

# THE CORPORATION OF THE TOWN OF AJAX

## BY-LAW NUMBER 72 -2005

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A By-law to regulate signs and other advertising devices in and for  
the Corporation of the Town of Ajax

WHEREAS pursuant to the Municipal Act, 2001, S.O. 2001, c. 25, as amended, the Council of a local municipality may pass a By-law to regulate or prohibit signs and other advertising devices;

NOW THEREFORE the Council of the Corporation of the Town of Ajax enacts as follows:

### 1.0 DEFINITIONS

1.1 Definitions from Zoning By-law 95-2003 shall apply to terms used in this By-law.

1.2 In this By-law:

"ADVERTISING DEVICE" means any device or object creating a design and intended to be Erected on any property for advertising purposes; and shall include Signs, flags, Banners, balloons, Pennants, lights, Posters.

"CHIEF BUILDING OFFICIAL" means the Chief Building Official, or his designate, appointed by the Council of the Town.

"DAYLIGHTING TRIANGLE" means an area of private land on a corner lot, which area is to be determined by measuring from the point of intersection of the street lines, 7.5 metres along each such street line and joining such points with a straight line. The triangular shaped land between the intersecting street lines and the straight line joining the points at the required distance along the street line is the Daylighting Triangle.

"DISPLAY SURFACE" means the entire Area which encloses the extreme limits of the message or announcement displayed on a sign. Decorations related to the specific nature of the message or announcement shall be included.

"ERECT" means display, attach, affix, post, alter, construct, place, locate, install or relocate.

"FACADE" means the area of exterior wall of each individual storey between the top of any floor and the top of the next floor above it, and if there is no floor above it, that portion between the top of such floor and the ceiling above it.

"FLUORESCENT PORTABLE SIGN" means a portable sign which contains letters that transform light so as to emit rays of a different colour.

"OFFICER" means a Municipal Law Enforcement Officer appointed by the Council of the Town to enforce municipal By-laws.

"PENNANT" means any lightweight plastic, fabric or other material, whether or not containing a message of any kind, suspended on a pole, or from a rope, wire, or string in series, designed to move in the wind but not including a Banner or recognized flags.

"POSTER" means a printed notice conveying information intended to be displayed for a temporary period of time and includes, but is not limited to, a bill, handbill, leaflet and placard.

"SETBACK" means the horizontal distance measured at right angles to the boundary of a parcel, lot or block of land, between the said boundary and the sign structure.

"SIGN" means any Advertising Device containing words, symbols or pictures, including its structure or other component parts, which is used or is capable of being used to attract attention to a subject matter.

"SIGN AREA" means:

- a) the area of the Display Surface including the border or the frame.
- b) all of the area of the display surface lying within the extremities of the Sign, if the Sign does not have a border or frame;
- c) in the case of a free standing number, letter or shape, the smallest rectangle which will enclose the number, letter or shape;

- d) in the case of groupings of free standing numbers, letters or shapes, or combinations thereof, the sum of the areas of the smallest rectangles which will enclose each separate grouping of letters, numbers or shapes; and,
- e) where used in connection with a Sign having two display surfaces and a thickness not greater than necessary to accommodate the Sign structure and with the thickness not used as a display surface, means the area of one display surface.

"SIGN, A-FRAME" means any temporary Sign that is designed to stand freely by means of two board faces or one board face and a supporting leg(s).

"SIGN, ANIMATED" means any Sign which includes action or motion or colour changes of all or any part of the Sign.

"SIGN, BANNER" means a temporary Sign of lightweight fabric, plastic or similar material

"SIGN, BILLBOARD" means a Sign to which copy is fastened, posted, painted or projected in such a manner as to permit its periodic replacement and which advertises goods, products, services or facilities that are not available at the location of the Sign and/or which directs a Person to a location different from that where the Sign is located.

"SIGN, CANOPY" means a Sign Erected on a structure which projects from the exterior face of a building wall, unenclosed on all sides, which may afford protection from the weather.

"SIGN, DEVELOPMENT" means a Sign advertising the sale, rental or lease of any building, structure or lot.

"SIGN, DIRECTIONAL" means a Sign directing the general public to a specific place.

"SIGN, ELECTION" means a temporary Sign for an election or by-election, for or promoting the election of, a person or a political party seeking election for any public office.

"SIGN, FASCIA" means a Sign parallel to the building wall to which it is Attached.

"SIGN, HEIGHT of" means:

- a) the height of a Sign with border or frame shall be the vertical distance from the ground on which it stands to the highest extremity of the Sign; or,
- b) the height of the Sign, without border or frame, that is affixed to or mounted upon any building or other approved mounting, shall be the vertical distance from the ground to the top of the letter, symbol or other part of the Sign that is highest.

"SIGN, ILLUMINATED" means a Sign that provides artificial light directly or from a source of light connected with such Sign, or a Sign illuminated by a light focused upon or chiefly directed at the surface of the Sign.

"SIGN, INFLATABLE" means any temporary Sign filled by air or other gas and either designed to be airborne or tethered to the ground, a vehicle, a roof or any other structure and includes balloons.

"SIGN, LENGTH" means:

- a) the length of a Sign with border or frame shall be the distance between the extremities of the Sign measured horizontally; or
- b) the length of a Sign without border or frame, that is affixed to or mounted upon any building or other approved mounting, shall be the horizontal distance between the first and last extremities of the lettering, symbol or other parts of the Sign.

"SIGN, OVERHANGING" means a Sign, other than a Fascia Sign, of which the Display Surface projects perpendicular to the exterior face of a building, wall or any structure.

"SIGN, PORTABLE" means any 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 concrete foundation for its structural support, and includes, but is not limited to, the type of Signs which are commonly known as a Portable Trailer, Mobile and Read-O-Graph Signs.

"SIGN, PYLON" means a Sign Attached or directly supported by one or more uprights, poles or braces, or located in a structural base, located in or on the ground.

"SIGN, ROOF" means any Sign which is located entirely on or above the roof of a building or located entirely on the top of or above the parapet of a building.

“SIGN, TEMPORARY” means a Portable Sign, A-Frame Sign, A-Frame Directional Sign, Poster Sign, Inflatable Sign, Election Sign, Construction Sign, Banner Sign or Pennant.

“STEP STAKE SIGN” means a frame of wire, flat bar or unpainted wood pushed into the ground to support a Sign.

"TOWN" means The Corporation of the Town of Ajax.

## 2.0 ADMINISTRATIVE PROVISIONS

- 2.1 Planning & Development Services and By-law Services shall be responsible for the administration and enforcement of this By-law.
- 2.2 No Person shall Erect, or cause to be Erected, any Sign except in compliance with the provisions of this By-law.
- 2.3 Except for Signs otherwise exempted from permit provisions in accordance with Section 5, no person shall Erect, keep or maintain a Sign on any premises, unless a permit is obtained prior to the erection of said Sign.
- 2.4 All Signs shall conform to the provisions of this By-law. A permit shall be refused and may be revoked if the proposed Sign does not comply with this or any other By-law.
- 2.5 Where a provision of this By-law conflicts with a provision of any applicable Act, Regulation or By-law, the provision that establishes the higher or more restrictive standard to protect the health, safety and welfare of the general public shall prevail.
- 2.6 This By-law shall be read and interpreted in conjunction with Zoning By-law #95-2003, as amended, of the Town.
- 2.7 Development Signs shall only be permitted for a building, structure or lot within the Town.
- 2.8 All dimensions are metres (m) or square metres (m<sup>2</sup>) unless otherwise indicated and all submissions shall be dimensioned as such.
- 2.9 The schedules referred to in this By-law shall form part of the By-law.
- 2.10 The fees for permits issued pursuant to this By-law shall be in accordance with the Town’s Fees By-laws.
- 2.11 Every Sign shall comply with all applicable Statutes and with all applicable provisions of the Ministry of Transportation of Ontario.

## 3.0 PERMITTED SIGNS

- 3.1 Table 3.1 establishes the permitted Signs for each of the use categories subject to the Section 4 and Section 7 of this By-law.
- 3.2 No Person shall Erect, or cause to be Erected, any Sign except in accordance with the provisions of Table 3.1

Table 3.1 Permitted Signs by Land Use Type

Use	Pylon	Fascia	Canopy	Temporary A-Frame	Temporary Portable	Temporary Banner	Pennant	Temporary Inflatable	Illuminated
Commercial (1)	✓	✓	✓	✓	✓	✓		✓	✓
Automotive (2)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Residential (3)	✓	✓							
Employment (4)	✓	✓		✓	✓	✓			✓
Rural/ Open Space (5)	✓			✓	✓				
Institutional (6)	✓	✓			✓				✓
Development Residential	✓	✓		✓			✓		✓
Development Non-Residential	✓	✓							

- (1) Accessory Outdoor Patio, Art Gallery, Banquet Facility, Commercial Fitness School, Convenience Store, Crisis Care Facility, Day Care Facility, Drive-thru Facility, Dry Cleaning Depot, Dry Cleaning Establishment, Financial Institution, Funeral Home, Garden Centre, Hotel, Laundromat - Self Serve, Library, Medical Clinic, Hotel, Motor Vehicle Rental Depot, Motor Vehicle Rental Establishment, Museum, Night Club, Office, Personal Service Shop, Place of Assembly, Place of Entertainment, Place of Worship, Restaurant, Restaurant Drive Thru, Retail Store, Retail Warehouse, Service or Repair Shop, Taxi Depot, Veterinary Clinic
- (2) Motor Vehicle Sales Establishment, Motor Vehicle Gas Bar, Motor Vehicle Service Centre, Motor Vehicle Wash Automatic
- (3) Home Based Business, Bed and Breakfast Establishment,
- (4) Accessory Retail Outlet, Banquet Facilities, Building and Construction Materials Facilities, Commercial Fitness Centre, Commercial School, Community Centre, Contractors Yard, Day Care Facility, Drive-Thru Facility, Dry Cleaning Establishment, Emergency Service Facilities, Financial Institution, Fuel Storage Supply Yard, Funeral Home, Hotel, Light Manufacturing, Machinery and Equipment Sales and Rental, Manufacturing, Medical Clinic, Motel, Motor Vehicle Repair Facility, Motor Vehicle Rental Establishment, Motor Vehicle Washing Establishment, Offices, Personal Service Shop, Place of Assembly, Place of Entertainment, Place of Worship, Public Storage Facility, Recreation Facility, Restaurant, Restaurant Drive Thru, Service or Repair Shop, Sports Area, Transportation Depot, Veterinary Clinic, Warehouse/Distribution Centre
- (5) Agricultural Operations, Bed and Breakfast Establishment, Boarding Kennel, Equestrian Centre, Home Based Business, Resource Management Uses, Seasonal Farm Produce Sales Outlet, Veterinary Clinic, Golf Course, Golf Driving Range, Passive Recreation Use, Public Park, Recreation Facility, Refreshment Pavilion
- (6) Cemetery, Community Centre, Crisis Care Facility, Day Care Facility, Hospital, Library, Nursing Home, Place of Worship, School, Sports Arena

(Land Uses not identified above shall be incorporated by an amendment to this By-law)

#### 4.0 **SIGN STANDARDS**

- 4.1 Tables 4.1 through 4.9 establishes the standards for Signs for each use identified in Table 3.1.
- 4.2 No Person shall Erect, or cause to be Erected, a Sign except in accordance with Tables 4.1 through 4.9.
- 4.3 A Pylon Sign shall not be permitted on a lot where the frontage is less than 15 m or on a lot where the main building is set back less than 7 m from the front lot line.

Table 4.1 Commercial Signs Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Pylon - Frontage less than 30 m	6 m	6 m <sup>2</sup>	2 (1)	3 m (4)
Pylon - Frontage greater than 30 m	8 m	10 m <sup>2</sup>	2 (1)	3 m (4)
Pylon - Shopping Centre (5)	9 m	35 m <sup>2</sup>	2 (1)	3 m (4)
Fascia - First Storey Facade	(2)	25% of Facade	n/a	(3)
Fascia - Above First Storey	(2)	15% of Facade	n/a	(3)
Canopy	(2)	25% of Facade (6)	n/a	(3)

- (1) one per lot frontage on a Public Street
- (2) minimum 2.4 m above the surface of a sidewalk or 4.25 m above the surface of a private roadway or lane
- (3) maximum projection from surface 0.5 m
- (4) minimum setback of 5 m from a residential land use
- (5) a secondary pylon may be displayed provided that the total Area of the Signs do not exceed 35 m<sup>2</sup>
- (6) 25% of Facade or 100% the area of the canopy structure whichever is less

Table 4.2 Automotive Sign Standards

	Height	Max. Area	Max. Number	Min. Setback
Pylon (3)	8 m	12.5 m <sup>2</sup>	2 (1)	3 m (2)
Fascia	(5)	25% of Facade	n/a	(4)
Canopy	(5)	25% of Facade (6)	n/a	(4)

- (1) one per lot frontage on a Public Street
- (2) minimum setback of 5 m from a residential land use
- (3) one additional pylon Sign not to exceed 7 m<sup>2</sup> may be located in the vicinity of the used cars Area
- (4) maximum projection from surface 0.5 m
- (5) minimum 2.4 m above the surface of a sidewalk or 4.25 m above the surface of a private roadway or lane
- (6) 25% of Facade or 100% the area of the canopy structure whichever is less

Table 4.3 Employment Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Pylon - Single Occupancy	6 m	12.5 m <sup>2</sup>	2 (1)	3 m
Pylon - Multiple Occupancy	4.5 m	12.5 m <sup>2</sup>	2 (1)	3 m
Fascia	(2)	10% of Facade	n/a	n/a

- (1) one per lot frontage on a Public Street  
 (2) minimum 2.4 m above the surface of a sidewalk or 4.25 m above the surface of a private roadway or lane

Table 4.4 Institutional Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Pylon	4.5	3 m <sup>2</sup>	2 (1)	3 m
Fascia	(2)	10% of Facade	2 (1)	n/a

- (1) one per lot frontage on a Public Street  
 (2) minimum 2.4 m above the surface of a sidewalk or 4.25 m above the surface of a private roadway or lane

Table 4.5 Rural/Open Space Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Pylon (Agricultural Use)	4 m	3 m <sup>2</sup>	2 (1)	6 m
Pylon (Non-Agricultural Use)	4 m	6 m <sup>2</sup>	2 (1)	3 m
Fascia (Non-Agricultural Use)	(2)	10% of Facade	n/a	n/a
Bed & Breakfast	1.8 m (3)	0.4 m <sup>2</sup>	1	3 m
Home Based Business	1.8 m (3)	0.4 m <sup>2</sup>	1	3 m

- (1) one per lot frontage on a Public Street  
 (2) minimum 2.4 m above the surface of a sidewalk or 4.25 m above the surface of a private roadway or lane  
 (3) Pylon Sign

Table 4.7 Residential Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Home Based Business (1)	1.5 m (3)	0.3 m <sup>2</sup>	1	3 m
Multi-Residential	2.5 m	2.5 m <sup>2</sup>	2 (2)	3 m

- (1) 1.9 m<sup>2</sup> maximum Area and 2 m maximum height on properties fronting Kingston Road, Westney Road, Lake Ridge Road, Salem Road, Church Street Bayly Street, Rossland Road, Taunton Road and Harwood Avenue  
 (2) one per lot frontage on a Public Street  
 (3) Step Stake Signs are not permitted

Table 4.8 Residential Development Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Temporary Directional, Primary	8 m	15 m <sup>2</sup>	2	3 m
Temporary Directional, Secondary	3 m	.6 m <sup>2</sup>	2	3 m
Pylon - On-Site, Primary	8 m	30 m <sup>2</sup>	1	3 m
Pylon - On-Site, Secondary	6 m	18 m <sup>2</sup>	2 (1) (2) (3)	3 m
Pylon - On-Site, Directional	4 m	1 m <sup>2</sup>	n/a (3)	3 m
Facia - Sales Trailer	(4)	(4)	n/a	n/a
Entrance/Exit/Hours	1.8 m	0.5 m <sup>2</sup>	4	0.5 m
Pennant (5)	9 m	n/a	20	n/a

- (1) one Sign for each external entrance
- (2) three additional signs are permitted to a maximum total area of 15 m<sup>2</sup> for each sign
- (3) minimum spacing between Signs 75 m
- (4) as approved through the Site Plan Process
- (5) Pennants are subject to the provisions of Section 7.9 of this By-law

Table 4.9 Non-Residential Development Sign Standards

	Max. Height	Max. Area	Max. Number	Min. Setback
Development Sign	6 m	15 m <sup>2</sup>	2 (2)	3 m
Facia - On-site	(1)	(1)	n/a	n/a

- (1) as approved through the Site Plan Process
- (2) one per lot frontage on a Public Street

## 5.0 EXEMPTIONS

5.1 The requirement to obtain a permit shall not apply to the following Signs or Advertising Devices:

- (a) Election Signs Erected in accordance with Table 7.1 and Section 7.7 of this By-law.
- (b) Traffic related Signs Erected by a government department, ministry or agency on public property.
- (c) Signs pertaining exclusively to public safety or conveying essential information as to location of visitors', occupants', and/or customers' parking areas, driveways and access routes.
- (d) Real estate advertising Signs 0.60 m<sup>2</sup> or less in Area.
- (e) Public Notice Signs required under the Planning Act.
- (f) Signs Erected for the purpose of a yard or garage sale.
- (g) A-Frame Signs, Poster Signs and Pennants Erected in accordance with Section 7 of this By-law.
- (h) Unilluminated pylon or fascia signs 0.2 m<sup>2</sup> or less in area.
- (i) One flag displaying a corporate logo, slogan, symbol.

5.2 A change in the message displayed by a Sign does not constitute an alteration so as to require a permit, provided that this does not constitute a change in the material, structure or Area.

5.3 Maintenance or repairs to existing approved Signs using materials identical to the materials of the component being maintained or repaired.

5.4 For the purpose of this By-law, the changing of movable parts of Signs, that are designed for changes, or repainting or repair of display matters, shall not be deemed to be alterations.

## 6.0 GENERAL PROVISIONS

6.1 Except where otherwise permitted in this By-law, or authorized by the authority having jurisdiction, no Person shall Erect a Sign, Poster or Advertising Device which overhangs or encroaches public property.

6.2 No Person shall Erect a Sign within 3 m of any driveway where it intersects a highway.

6.3 No Person shall Erect a Sign within a Daylighting Triangle.

6.4 No Person shall Erect a Sign within 15 m of a traffic light, stop sign or other traffic control device.

6.5 Upon completion of construction the owner or agent shall remove all Development Signs forthwith and no Person shall fail to comply with a notice to remove said signs.

- 6.6 The owner, tenant or agent of the lands or premises upon which a Sign is located shall maintain such Sign in a proper state of repair so that such Sign does not become unsafe or unsightly.
- 6.7 When a business closes permanently at a certain location, the owner, tenant or agent of the lands shall remove all Signs pertaining to that business from that location within 2 weeks of the closing.
- 6.8 No Person shall Erect display or maintain a private Sign which resembles any official traffic Sign or signal and attempts to direct the movement of traffic or which hides the view of any official traffic Sign or signal.
- 6.9 Billboard Signs shall be restricted to a maximum of 5 Signs for the entire Town, in their existing locations and which currently exist as of the date of the passing of this By-law. Such Signs are currently located along Kingston Road East and Bayly Street East.
- 6.10 The cumulative area of Facia Signs and Banner Signs shall not exceed the maximum permitted area for each use in accordance with the Tables in Section 4 of this By-law.

7.0 **TEMPORARY SIGNS**

- 7.1 No Person shall Erect, or cause to be Erected, a Temporary Sign except in compliance with the provisions of Table 7.1 and this Section.

Table 7.1 Temporary Sign Standards

	Max. Height	Max. Width	Max. Area	Min. Set Back
Portable Sign	2.4 m	2.4 m	5.6 m <sup>2</sup>	1 m
A-Frame Sign	1 m	1 m	1 m <sup>2</sup>	0 m
Inflatable Sign	5 m	5 m	n/a	10 m
Election Sign (2) (3)	1.2 m (1)	1 m	1.2 m <sup>2</sup>	n/a
Construction Signs	3 m	3 m	6 m <sup>2</sup>	3 m

- (1) the maximum permitted height within 15 m of an intersection or driveway, is 0.6 m from top of curb
- (2) this Table shall not apply to an Election Sign attached to a building
- (3) an Election Sign larger than described in Table 7.1 shall be deemed to be a Pylon Sign and regulated as such

7.2 **Portable Signs**

- 7.2.1 No Person shall Erect, or cause to be Erected, a Portable Sign except in compliance with the provisions of this subsection.
- 7.2.2 Every Portable Sign shall require a permit. Application shall be made to the By-law Services Section on the approved form.
- 7.2.3 A permit for a Portable Sign shall be valid of a period of 21 days.
- 7.2.4 Fluorescent Portable Signs are prohibited.
- 7.2.5 Lettering used on a Portable Sign shall not be greater than 0.2 m in height.
- 7.2.6 Portable Signs shall be located on the lot where the business is located.
- 7.2.7 Flashing Lights on Portable Signs are prohibited.
- 7.2.8 A Portable Sign permit is non-transferable.
- 7.2.9 A Portable Sign shall be permitted provided that there has been not less than 90 days between the application and the expiration of a previous permit issued for the business.
- 7.2.10 One Portable Sign shall be permitted on a lot at a time, or one Portable Sign shall be permitted for each 100 m of road frontage on a lot, whichever is greater.
- 7.2.11 No Portable Sign shall be located closer than 15 m from any other Portable Sign.

### 7.3 A-Frame Signs

- 7.3.1 No Person shall Erect, or cause to be Erected, an A-Frame Sign except in compliance with the provisions of this subsection.
- 7.3.2 An A-Frame Sign shall be located on the lot where the business is located.
- 7.3.3 An A-Frame Sign shall only be displayed during business hours.
- 7.3.4 Where more than one A-Frame Sign is located on a lot, each Sign shall be located a minimum of 9 m apart.
- 7.3.5 Only one A-Frame Sign per business shall be permitted in accordance with the provisions of this By-law.

### 7.4 A-Frame Directional Signs

- 7.4.1 No Person shall Erect, or cause to be Erected, A-Frame directional Sign in the Town except on Saturdays and Sundays provided that such Signs are displayed on boulevards only and are not located any closer than 1 m to the curb, or where there are no curbs, 3 m from the edge of the travelled portion of the roadway, and that such Signs are removed no later than 6:00 p.m. on each Sunday. A Person displaying A-Frame directional Signs on the boulevards shall space the Signs a minimum of 200 m apart and shall not be placed on a centre median or a traffic island.

### 7.5 Poster and Yard Sale Signs

- 7.5.1 No Person shall Erect, or cause to be Erected, a Poster Sign or a Yard Sale Sign except in compliance with the provisions of this subsection.
- 7.5.2 No Person shall Erect a Poster Sign greater than a dimension of 0.216 m x 0.356 m. (8 ½" x 11").
- 7.5.3 Every Poster Sign shall be made of paper or lightweight cardboard.
- 7.5.4 A Poster Sign shall only be affixed to a utility pole with tape and shall be installed as a wrap around Sign affixed flush to the surface of the pole.
- 7.5.5 A Poster Sign shall not be permitted on a centre median or traffic island.
- 7.5.6 A Poster Sign shall not be located more than 2 m above grade.
- 7.5.7 A Poster Sign shall not be posted more than 14 consecutive days.
- 7.5.8 The date of posting shall be clearly identified on the front of a Poster Sign.
- 7.5.9 A Poster Sign shall be removed three days after any advertised event or promotion.
- 7.5.10 One Poster Sign shall be permitted to be affixed to a utility pole at any time.
- 7.5.11 A Yard Sale Sign or a garage sale Sign shall be permitted on the day before the sale and shall be removed by the end of the day that the sale has occurred.

### 7.6 Inflatable Signs

- 7.6.1 No Person shall Erect, or cause to be Erected, an Inflatable Sign except in compliance with the provisions of this subsection.
- 7.6.2 Every Inflatable Sign shall require a permit. Application shall be made to the By-law Services Section on the approved form.
- 7.6.3 One Inflatable Sign shall be permitted per lot at any one time.
- 7.6.4 A Permit for an Inflatable Sign shall be valid for a period of 21 days.
- 7.6.5 The maximum number of times an Inflatable Sign shall be permitted on a lot per year is four.

## 7.7 Election Signs

- 7.7.1 Election Signs Erected on a Highway under the jurisdiction of the Regional Municipality of Durham shall comply with the applicable By-law of the Region.
- 7.7.2 No Person shall Erect, or cause to be Erected, an Election Sign except in compliance with the provisions of this subsection and with Table 7.1 of this By-law.
- 7.7.3 Elections Signs shall be permitted on Harwood Avenue North, Rossland Road and Church Street North provided that such Signs shall not be located closer than 1 m from a curb or 3 m from the travelled portion of the road where there is no curb.
- 7.7.4 An Election Sign shall not be permitted on centre medians or traffic islands.
- 7.7.5 An Election Sign shall be permitted on privately owned property.
- 7.7.6 An Election Sign shall be removed within 48 hours of the closing of voting places.

## 7.8 Construction Signs

- 7.8.1 Temporary Signs indicating the name of a construction project , includes contact information of contractors, architects and/or engineers may be Erected at the site of the project and in one location only, unless the project is on a corner of two Public Streets in which case two Signs will be permitted, one per lot frontage.
- 7.8.2 Every Construction Sign shall require a permit. Application shall be made to the Chief Building Official on the approved form.

## 7.9 Banner Signs and Pennants

- 7.9.1 No Person shall Erect, or cause to be Erected, any Banner Sign or Pennants except in compliance with the provisions of this subsection.
- 7.9.2 Every Banner Sign shall require a permit. Application shall be made to the Chief Building Official on the approved form.
- 7.9.3 Banner Signs shall be permitted on buildings or Pylon Sign structures in all Commercial, Automotive and Employment Uses and shall comply with the provisions for Fascia Signs in Table 4.1, Table 4.2 and Table 4.3.
- 7.9.4 A Permit for a Banner Sign shall be valid for a period of time approved by the Town which shall not exceed 90 days.
- 7.9.5 The maximum number of times a Banner Sign shall be permitted on a lot per year is two.
- 7.9.6 Pennants shall be permitted in all Automotive Uses and every Pennant shall have a minimum setback of 1 m from a lot line.
- 7.9.7 Pennants suspended on a rope, wire or string in series shall not be greater in length than the frontage of the lot where the Pennants are located.
- 7.9.8 Pennants suspended on a pole shall not be greater than 1 m<sup>2</sup> in area.

## 8.0 OVERHANGING SIGNS

- 8.1 No Person shall Erect, or cause to be Erected, an Overhanging Sign except in compliance with the provisions of this subsection.
- 8.2 Overhanging Signs shall be permitted in Shopping Centres and in the Downtown Business Improvement Area and the Pickering Village Business Improvement Area subject to a maximum of one Sign per business establishment, each Sign not to exceed 0.3 m<sup>2</sup> in Area with a minimum clearance from the sidewalk of 2.5 m.

## 9.0 ROOF SIGNS

- 9.1 No Person shall Erect or cause to be Erected a Roof Sign or a Fascia Sign that projects more than 1 m above a roof line except for an Inflatable Sign Erected in accordance with this By-law.

## 10.0 **APPLICATION FOR PERMIT**

- 10.1 The applicant for a permit shall be the owner or the tenant or their authorized agent of the business on which property the Sign is to be Erected.
- 10.2 The applicant for a Sign permit shall be filed with the Building Approvals Section of the Town of Ajax, with the exception of Portable Signs and Inflatable Signs, which shall be submitted to the By-law Services Section of the Town of Ajax.
- 10.3 The application for a permit shall be completed on the form provided by the Town.
- 10.4 The applicant shall obtain approval for the proposed Sign or Advertising Device, if required, from other governmental authorities having jurisdiction.
- 10.5 If required by the Chief Building Official, all plans and/or specifications covering the erection of the Sign and supporting framework shall be certified by a Registered Professional Engineer as to the structural adequacy of the Sign.

## 11.0 **CONSTRUCTION**

- 11.1 Where applicable, all Signs shall be designed, constructed and located in compliance with the applicable provisions of the Ontario Building Code, the Canadian Electrical Code and good engineering practices.
- 11.2 No Sign or Advertising Device shall be located to obstruct any window, door, skylight, fire escape, fire hydrant or siamese connection so as to prevent the free access of firefighters in case of fire.

## 12.0 **OFFENCES AND PENALTIES**

- 12.1 This By-law does not apply to a Sign that was lawfully Erected on the day this By-law comes into force if the device is not substantially altered.
- 12.2 Every Sign Erected after the day this By-law comes into force shall comply with this By-law and with the relevant provisions of any other applicable By-law of the Town, failing which the Sign shall be removed by the owner thereof or by the owner of the land on which it is situated.
- 12.3 When a Sign is Erected on or overhanging property owned by or under the jurisdiction of the Town, in contravention of this By-law, the Sign may be removed by an Officer without notice.
- 12.4 When a Sign is Erected in contravention of this By-law, an Officer may forward a notice, by personal service or regular post, to the lessee or owner of the Sign, or their agents, or to the person or agent having the use or the major benefit of the Sign, requiring that the Sign be permanently removed within the time specified in the notice and thereafter not replaced with any Sign in contravention of this By-law.
- 12.5 If a notice is not complied with an Officer may require Town employees, or an independent contractor, to enter land and remove a Sign at the expense of the owner.
- 12.6 If, in the opinion of the Chief Building Official a Sign is in an unsafe condition, the owner will be given the opportunity of removing the Sign within the time specified by the Chief Building Official. In the event of the owner being unwilling or unable to comply, the Chief Building Official may have the Sign removed immediately if it is considered hazardous to the public, at the expense of the owner.
- 12.7 The Town may recover an expense incurred pursuant to Sections 12.5 or 12.6 by adding the cost to the tax roll and collecting them in the same manner as taxes.
- 12.8 A Person wishing to recover a Sign removed pursuant to Sections 12.3, 12.5 or 12.6, shall pay a fee of \$25.00 for an A- Frame Sign and \$75.00 for a Portable Sign or the total expense of removing the Sign whichever is greater.
- 12.9 Every Person who contravenes any provision of this By-law is guilty of an offence and on conviction is liable to a fine or penalty for each offence, exclusive of costs as prescribed by the Provincial Offences Act.
- 12.10 Should any provision of this By-law be declared by a court of competent jurisdiction to be void or ultra vires for any reason, the remaining provisions shall, nevertheless, remain valid and binding and the By-law shall be read as if the provisions had been struck out.

13.0 **SHORT TITLE**

13.1 The short title of this By-law shall be "The Sign By-law".

14.0 **REPEAL**

14.1 That By-law #33-97, as amended, is hereby repealed.

READ a first and second time this  
Thirteenth day of June, 2005.

READ a third time and passed this  
Thirteenth day of June, 2005.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Clerk