)*

A maximum of four (4) backlit ground signs, each with a maximum sign area of 3.88 m², shall be permitted on the property described as Block C, Plan 329, City of Brockville, County of Leeds; municipal addresses 760 – 800 Laurier Blvd. and 1340-1360 Kensington Parkway.

12.37 10 Glenn Wood Place *(Amending By-law 095-2015)*

One backlit ground sign shall be permitted on the property with municipal address 10 Glenn Wood Place. The ground sign shall have a maximum sign area of 1.94 m² per side, with advertising permitted on one side only.

12.38 1960 Parkedale Ave. *(Amending By-law 049-2017)*

A mural measuring 3.7 m by 6.8 m for an area of 25.16 m², depicting a historic scene from Brockville's past shall be permitted at the TD Bank Building at 1960 Parkedale Avenue, Brockville.

12.39 2454 Parkedale Ave. *(Amending By-law 046-2016)*

A double sided non-animated electronic message board, having a maximum sign area of 3.53 m² per side, shall be permitted to replace the existing manual message board on the ground sign at 2454 Parkedale Avenue.

12.40 770 Stewart Blvd. *(Amending By-law 067-2017)*

One oversized pylon sign, with a total sign area of 40.18 m² with a maximum area of 27.75 m² of the sign shall be permitted for advertising, at 770 Stewart Boulevard.

12.41 365 Stewart Blvd. *(Amending By-law 045-2016)*

A single sided electronic message board, having a maximum sign area of 3.72 m², shall be permitted to replace the existing manual message board on the ground sign at 365 Stewart Blvd.

**GIVEN UNDER THE SEAL OF THE CORPORATION
OF THE CITY OF BROCKVILLE AND PASSED THIS
11th DAY OF APRIL, A.D. 1989**

**S.J. CLARK
MAYOR**

**J. MILES
CLERK**

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SCHEDULE “A” TO BY-LAW 84-89

2017 Fees – effective April 1, 2017

The following fees shall be paid to the City of Brockville upon application to erect any sign in the City, effective April 1, 2017:

Signs: \$75.00 per sign.

Awnings: \$75.00 for each awning.

Banners: \$75.00 for each banner.

Amendments to the City of Brockville Sign By-law 84-89

Sign By-law Amendments \$550.00 per application

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SCHEDULE "B" TO BY-LAW 84-89

Permitted Off Premises Sign or Advertising Devices

- 1) **Journey's End Motel at 777 Kent Blvd. shall be permitted to maintain two (2) existing off premises signs at the easterly adjoining property at 3049 Jefferson Drive.**
- 2) **One (1) off premises sign, as exists on the day of passing of this By-law, shall be permitted at the Royal Brock Hotel, 100 Stewart Blvd.**
- 3) **The Boardwalk Landing Cafe shall be permitted two (2) off premises signs as follows:**
 - a) **one ground sign to be located at the end of Broad Street south of the barricade; and**
 - b) **one sign to be mounted on a frame which would span over the boardwalk, adjacent to Tunnel Bay, where it meets the Boardwalk Condominium property line.** *(Amending By-law 55-97)*
- 4) **One (1) off premises ground sign for A1000 Islands & Seaway Cruises@ shall be permitted to be erected on the street allowance boulevard of Blockhouse Island Parkway at the corner of Water Street West and located between the pedestrian sidewalk and the adjacent municipal public parking lot.(By-law 31-99)**
- 5) **WalMart Canada Corp. (Parkedale Avenue, entrance to Power Centre)**

One (1) off-premises pylon sign for WalMart Canada Corp., with a sign area of 27.75 m² (300 ft²), shall be permitted to be erected on the north east side of the main entrance to the Loblaws/Wal-Mart/First Pro site at Parkedale Avenue. *(Amending By-law 125-2004)*
- 6) **14 Court House Avenue**

Three (3) off-premises signs, for use by the Owners/Tenants of 14 Court House Avenue, shall be erected along the ramp. The signs shall be consistent with those requirements for colour, lighting and design contained within City of Brockville Sign By-law 84-89 and shall be described as follows:
 - a) **One sign with dimensions not to exceed 0.73 m by 1.12 m (28.75 in. by 43.875 in.) with a maximum sign are of 0.82 m² (8.776 ft²) and containing a changeable message board shall be permitted to be located at the south end of the east railing; and**

- b) One sign with dimensions not to exceed 0.73 m by 1.12 m (28.75 in. by 43.875 in.) with a maximum sign are of 0.82 m² (8.776 ft²) and containing a changeable message board shall be permitted to be located at the south-east corner of the east railing; and**
- c) One building identification sign with dimensions not to exceed 0.81 m by 4.37 m (32.0 in. by 14.0 ft. 4 in.) with a maximum sign are of 3.54 m² (38.10 ft²) shall be permitted to be located at the mid-point of the east railing.**

(Amending By-law 125-2006)

APPENDIX "1"

Permitted Off-site A-board Signs in the Downtown Core Area

1. Vicky's Gifts, 36 St. Andrew Street

Permission granted by City Council on June 13, 2000 for an off-site A-board sign to be located in front of 71 King Street for a minimum period of 18 months (2001 12 13). If no major objections arise during the 18 month period, consideration will be given to renew the sign permit to allow the A-board sign to remain in front of 71 King Street West.

(2000 06 13)

2. Buell Street Bistro, 27 Buell Street

Permission granted by City Council on August 22, 2000 for an off-site A-board sign to be located in front of 116 King Street West (DNL Financial Services) for a minimum period of 18 months (2002 02 22) subject to the applicant complying with the requirements for an A-board sign to be designed in a "Heritage Theme" as identified under By-law No. 84-89 and as amended by By-law 18-2000. If no major objections arise during the 18 month period, consideration will be given to renew the sign permit to allow the A-board sign to remain in front of 116 King Street West.

(2000 08 22)

3. Flea Market, 14 Court House Avenue

Permission granted by City Council on August 22, 2000 for an off-site A-board sign to be located in front of 51 King Street West (former Shoppers Drug Mart) for a minimum period of 18 months (2002 02 22) subject to the applicant complying with the requirements for an A-board sign to be designed in a "Heritage Theme" as identified under By-law No. 84-89 and as amended by By-law 18-2000. If no major objections arise during the 18 month period, consideration will be given to renew the sign permit to allow the A-board sign to remain in front of 51 King Street West.

(2000 08 22)