



THE CORPORATION OF THE TOWN OF AURORA

By-law Number 4898-07.P

**BEING A BY-LAW respecting
permanent signs within the
Town of Aurora.**

WHEREAS the provisions of Section 99 of the *Municipal Act 2001*, as amended, permits Council to pass by-laws respecting advertising devices, including signs;

AND WHEREAS the Town of Aurora enacted By-law 4622-04.P, being the Sign By-law, under the provisions of the former *Municipal Act*;

AND WHEREAS the Town of Aurora enacted various amendments to By-law 4622-04.P under the provisions of the former *Municipal Act*;

AND WHEREAS it is deemed necessary to enact a by-law respecting advertising devices, including signs to incorporate the amendments to By-law 4622-04.P, as amended, under the provisions of the new *Municipal Act 2001* within the Town of Aurora.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:

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SECTION 1 – TITLE

1.1 SHORT TITLE:

This By-law shall be known and cited as the "Sign By-law".

1.2 INTENT AND SCOPE:

This By-law shall apply to the whole of the Town. The intent of this By-law is to regulate permanent signs in relation to community appearance, safety and the impact on areas, properties or buildings identified for their historical significance

SECTION 2 – DEFINITIONS

In this By-law, the terms herein shall have corresponding meanings as follows:

2.1 ALTER, ALTERED or ALTERATION:

Means any change to the sign structure or the sign face with the exception of:

- (a) a change in the message displayed by a sign,
- (b) the re-arrangement of numerals, letters or copy applied directly to the face of a sign specifically designed and intended to be periodically rearranged.
- (c) Repair and maintenance of a sign as required by this By-law.

2.2 DEVELOPMENT AREA:

Means an area designated for development and which is appropriately zoned for the use being advertised, or for which a valid application to permit such development is under consideration by the Municipality.

2.3 DIRECTOR:

Means the Director of Building Administration of the Town or their authorized designate.

2.4 ERECT:

Means the placement, installation or relocation of any sign or part thereof.

2.5 HEIGHT:

Means the vertical distance measured from the average grade immediately below the sign to the highest point of the sign or sign structure, whichever is greatest.

2.6 HERITAGE ADVISORY COMMITTEE OF AURORA:

Means the Municipal Heritage Advisory Committee of Aurora as established under the Ontario Heritage Act.

2.7 LOT:

Means a parcel of land, whether or not occupied by a building or a structure, with frontage on a street.

2.8 LOT, CORNER:

Means a lot situated at the intersection of and abutting two (2) or more streets or two (2) parts of the same street provided that the angle of intersection of such streets or parts thereof is not more than one hundred and thirty-five (135)

degrees.

- 2.9 **LOT, FRONTAGE:**
Means the cumulative length of all boundaries separating the lot from any street.
- 2.10 **LOT, THROUGH:**
Means a lot bounded on two (2) opposite sides by streets.
- 2.11 **MENU BOARD:**
Means a sign erected as part of a drive-thru facility and used to display and provide pricing for products and/or services available at the drive-thru business.
- 2.12 **OWNER:**
Means a person who owns or is in control of the premises, building or other structure or part thereof, and includes a lessee or a mortgagee in possession.
- 2.13 **PERSON:**
Means an individual, association, firm, partnership, corporation, trust, incorporated company, corporation created under "The Condominium Act", organization, trustee or agent, and the heirs, executors or other legal representatives of a person to whom the context can apply according to law.
- 2.14 **PLANNER:**
Means a Planner with the Planning and Development Services Department of the Town of Aurora.
- 2.15 **PREMISES:**
Means the area of a building(s) or part thereof and/or land(s) or part thereof occupied by a user or proposed to be occupied by a user. In a multiple occupancy building, each single occupancy shall be considered a separate premise.
- 2.16 **PRE-MENU BOARD:**
Means a sign erected as part of a drive-thru facility and used only to display products and services available at the drive-thru business.
- 2.17 **REGION:**
Means the Regional Municipality of York as described in the *Regional Municipality of York Act*, R.S.O., 1990, c. R.18, as amended
- 2.18 **SHOPPING CENTRE:**
Means a group of commercial uses, which has been designed, developed and managed as a unit by a single owner or tenant, or a group of owners or tenants, with off-street parking provided on the property, as distinguished from a business area comprised of unrelated individual uses.
- 2.19 **SIGN:**
Means any device, fixture or structure or any part thereof, or any device attached thereto, or painted or represented thereon that uses form, graphic, illumination, symbol or writing to advertise, identify, announce the purpose of or identify the purpose of a person or entity or to communicate information of any kind to the public but does not include temporary signs such as sandwich board signs, inflatable signs, portable signs or banner signs or signs displayed inside a building.
- 2.20 **SIGN AREA:**
Means:
(a) The area of the display surface including the boarder or the frame; or
(b) The aggregate area of the display surfaces lying within the extremities of

- and wholly enclosing the individual components of the sign, if the sign does not have a border or frame or is located on a canopy or awning; or
- (c) Where a sign has two display surfaces with the thickness of the sign not greater than to accommodate the structure and not used as a display surface, the area of one display surface.

- 2.21 **SIGN, AWNING:**
Means a sign affixed to a roof-like cover comprised of cloth, plastic or other non-rigid material mounted on a frame attached to the wall of a building but does not include a canopy sign or freestanding canopy sign.
- 2.22 **SIGN, CANOPY:**
Means a sign affixed to a permanent rigid structure with or without supporting columns attached to and projecting from the exterior face of a building but does not include an awning sign or freestanding canopy sign.
- 2.23 **SIGN, BILLBOARD:**
Means a sign erected and maintained to advertise, market or promote a business, product, service or activity not conducted or produced, sold, stored or assembled within the building or upon the premise on which the sign is erected.
- 2.24 **SIGN, DEVELOPMENT:**
Means a sign erected upon any lands, buildings or structures within a development area which displays a message or information regarding a development in progress or a proposed development but does not include a Residential Development Sign.
- 2.25 **SIGN, DIRECTIONAL:**
Means a sign for the public safety or convenience which provides direction to a place, regulates traffic or designates the location of a parking or loading area and bearing no commercial advertising. A Directional Sign may take the form of a ground sign, wall sign, canopy sign, free-standing canopy sign, or awning sign.
- 2.26 **SIGN, DIRECTORY:**
Means a sign devoted exclusively to the listing of all occupants or tenants of a building or property.
- 2.27 **SIGN, FACE:**
Means the opaque, transparent or translucent surface of a sign, upon, against or through which the message of the sign is displayed, and is the area defined by a geometric shape within a perimeter bounded by the inside of the sign frame or sign structure.
- 2.28 **SIGN, FREE STANDING CANOPY:**
Means a sign affixed to a permanent rigid structure providing protection from the weather supported on columns and unenclosed on all sides.
- 2.29 **SIGN, GROUND:**
Means a sign, erected in a fixed location and supported by one or more uprights, poles, braces, or on a structural base placed in or upon the ground, but does not include a billboard sign.
- 2.30 **SIGN, NUMBER OF:**
Means for the purpose of determining number of signs, a sign shall be considered to be a single display surface or display device where individual elements are organized, related, and composed to form a unit. Where individual sign components are displayed in a random manner without organized relationship or where the components are not interdependent, each component shall be considered to be a single sign.

- 2.31 **SIGN, PROJECTING:**
Means a sign other than a wall sign which is affixed to a building, wall or structure and which projects approximately perpendicular from same for a distance greater than 500mm but does not include a canopy or awning sign.
- 2.32 **SIGN, READOGRAPH:**
Means the portion of a permanent sign on which the copy is changed manually or electronically with letters or pictorial panels.
- 2.33 **SIGN, RESIDENTIAL DEVELOPMENT:**
Means a sign erected upon on any lands, buildings or structures which displays a message or information regarding a proposed or in progress residential development.
- 2.34 **SIGN, ROOF:**
Means a sign erected entirely on or above the roof of a building.
- 2.35 **SIGN, STRUCTURE:**
Means the support, uprights, bracing and framework of the sign.
- 2.36 **SIGN, UNSAFE:**
Means a sign or sign structure which is structurally unsafe, or which constitutes a fire, traffic, or pedestrian hazard, or which impedes a means of egress from any building, premises or property, or otherwise constitutes a risk to the safety of persons or property in, or adjacent to, a premises.
- 2.37 **SIGN, WALL:**
Means a sign affixed to and structurally supported on the wall of a building which is parallel to and projects not more than 500 mm from the face of the building and a structure.
- 2.38 **STREET:**
Means a public highway as defined by "The Municipal Act" and "The Highway Traffic Act" but shall exclude a lane or any private right-of-way or unopened road allowance, or any street which is shown on a Registered Plan of Subdivision which has been deemed not to be a registered plan of subdivision under Section 29 of "The Planning Act", or which has not been assumed by the Town.
- 2.39 **TOWN:**
Means the Corporation of the Town of Aurora.
- 2.40 **UNDEFINED TERM:**
For definition of terms requiring clarification such as apartment, non-conforming, etc., the definitions outlined in the Town of Aurora Zoning By-law 2213-78, as amended, shall be utilized where applicable.
- 2.41 **ZONE:**
Means a designated area of land use shown on Schedule "A" of the Town of Aurora Zoning By-law Number 2213-78, as amended.

SECTION 3 – ADMINISTRATION

This By-law shall be administered and enforced by the Director of Building Administration.

3.1 RESPONSIBILITY:

Neither the granting of a permit nor the review of the plans and specifications nor inspections made by the Town shall in any way relieve the owner or any other person from full responsibility for carrying out the work or having the work carried out in complete accordance with the requirements of this By-law or any other By-law or Law applicable to the sign.

3.2 RESPONSIBILITY RE: APPLICATION FOR PERMIT:

No person shall make an application for a sign permit who is not the owner of the property or the owners authorized agent. Nor shall any person submit false or misleading information or documents or make omissions that may mislead in connection with any application for a sign permit, detail of construction or revision thereto.

3.3 RESPONSIBILITY RE: PERMITS:

No person shall work or authorize work to proceed on any sign for which a permit is required and which has not been obtained. Where a sign is found to be in contravention of this By-law the Town, its servants or agents, may issue a Notice of Violation as per Section 3.19 of this By-law or may impose a penalty under Section 3.20 of this By-law.

3.4 SIGN PERMIT REQUIRED:

- (a) Except as permitted in Section 4, no person shall erect or alter a permanent sign unless a permit under this bylaw for the sign has been obtained from the Director.
- (b) A sign permit shall not be issued to erect or alter a sign unless an application for the sign has been submitted in accordance with subsection 3.5 and has been approved by the Director as being in conformity with this By-law and all other applicable By-laws and laws regulating signage.
- (c) A permit shall become null and void upon removal of the sign other than the temporary removal as agreed to by the Director in writing for the purpose of repair.

3.5 APPLICATIONS FOR PERMITS, INFORMATION REQUIRED:

Every application for sign permit shall include:

- (a) A complete application form as prescribed by the Director including the full name and contact information of the owner, the applicant, the designer and/or the person responsible for the installation of the proposed sign.
- (b) A Description of the land on which the proposed sign is to be erected or altered, by street address or equivalent that will readily identify and specifically locate the sign.
- (c) A fully dimensioned site plan drawn to scale showing all property lines of the lot on which the sign is to be erected or altered and the location of the sign in relation to the lot lines, buildings and other structures.

- (d) Plans and specifications drawn to scale showing sufficient detail to determine compliance with this By-law and the Ontario Building Code including location, size and graphics of proposed sign, construction materials and specifications respecting structural support and framework of the sign. Plans and specifications are to be submitted in duplicate, unless otherwise stated.
- (e) Full payment of the required fee in accordance with Schedule "A" appended hereto.

3.6 ABANDONED PERMIT APPLICATIONS:

An application for sign permit will be deemed to have been abandoned six (6) months after the date of filing unless the permit has been issued. In the case of abandonment, the application may be cancelled without notice and all plans and specifications will be returned to the applicant at the address shown on the application.

3.7 HERITAGE REVIEW:

- (a) In keeping with the intent and scope of the By-law, signs which are proposed to be erected on a building or property that is currently on the Town of Aurora's List of Heritage Properties or within the area delineated on Schedule "B" of this By-law, as amended and for which permits are required, are subject to review and approval by the Planner on behalf of the Heritage Advisory Committee of Aurora prior to the issuance of the permit.
- (b) In addition to Section 3.5 every application in clause (a) above submitted to the Planner for review shall be accompanied by plans drawn to scale clearly showing;
 - (i) The type, character, dimensions and design of the proposed sign including historically appropriate colours of the sign and lettering in fonts such as Roman, Clarendon, Egyptian or sans serif styles.
 - (ii) The proposed means of illumination.
 - (iii) Any other information the Planner may prescribe or require.

3.8 REGIONAL APPROVAL:

Approval from the Region must be obtained prior to the issuance of a sign permit for any sign fronting on a Regional Road.

3.9 MINISTRY OF TRANSPORTATION PERMIT:

A permit from the Ministry of Transportation may be required for any sign within 400 metres of any Provincial Highway Right of Way prior to the issuance of a sign permit under this By-law.

3.10 REVISIONS TO APPLICATION OR APPROVED DOCUMENTS:

Revisions may be made without charge to the applicant for approved documents provided they do not require in the opinion of the Director additional work by the Town.

3.11 SIGN VARIANCES:

The Council of the Town may, upon the application of any person, authorize sign

variances from the provisions of this By-law, provided that in the opinion of the Council, the general intent and purpose of the By-law are maintained and provided that the appropriate variance application fee in accordance with Schedule "A" has been paid. Council shall have regard to and may impose as terms of such a variance, limitations on the total amount of signs and the types of signs that are situated on the premises and on the property containing the premises.

3.12 EXPIRATION OF PERMIT:

Every permit issued by the Town shall expire six (6) months from the date of issuance unless the sign applied for has been erected in conformity with the application and this By-law within that time.

3.13 RENEWAL OF PERMIT:

Where, before the expiry date of a permit, an application is made to extend the permit for a further six (6) months, the Town may renew the permit upon payment of the fee in accordance with Schedule "A" of this By-law where the sign continues to conform to all applicable By-laws and/or governmental regulations in effect at the time of renewal.

3.14 REVOCATION OF PERMIT:

A permit may be revoked by the Town under the following circumstances:

- (a) Where the sign does not conform to this By-law and amendments thereto.
- (b) Where the sign does not conform to any regulation, law or requirement of any governmental authority having jurisdiction over the area where the sign is situated.
- (c) Where the permit has been issued based on false or misleading information.
- (d) Where the permit has been issued in error by the Town.
- (e) Where the sign erected does not conform with the plans or specifications approved by the Town on which the permit was issued.

3.15 FEES:

- (a) Fees payable under this By-law are as set out in Schedule "A".
- (b) Fees set out in Schedule "A" are for the cost of the application, including review for compliance to the By-law, processing and issuance and are non-refundable.

3.16 UNSAFE SIGNS:

- (a) Where in the opinion of the Director of the Town a sign is unsafe, the Director shall by Notice of Violation issued in accordance with Section 3.19 require the owner of the lot on which the sign is located to remove or repair the sign within the time specified in the Notice.
- (b) Upon receipt of a Notice of Violation served in accordance with Section 3.19, the owner shall take the necessary step to comply with the Notice, failing which the Town may cause the sign to be removed at expense of

the owner, and the Town may recover the costs incurred by action or in like manner as municipal taxes.

3.17 MAINTENANCE:

The owner of the lands or premises upon which any sign or advertising device is located shall maintain or cause such sign or advertising device to be maintained in a proper state of repair so that such sign or advertising device does not become unsafe, unsightly, dangerous or a nuisance. All signs shall be completely operative at all times.

3.18 UNLAWFUL SIGNS:

- (a) The Director may issue a Notice of Violation to any person:
 - (i) Having erected or altered or caused to be erected or altered a sign without first having obtained a sign permit from the Town; or
 - (ii) Having obtained a permit, has caused to be erected or altered a sign not in accordance with the approved plans in respect of which a permit was issued; or
 - (iii) Having erected or altered or caused to be erected or altered a sign in contravention with this By-law or any part thereof.
- (b) Upon receipt of the Notice of Violation served in accordance with Section 3.19, the person shall proceed within the specified time on the Notice to remove the sign or make it comply with this By-law. If the person fails to comply with the Notice, the Town may order the sign to be removed at the expense of the owner and the Town may recover the costs incurred by action or in like manner as municipal taxes.

3.19 NOTICE OF VIOLATION:

- (a) Where contravention of this By-law is apparent, a Notice of Violation may be issued by the Town to the person who is responsible for the work or to the owner of the lands. The Notice shall:
 - (i) Outline the nature of the contravention and the Section of the By-law so contravened; and
 - (ii) Direct that the contravention be abated within a specified time.
- (b) The Notice is deemed to have been received by the person upon:
 - (i) Personal service of the Notice to the party being served; or
 - (ii) Posting a copy of the Notice on the land on which the sign is located; or
 - (iii) Sending by registered mail a copy of the Notice to the last known address of the owner.

3.20 PENALTY:

Any person who contravenes any provisions of this By-law is guilty of an offence and shall, upon conviction, pay a fine not exceeding the sum of Two Thousand Dollars (\$2,000.00) for each offence committed pursuant to the Municipal Act and the Provincial Offences Act.

In addition, where a security deposit has been posted for a sign permit, in accordance with Schedule "A", said security shall be forfeited upon expiration of the time frame for which a permit was issued notwithstanding Section 3.12 herein and said sign shall be considered to be unlawful as per Section 3.18 herein.

3.21 INDEMNIFICATION:

The applicant for a permit for a sign, and the owner and occupant of the lands and premises on which any sign is erected, shall be jointly and severally responsible to indemnify the Town, its officers, employees, servants and agents, from all loss, damages, costs, expenses, claims, demands, actions, suits or other proceedings of every nature and kind arising from and in consequence of the construction, erection, maintenance, display, alteration, repair or removal of such sign.

3.22 VALIDITY:

In the event any part or provision of this By-law is held to be illegal or void, this shall not have the effect of making illegal or void any of the other parts or provisions thereof, which may or shall be determined to be legal.

3.23 CONFLICTING BY-LAWS:

Where there is a conflict of the provisions between this By-law and any other By-law of the Town regulating signage, the provisions of the By-law deemed by the Director to be the most restrictive shall prevail.

SECTION 4 – EXEMPT SIGNS

4.1 The provisions of this bylaw shall not apply to the erection of the following types of signs:

- (a) One sign containing the name, address and profession of a resident or occupant which may incorporate hours of work, operation or availability. The aforementioned sign shall not be more than 0.2 m² in sign area and shall not include any commercial advertising.
- (b) One identification and vacancy information sign for a duplex dwelling, triplex dwelling, double duplex dwelling or converted dwelling not exceeding 0.2m² in sign area and shall not include any commercial advertising.
- (c) No Trespassing signs or other signs regulating the use of property provided such signs are no more than 0.2 m² in sign area.
- (d) Directional Sign not exceeding 0.5 m² in sign area in a Residential Zone and 1 m² in sign area in other zones.
- (e) Signs erected by a governmental body, or under the direction of such a body, bearing no commercial advertising such as but not limited to traffic signs, rail road crossing signs, safety signs, signs identifying public schools or public buildings, public information signs and other signs of a similar nature.
- (f) Memorial signs and plaques identifying a building or structure and its architectural or historical significance not exceeding 0.5 m² in sign area. Flags bearing the crest or insignia of any corporation, government, agency or reli
- (g) Planning application, development and information signs erected at the request of the Town.
- (h) Construction signs not exceeding 4.6 m² in sign area incidental to building

construction erected within the area designated for such purposes provided there is an active building permit to construct on file with the Director. Such sign shall not be erected more than thirty (30) days prior to the commencement of construction and shall be removed as soon as the construction is completed or discontinued for a period exceeding sixty (60) days.

- (i) Signs affixed to a wall entry feature displaying the name and address of a residential or other community approved by Leisure Services through a Planning Development approval process.
- (j) Public transit shelter advertising or any advertising on street furniture and fixtures approved by the Town or Region.

SECTION 5 – GENERAL PROVISIONS

The following provisions shall apply in all zones and to all use categories.

5.1 PERMITTED SIGNS:

The following types of signs are permitted in the Town of Aurora;

- (a) Wall signs
- (b) Awning Signs
- (c) Canopy Signs
- (d) Projecting Signs
- (e) Ground Signs

5.2 EXISTING SIGNS:

Any sign erected before the day this By-law came into force may remain and continue to be used and maintained notwithstanding that it does not conform with the provisions of this By-law, provided that:

- (a) No such sign shall be altered or relocated whatsoever, unless the alteration or relocation conforms or is made to conform with the all the applicable provisions of this By-law.
- (b) Notwithstanding the foregoing nothing shall prevent the maintenance of a non-conforming sign.

5.3 DEVELOPMENT SIGNS:

Except as outlined in Section 5.4, Development Signs are permitted in all development areas subject to the following regulations:

- (a) Shall be a wall sign or ground sign only and shall comply with the provisions respectively with other parts of this By-law;
- (b) Shall face a public highway or road; and
- (c) Shall be permitted for a maximum period of 3 years

An application for a Development Sign shall be accompanied by a refundable security in accordance with Schedule "A" in addition to the permit fee. The security shall be refunded when such signs have been removed to the satisfaction of the Town. Development Signs which are not removed within 14

days of the 3 year expiry date or notification thereof and for which no written extension of time shall have the security posted for same cashed by the Town. Such security may be used for the costs associated with the administration and removal of the sign.

5.4 RESIDENTIAL DEVELOPMENT SIGNS:

Notwithstanding Section 5.3, Residential Development Signs shall comply with the following provisions:

(a) On-Site Signs:

- (i) Shall be located within the residential development.
- (ii) Shall advertise only the residential development in which the sign is located and not the sale of lots elsewhere or the realtors, developers or landowner's business in general.
- (iii) A maximum of two signs shall be permitted per builder and the total combined sign area for each builder shall not exceed 20 m².
- (iv) Shall be illuminated only from an external source.

(b) Off-site Signs:

- (i) Notwithstanding the number of builders the maximum number of off-site signs permitted shall be limited to 2 ground signs with any one ground sign having a maximum sign area of 20 m².
- (ii) Shall not be erected in a location which may obstruct the view of traffic.
- (iii) Shall advertise only the residential development concerned and not the realtors, landowners or developers business in general.
- (iv) Shall not advertise for residential developments which are not located within the Town.

Residential Development Signs shall be removed upon substantial completion of the residential development to which the sign relates or to a maximum of three years.

An application for a Residential Development Sign shall be accompanied by a refundable security in accordance with Schedule "A" in addition to the permit fee. The security shall be refunded when such signs have been removed to the satisfaction of the Town. Residential Development Signs which are not removed within 14 days of the 3 year expiry date or notification thereof and for which no written extension of time shall have the security posted for same cashed by the Town. Such security may be used for the costs associated with the administration and removal of the sign.

5.5 COMPLIANCE WITH ZONING BY-LAW:

No person shall erect or maintain a sign upon a lot or premises unless it is accessory to a use that is lawfully being operated on such premises.

5.6 BILLBOARD SIGNS:

Billboard signs are permitted to be displayed by service groups and organizations such as the Chamber of Commerce, Optimists, Lions Club, etc., which are recognized as being such by The Town.

5.7 LIMIT ON NUMBER OF SIGNS PER PREMISES:

Except as otherwise permitted in this By-law the number of signs shall be limited to:

- (a) One (1) ground sign per lot; and
- (b) For multi-tenant buildings one (1) of any of the following per business premise:
 - (i) wall sign, awning sign or canopy sign, except that where a business premise is located on a corner or through lot or has entrances on two (2) or more public highways, or has both a front and a rear public entrance one (1) additional wall sign is permitted;
- (c) For single-tenant buildings walls signs, awning signs and canopy signs are only permitted on one wall face or elevation in accordance with the maximum sign area provisions for the zone in which they are located, except that where a business premise is located on a corner or through lot or has entrances on two (2) or more public highways, or has both a front and a rear public entrance, one (1) additional wall sign is permitted; and
- (d) One (1) projecting sign.

5.8 ILLUMINATION:

Signs shall not be illuminated in such a way that either the sign or the method of illumination creates a hazard or a nuisance. Illuminated signs shall be designed and erected so that light from such signs is deflected away from any adjacent residential premises.

5.9 WALL SIGNS:

The following regulations shall apply to wall signs:

- (a) No wall sign, or part thereof, shall extend above the top extremity of the wall upon which it is placed.
- (b) No wall sign, or part thereof, shall extend laterally beyond the extremities of the wall upon which it is placed.
- (c) No wall sign, or part thereof, that projects more than 50 mm from the wall upon which it is placed shall be located less than 2.4 metres above the grade below such sign.
- (d) No wall sign, or part thereof, shall project more than 500 mm from the wall upon which it is placed.
- (e) Wall signs shall only be located at the level having direct access to an exterior public way except that where a premise occupies all levels in a multi-storey building the wall sign may be located above the level having direct access to an exterior public way.
- (f) Wall signs permitted on any wall of a commercial, industrial or institutional building shall have a maximum sign area of 0.75 m² per horizontal linear metre of the wall face.

- (g) Notwithstanding item (f) above any wall facing, and within twenty (20) metres of a Residential Zone shall have no wall signs other than a single Directory Wall Sign with a maximum sign area of 0.5 m².
- (h) Wall signs shall not cover more than 20% in total aggregate area of the wall on which they are erected, displayed or placed.
- (i) The total area of any single wall sign per business premise shall not exceed 35 m².
- (m) Wall signs shall not be painted on the exterior walls of any building excluding a mural which has been approved by Council.

5.10 GROUND SIGNS:

The following regulations shall apply to all ground signs:

- (a) The maximum number and area of all ground signs shall comply with the provisions contained within this By-law for the zone designation in which the ground sign is erected.
- (b) Ground signs shall only be erected on lots having a minimum frontage of 12.2 metres.
- (c) Ground signs shall be located between the street line and the minimum setback lines defined for the applicable zone in By-law 2213-78 as amended.
- (d) Ground signs shall not be located within a 7.5 metre radius of a traffic light.
- (e) Ground signs shall be setback from common lot boundaries with adjacent lots a minimum of 1.5 metres or the height of the sign, whichever is greater.
- (f) Ground signs erected in non-residential zones shall be setback from the boundaries of any adjacent Residential Zone a minimum of 9.0 metres.
- (g) A ground sign including any part of its structure shall be setback a minimum of 1.0 metre from any driveway, unless located on a traffic island separating the lanes of a two-way driveway.
- (h) The minimum distance between ground signs on any one lot shall be not less than 15.0 metres.
- (i) The minimum distance between a ground sign and a traffic light shall not be less than 7.5 metres.
- (j) Except as provided in Section 8 for Shopping Centres, no ground sign shall exceed 7.5 metres in height and 3.6 metres in any one dimension of sign face.
- (k) On a corner lot, ground signs shall be not be erected within the triangular area enclosed by the intersecting street lines for a distance of six (6) metres from their point of intersection.
- (l) Ground signs may be illuminated internally or externally.

- (m) Ground signs shall not obstruct or encroach upon a required parking space under the Town of Aurora Zoning Bylaw.

5.11 READOGRAPH SIGNS:

- (a) Readograph signs are permitted only as an integral part of a ground sign.
- (b) The readograph portion of a ground sign shall be located a minimum of 2.4 metres above grade or in a secure enclosure.

5.12 AWNING SIGNS:

- (a) No portion of an awning sign shall be located less than 2.4 metres above finished grade immediately below such sign.
- (b) An awning sign shall be designed as an integral part of the awning.
- (c) No awning sign shall extend beyond the limits of the awning.
- (d) Awning signs may be illuminated externally only.

5.13 CANOPY SIGNS:

- (a) No portion of a canopy sign shall be located less than 2.4 metres above finished grade immediately below such sign.
- (b) A canopy sign shall be designed as an integral part of the attached or free standing canopy fascia.
- (c) No canopy sign shall extend beyond the limits of the canopy fascia.
- (d) Canopy signs may be illuminated internally or externally.

5.14 PROJECTING SIGNS:

- (a) No portion of a projecting sign shall be less than 2.4 metres above the finished grade or floor level immediately below such sign.
- (b) No projecting sign shall have more than two sign faces.
- (c) Except as permitted in Section 7 "Signs permitted in Commercial Zones" projecting signs shall be non-illuminated.

5.15 SIGNS FOR AUTOMOBILE SERVICE STATIONS OR GAS BARS, INCLUDING A CAR WASH:

The following regulations shall apply to all signs erected for the use of an automobile service station or gas bar:

- (a) One wall sign is permitted on each wall except if the wall abuts a Residential Zone. Wall signs shall not exceed 20% (twenty percent) of the area of the wall to which the sign is attached.
- (b) One ground sign per lot only is permitted with a maximum sign area of 10.0 m² and a maximum height of 7.5 metres, indicating the use(s) of the lot or building. Where the property is a corner lot a second ground sign

with a maximum sign area of 10.0 m² and maximum height of 7.5 metres shall be permitted.

- (c) The ground sign(s) permitted in subsection (b) may include an additional sign face with an area not exceeding 2.5 m² for posting the price of gas and/or accessories that are associated with a service station, public garage or gas bar.
- (d) Signs customarily displayed on gasoline pumps which are an integral part of the pump or pump island design.
- (e) Except for canopy fascias facing a Residential Zone, one illuminated Free-Standing Canopy Sign is permitted on each fascia of a canopy having a maximum area of 50% of the canopy fascia.

5.16 MENU BOARD SIGNS:

- (a) One menu board shall be permitted in association with a drive-thru facility in a commercial zone, provided the menu board is a maximum height of 2.5 metres with a maximum sign area of 4 m².
- (b) One pre-menu board shall be permitted in association with a drive-thru facility in a commercial zone, provided the pre-menu board is a maximum height of 2.5 metres with a maximum sign area of 2 m².

SECTION 6 – SIGNS PERMITTED IN RESIDENTIAL ZONES

6.1 Except as permitted in Section 6.2 only the following signs are permitted in a Residential Zone:

- (a) One identification wall sign not exceeding 9.0 m² in sign area for an apartment building.
- (b) One identification and vacancy information ground sign for an apartment building not exceeding 4.0 metres in height and 2.4 m² in sign area.

6.2 In addition to other parts of this By-law, the following signs are permitted in an R5 Exception Zone where a building contains commercial uses:

- (a) Ground signs for single tenant buildings shall not exceed 1.5m² in area per single sign face or 3.0m² for all faces combined and shall not exceed 2.0 metres in height.
- (b) Ground signs for multi-tenant buildings shall not exceed 2.0m² in area per single sign face or 4.0m² for all faces combined and shall not exceed 2.4 metres in height.
- (c) The area of a wall sign or canopy sign shall not exceed 0.25m² of sign area per horizontal linear metre of wall face upon which such sign is located with a maximum 1.25m² in sign area.
- (d) Projecting signs shall not exceed 0.75m² in sign area per sign face.
- (e) A maximum of two signs shall be permitted.
- (f) Internally illuminated signs are not permitted

SECTION 7 – SIGNS PERMITTED IN COMMERCIAL ZONES

7.1 The following signs shall be permitted in a Commercial Zone.

- (a) Signs erected in a Commercial Zone shall comply with the provision contained within Table 7.1.

Table 7.1 – Signs Permitted in Commercial Zones			
Sign Type	Maximum Number	Maximum Sign Area Per Face	Maximum Height
Wall, Awning or Canopy	See Section 5.7 (b) or (c)	- 0.75m ² per linear metre of wall face to maximum of 20% wall coverage - maximum 35 m ² in total sign area	N/A
Projecting	See Section 5.7 (d)	2.0 m ²	N/A
Ground	Minimum lot frontage of 12.2 m to 75 m, maximum 1 sign	10 m ²	7.5 m
Ground	Lot frontage greater than 75 m, maximum 2 signs	10 m ²	7.5 m

- (b) One additional ground sign may be permitted for commercial properties on a corner lot.
- (c) Wall signs on an office building three or more storey in height shall only be located on the first storey, the top storey, the parapet or the mechanical penthouse.
- (d) No ground sign shall be permitted on a lot having a street frontage of less than 12.2 metres.
- (e) No ground sign shall be permitted in any C1 Local Commercial Zone or C2 Central Commercial Zone.
- (f) Projecting signs are permitted to be illuminated externally.

SECTION 8 – SIGNS PERMITTED IN SHOPPING CENTRES

The following signs shall be permitted for Shopping Centres other than Shopping Centres located in a Local Commercial C1 Zone and a Central Commercial C2 Zone:

- (a) Signs erected for a Shopping Centre on a lot having a lot area of 1.0 ha to 4.0 ha shall comply with the provisions contained within Table 8.1.

Table 8.1 – Regulations for Shopping Centre Signs on a Lot of 1.0 ha to 4.0 ha in Area			
Sign Type	Maximum Number	Maximum Sign Area Per Face	Maximum Height
Ground	1 sign for each 100 m of lot frontage to a maximum of 2 signs	10 m ²	9.0 m
Wall, Awning or Canopy	See Section 5.7 (b) or (c)	- 0.75 m ² per linear metre of wall face to maximum 20% wall coverage - maximum 35 m ² in total sign area	N/A

- (b) Signs erected for a Shopping Centre on a lot having a lot area over 4.0 ha shall comply with the provisions contained within Table 8.2.

Table 8.2 – Regulations for Shopping Centre Signs on a Lot Over 4.0 ha in Area			
Sign Type	Maximum Number	Maximum Sign Area Per Face	Maximum Height
Ground	- 1 sign for each 100 m of lot frontage to a maximum of 2 signs - Minimum 45 m separation between the ground signs	18 m ²	9.0 m
Wall, Awning or Canopy	See Section 5.7 (b) or (c)	- 0.75 m ² per linear metre of wall face to maximum 20% wall coverage - maximum 35 m ² in total sign area	N/A

- (c) In addition to the ground signs permitted in Table 8.1 and Table 8.2, one additional ground sign may be permitted for Shopping Centres located on a corner lot.
- (d) Notwithstanding Section 5.10(j) no ground sign shall exceed 4.9 metres in width.
- (e) Projecting Signs are not permitted in Shopping Centres.

SECTION 9 – SIGNS PERMITTED IN INDUSTRIAL ZONES

- 9.1 The following signs shall be permitted in an Industrial Zone.

- (a) Signs erected in an Industrial Zone shall comply with the provision contained within Table 91.

Table 9.1 – Signs Permitted in Industrial Zones			
Sign Type	Maximum Number	Maximum Sign Area Per Face	Maximum Height
Wall, Awning or Canopy	See Section 5.7(b) or (c)	- 0.75 m ² per linear metre of wall face to maximum 20% wall coverage - maximum 20 m ² in total sign area	N/A
Projecting	See Section 5.7 (d)	0.5 m ²	N/A
Ground	Minimum lot frontage of 12.2 m to 75 m, maximum 1 sign	0.09 m ² for every 0.3 m of street frontage to a maximum of 10 m ²	7.5 m
Ground	Lot frontage greater than 75 m, maximum 2 signs	0.09 m ² for every 0.3 m of street frontage to a maximum of 10m ² each sign	7.5 m

- (b) No ground sign shall be permitted on a lot which has a street frontage of less than 12.2 metres.
- (c) One additional ground sign is permitted on corner lots with a lot frontage greater than 300m provided the sign area is not more 20m².

SECTION 10 – SIGNS PERMITTED IN A BUSINESS PARK ZONE

- 10.1 (a) Signs for commercial uses in a Business Park Zone are permitted in accordance with the provisions of Section 5 "General Provisions" and Section 7 "Signs permitted in a Commercial Zone".
- (b) Signs for industrial uses in a Business Park Zone are permitted in accordance with the provisions of Section 5 "General Provisions" and Section 9 "Signs permitted in an Industrial Zone".

SECTION 11 – SIGNS PERMITTED IN INSTITUTIONAL ZONES

- 11.1 The following signs shall be permitted in an Institutional Zone:
- (a) Wall signs, awning signs, canopy signs and projecting signs identifying the use and/or occupancy of the lot/building are permitted in accordance with the provisions contained within Table 11.1
- (b) Ground signs identifying the name of the institution, dates and times of the events, etc are permitted in accordance with the provisions contained within Table 11.1.

Table 11.1 – Signs Permitted in Institutional Zones			
Sign Type	Maximum Number	Maximum Sign Area Per Face	Maximum Height
Wall, Awning or Canopy	See Section 5.7 (b) or (c)	- 0.75 m ² per linear metre of wall face to maximum 20% wall coverage - maximum 35 m ² in total sign area	N/A
Projecting	See Section 5.7 (d)	0.5 m ²	N/A
Ground	Maximum 1 sign	4 m ²	4.0 m

SECTION 12 – SIGNS PERMITTED IN RURAL, OPEN SPACE OR ENVIRONMENTAL PROTECTION ZONES

- 12.1 No person shall erect a sign in a Rural, Open Space and Environmental Protection Zone except in accordance with the following:
- (a) Maximum of one ground sign with a maximum sign area of 2.2 m² indicating the Residential, Commercial, or Institutional use of the building or lot.
 - (b) In a Rural Zone only, maximum of two ground signs with a maximum sign area of 1.0 m² each advertising the sale of edible farm produce grown on the premises.
 - (c) Ground signs indicating public trail systems, educational areas, natural areas of environmental interest, types of flora and fauna, natural habitat areas and educational information with respect to the environment where the sign is placed.
 - (d) Signage which may be placed by or at the request of the Town or Region shall not be restricted in size.

SECTION 13 - REPEALED BY-LAWS

- 131 By-law 4622-04.P is hereby repealed.

READ A FIRST AND SECOND TIME THIS 24th DAY OF APRIL, 2007

READ A THIRD TIME AND FINALLY PASSED THIS 24th DAY OF APRIL, 2007



PHYLLIS M. MORRIS, MAYOR



B. PANIZZA, TOWN CLERK

SCHEDULE "A"

PERMIT FEES:

The scale of fees to be paid to the Town of Aurora for sign permits shall be as follows:

- (a) \$5.00 per square metre of sign face area.
- (b) Basic Minimum Fee: \$75.00 or the amount as calculated in (a), whichever is greater.
- (c) Renewal of a sign permit: \$30.00
- (d) Refunds: Permit fees are for the cost of the application, including review for compliance to the By-law, processing and issuance and are non-refundable.
- (e) Securities for Development / Residential Development Signs (refundable): \$500.00 per sign
- (f) Application for Sign Variance: \$450.00 – non-refundable

SCHEDULE "B"

