

Posters

(Section 5.12)

Posters permitted only on a “designated” utility pole or kiosk on the City road allowance provided:

- adhesive tape is used to attach the poster
- the poster is made of biodegradable material
- poster size does not exceed 28cm wide by 44cm high (11”x17”)
- maximum display period is 21 days and not more than 3 days after the advertised event
- a maximum of one poster per event per approved location

Notwithstanding the timelines, the City may remove and dispose of posters at any time, without notice or compensation.

No person shall place any poster:

- on any tree
- on any post or pole on any median, traffic island or central boulevard
- on any traffic signal or traffic control device
- on any post or pole not identified or designated by the City



Sidewalk /“A” Frame Signs

(Section 5.8)

General Regulations

- size 0.6m wide by 0.8m high
- not permanently secured to anything
- only permitted during hours of operation
- against front wall of business being advertised

Additional Regulations for Signs in BIAs, Ancaster Village Core, CIP, etc.

- may be placed on public sidewalk, adjacent to curb or front wall of business being advertised but not in Urban Braille System
- insurance coverage required
- annual permit sticker required

The Building & Licensing Division administers and enforces the Sign By-law regarding signs such as posters, portable/mobile, election and permanent that are placed or erected on City and private property.

Generally, the Sign By-law states that no sign shall be placed or erected on City property unless specific requirements are met.

Anyone who is considering placing a sign on any property must familiarize themselves with the Sign By-law. It is also recommended they call the City to verify the exact requirements.

Failure to comply with the requirements of the Sign By-law may result in any sign being immediately removed at the owner's expense.

Signs Not Permitted

(Section 5.1)

The following signs are prohibited:

- any flashing or animated (video screen) sign - except for Electronic Message Display (see definitions in By-law)
- any projecting sign except as permitted in the By-law
- any roof sign
- any sign in a Visibility Triangle
- any sign on a parked vehicle or trailer unrelated to its normal use as a vehicle
- any sign in a required parking space

Signs on street furniture, bus shelters, etc. are not covered by the Sign By-law.

Mobile Signs

(Section 5.6)

General Regulations

- Mobile Sign Permit (sticker) is required
- if sign is to be leased or rented, company leasing or renting must have City Business Licence
- sticker must be displayed on sign
- the sign is not to be located where it may prove to be a safety hazard
- no mobile sign is to be placed on any City/Public property
- zoning restrictions where mobile signs not permitted:
 - single detached dwelling
 - semi-detached dwelling
 - duplex
 - triplex
 - fourplex/quadruplex
 - street townhouse
 - mobile home
 - residential care facility with < 7 residents
 - lodging house for < 7 lodgers
 - retirement home < 7 residents
 - emergency shelter < 7 residents
- cannot be located on vacant property
- cannot be located in a required parking space
- sign cannot be illuminated, be moving or animated or cause noise
- sign must have name and phone number of sign owner on it
- must be located on property of business being advertised
- generally, only 1 sign is permitted per property; but can possibly have 2 where large frontage
- if 2 signs, 50m separation
- no mobile signs in a BIA, CIP Area or Ancaster Village Core

Specific Regulations

Maximum dimensions:

- 2.7m high
- 2.5m in any linear dimension
- 4.5m² sign area per face

Other separation distances:

- 10m from ground sign
- 15m from intersection
- 15m from traffic signal or control device
- 3.0m from driveway
- 3.0m from property line
- 1.5m from street line
- 15m from residential property



For **Sign By-law complaints** please call Municipal Law Enforcement at:
905-546-2782

For **Sign Permit enquiries** please call:
905-546-2424 ext. 2720

For **Sign Variance enquiries** please call the Committee of Adjustment at:
905-546-2424 ext. 4221

Office Hours are:

Monday – Friday 8:30am – 4:30pm

Permit is required with the following criteria:

- 14 day display period
- maximum 2 consecutive permit periods
- 14 day hiatus before subsequent permit
- 6 permits for a single business for a total annual allotment of 12 weeks

Additional Opportunity

Mobile sign may be used to advertise a grand opening or closing promotional event with the following criteria:

- special permit required
- opportunity may be used by any business only once
- 7 day maximum permit period
- no other mobile sign opportunity exists on property
- no banner on property advertising the same event
- must respect all other mobile sign regulations

Ground Signs

(Section 5.2)

- municipal address of property must be displayed on sign
- 50% of sign may be “Read-o-Graph” or Electronic Message Display
- Electronic Message Display must 'hold' for at least 3 seconds
- set-back from property line is generally 75% of height of sign
- 200m separation to another ground sign on same property
- maximum sign area is 0.3 times frontage to a maximum area of 18m²
- maximum height:
 - 3.5m if sign area is under 4.0m²
 - 6.0m if sign area is > 4.0 m² and < 6.0 m²
 - 7.5m if sign area is > 6.0 m²
- zoning restrictions where not permitted:
 - single detached dwelling
 - semi-detached dwelling
 - duplex
 - triplex
 - fourplex/quadruplex
 - street townhouse
 - mobile home
 - residential care facility with < 7 residents
 - lodging house for < 7 lodgers
 - retirement home < 7 residents
 - emergency shelter < 7 residents



Hamilton

CITY OF HAMILTON BY-LAW 06-243

TO REGULATE SIGNS & OTHER ADVERTISING DEVICES

This document is intended for convenience and to provide general information only. Please refer to the actual Sign By-law (06-243), which may be amended from time to time, for specific regulations for signs & advertising devices before making any sign-related decisions.

This publication is courtesy of the

City of Hamilton

Planning & Economic Development Department
Building & Licensing Division



Hamilton

Wall & Parapet Signs

(Section 5.3)

- cannot project more than 60cm
- must be > 2.5m above grade
- Wall Sign may be a “Read-o-Graph” or Electronic Message Display with a 3 second delay
- Total Wall Sign area - 15% of wall it is on
- Parapet Sign shall only contain business' name or logo
- Parapet Sign size is 15% of parapet
- zoning restrictions where not permitted:
 - single detached dwelling
 - semi-detached dwelling
 - duplex
 - triplex
 - fourplex/quadruplex
 - street townhouse
 - mobile home
 - residential care facility with < 7 residents
 - lodging house for < 7 lodgers
 - retirement home < 7 residents
 - emergency shelter < 7 residents



Projecting Signs

(Section 5.4)

- maximum area is 1.0m²
- only in commercial zones
- encroachment agreement and insurance required where sign overhangs City property
- must be > 2.5m above grade
- sign face may be “Read-o-Graph” or Electronic Message Display complete with 3 second delay

Awnings, Canopy & Marquee Signs

(Section 5.5)

- graphic or lettering limited to maximum 20% of surface
- must be > 2.5m above grade
- zoning restrictions where not permitted:
 - single detached dwelling
 - semi-detached dwelling
 - duplex
 - triplex
 - fourplex/quadruplex
 - street townhouse
 - mobile home
 - residential care facility with < 7 residents
 - lodging house for < 7 lodgers
 - retirement home < 7 residents
 - emergency shelter < 7 residents

Banners

(Section 5.7)

- permit required if not a charity, non-profit, etc.
- shall not exceed 6.0 m² in area or 1.0m in height
- maximum display period is 28 days per year
- if charity or community event:
 - may be on a fence adjacent to a street with permission of property owner
 - no permit required
- banner sign may be used to advertise a grand opening or closing promotional event provided:
 - permit required
 - opportunity may be used by any business only once
 - 7 day maximum permit period
 - no other mobile sign opportunity exists on property
 - no banner on property advertising the same event



Election Signs

(Section 5.13)

- no permit required
- located only on private property
- maximum size – 1.5 m²/face
- signs > 1.5 m² require permits and must meet size, location, setback, etc. requirements
- for any City election, must not be displayed earlier than 28 days prior to voting day
- must be removed within 3 days after any election

Billboards

(Section 5.14)

- size cannot be more than:
 - 18.0m²
 - 12.0m high
 - 4.0m wide
- location restrictions:
 - only on vacant, undeveloped commercial or industrial land
 - 300m from residential
 - 300m from another billboard
 - 400m from 403, QEW, LINC, Red Hill
 - not in downtown Community Improvement Project (CIP) Area
- cannot be animated
- billboard must be removed when property is developed



Inflatable Signs

(Section 5.9)

- only on developed Commercial or Industrial land
- size – not more than 7.0m high or 6.0m wide
- permit required and good for 7 days
- insurance requirements
- must be 50m from a Mobile Sign

Holiday or Festival Display:

- no permit required
- < 2.7m high
- < 2.5m wide
- > 3.0m from property line
- secured to a fixed base

New Home Development

(Sections 5.10 & 5.11)

Ground Signs (S.5.10)

- 5.0m from property line
- only on vacant property
- draft plan approval granted
- maximum 2 Ground Signs in sub-division
- maximum 2 Ground Signs on private property
- maximum size – 18.0 m²
- to be removed within 28 days after last sale

Model Home Sign (5.10.7)

- maximum 1 per model home within subdivision
- maximum size – 3.0 m²

Portable Signs (S. 5.11)

- permit is required
- insurance is required
- Validation Sticker on sign required
- may be on untravelling portion of a street
- maximum size – 1.2 m²
- maximum height – 1.2m
- not illuminated or animated, or cause noise
- display period is from noon Friday to noon Monday unless Monday is a holiday, then Tuesday
- cannot impair visibility, pedestrian, etc
- not on median, traffic island
- maximum 10 permits per subdivision
- maximum 3 signs per corner of intersection
- maximum 1 sign per builder per intersection
- 1.5m from curb or edge of traveled portion of roadway/street
- not located on any sidewalk
- > 3.0m from any driveway

Penalties & Enforcement

(Part 7.0)

- signs on or over City property may be removed without notice or compensation
- any sign erected in contravention of the By-law and deemed a safety hazard may be removed by the City without notice or compensation

Orders:

- may be issued where sign contravenes By-law
- may specify time to comply
- may order sign to be removed
- may order sign be brought into compliance

- if an Order not complied with as specified, sign may be removed by the City without notice or compensation
- costs incurred by the City for removal may be added to taxes
- any sign removed will be stored for 28 days and is available for redemption during that time
- after 28 days City may dispose of sign without notice or compensation



Any person who contravenes any of the provisions of this by-law or fails to comply with any of the provisions of this by-law is guilty of an offence and upon conviction is liable to a fine up to \$5,000 or other penalty as provided for in the *Provincial Offences Act*.

Real Estate Signs

(Schedule “B”)

General

- located only on property for sale/lease/rent
- must be removed within 7 days of a firm sale/lease/rent
- residential maximum sign area is 1.0m²
- apartment, commercial and industrial maximum sign area is 4.0m²

Open House

- maximum sign area is 0.5m²
- not located on a traffic island, median, light pole, etc.
- must be located > 0.3m from sidewalk
- can only be displayed on day of open house between 10:00am and 6:00pm

Variations

(Part 6.0)

- delegated to Director of Development and Real Estate
- may be granted if general intent and purpose of By-law maintained
- application form & fee

General Criteria

- special circumstances or conditions
 - practical difficulties, hardship
 - pre-existing conditions
 - whether sign will alter essential character of area where sign will be located
- appeal of staff decision is to Economic Development & Planning Committee
 - Council may uphold or vary any decision