

Township of South-West Oxford

By-law Number 13-2022

A By-law to regulate or prohibit signs or other advertising devices and the posting of notices in the Township of South-West Oxford and to repeal By-law No. 41-2009

(Sign By-law)

Whereas subsection 11(3) of the *Municipal Act 2001*, S.O. 2001, c. 25, as amended (the “Act”), provides the authority to a lower-tier municipality to pass by-laws relating to matters within the spheres of jurisdiction including, but not limited to, structures, including fences and signs;

And Whereas subsection 391(1) of the Act provides that a municipality may pass by-laws imposing fees or charges on any person for services or activities provided by the municipality or done on behalf of it;

And Whereas section 444 of the Act provides that a municipality may make an order to require a person to discontinue contravening a by-law and to do the work required to correct the contravention;

And Whereas section 446 of the Act provides that a municipality may proceed to do things at a person’s expense which that person is otherwise required to do under a by-law, but has failed to do and the costs incurred by a municipality may be recovered by adding the costs to the tax roll and collecting them in the same manner as taxes;

And Whereas the Council of the Corporation of the Township of South-West Oxford desires to repeal and replace the by-law to regulate signs and other advertising devices within the Township of South-West Oxford No. 41-2009, with this By-law;

Now therefore the Council of the Corporation of the Township of South-West Oxford enacts as follows:

1. Short Title

- 1.1. This By-law shall be known and referred to as the “Township of South-West Oxford Sign By-law”.

2. Scope and Interpretation

- 2.1. The area to which this Sign By-law applies shall be those lands which fall within the corporate boundaries of the Township of South-West Oxford.
- 2.2. All signs located on public and private property within the Township are subject to the

provisions of this By-law.

- 2.3. This By-law does not apply to election signs and signs displayed, or permitted to be displayed by federal, provincial or municipal governments, a conservation authority or other local board as defined in the Municipal Act, 2001, including but not limited to, signs required by a federal or provincial statute or regulation or by a municipal by-law, such as: a traffic sign; a street name sign; a permanent sign displayed on a street to inform the public of public buildings, hospitals, public libraries, institutions, parks, educational facilities, a public community centre, a public arena; a sign required by the Township to inform the public of planning applications submitted under the Planning Act; and a sign displayed for the purposes of public safety or convenience.
- 2.4. The use of signs is regulated to specific land use zones of Zoning By-law 25-98, as amended or any subsequent Zoning By-law hereafter. No sign shall be permitted on a property except as permitted in this By-law.
- 2.5. In case of conflict between the provisions in the By-law or the provisions of other By-laws or regulations, the most restrictive provision shall apply.

3. **Definitions:**

“Advertising” and **“advertisement(s)”** means any message (other than those excluded from the application of the *Canadian Code of Advertising Standards*), the content of which is controlled and directly or indirectly by the advertiser expressed in any language and communicated in any medium (except those exemptions as listed in the *Canadian Code of Advertising Standards*) to Canadians with the intent to influence their choice, opinion or behavior.

“Alter” shall mean any change to the sign structure or sign face, with the exception of:

- i. A change in message being displayed; or
- ii. Routine repair and maintenance, including replacement by identical components as required by this By-law.

“Awning” means a retractable or fixed roof-like cover made of canvas or other suitable material, which normally extends over a doorway or window of a building with lettering (other than the civic address number) or advertising, on or affixed to it and may have supports on the ground.

“Building Code” shall mean the Ontario Building Code Act, as amended from time to time, and includes any regulations thereunder.

“By-law Enforcement Officer(s)” means a person or persons duly empowered by the Council of the Corporation of the Township of South-West Oxford to enforce the various by-laws of the municipality and to carry into effect the provisions of any Act of the Legislature of the Province of Ontario to be enforced by the municipality.

“**Copy**” (Permanent and Temporary) means the wording on a sign surface either in permanent or removable letter form.

“**Council**” means the municipal Council of the Corporation of the Township of South-West Oxford.

“**Chief Building Official**” means the Chief Building Official (CBO) of the Corporation of the Township of South-West Oxford.

“**Erect**” shall include the placing of, arranging for the placing of, the renting of or the leasing of.

“**Fascia**” means the vertical surface of a building that runs from the grade to the roofline.

“**Grade**” means the average ground surface elevation within 6.5 metres (21.33 feet) around a *sign*.

“**Height of Sign**” means the vertical distance measured from the adjacent street grade or upper surface of the nearest street curb other than an elevated roadway, which permits the greatest height to the highest point of said sign.

“**Highway**” means every highway within the meaning of the Highway Traffic Act, R.S.O. 1990, c. H.8.

“**Home Occupation**” means an occupation or business for gain or profit conducted entirely within a dwelling and/or an accessory building, but shall not include an eating establishment of a public garage, as defined in section 6.14 of the Township of South-West Oxford Zoning By-law.

“**Legal Non-Complying**” shall mean a sign and/or advertising device that is not permitted under the current Sign By-law, but lawfully existed under the previous Sign By-law that was in place.

“**Maintain**” means to permit a sign structure to continue or, where required, to repair or refurbish a sign or sign structure.

“**Shopping Centre**” means a group of commercial establishments planned and developed as a unit for which parking is provided in common off-street areas.

“**Sight Triangle**” shall be in accordance with Section 6: General Provisions of the Township’s Zoning By-law and means the triangular space formed by the street lines and a line drawn from a point on one street line to a point in the other street line, each such point being 9.0 m (29.5 ft), measured along the street line from the point of intersection of the street lines, no building, structure, planting or vehicle shall be located in such a manner as to impede vision between a height of 0.6 m (2 ft) and 3.0

m (9.8 ft) above the centreline grade of the intersecting streets. 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 projection of the street lines or the intersection of the tangents to the street lines.

“Sign” means any identification, description, illustration, or device illuminated or non-illuminated that is visible from any public place or located on private property and exposed to the public which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise or any temporary sign. Signs shall also include all sign structures.

- i. **“Sign, A-Frame”** means a portable, self-supporting sign with no more than two (2) faces joined at the top of the sign that is intended for temporary use during the hours of business to which it applies and that is constructed in a manner and of materials such that it can be placed and moved manually by a person without mechanical aid. Also known as “sandwich board” signs.
- ii. **“Sign, Abandoned”** is any sign which no longer correctly directs or exhorts any person, advertises a bona fide business, leasor, owner, product or activity conducted or product available on the premises where such a sign is displayed.
- iii. **“Sign, Animated”** means any sign that includes action or motion within the sign area. For purposes of this By-law the term does not refer to flashing or rotating signs.
- iv. **“Sign, Banner”** means a sign composed of lightweight material so as to allow movement which is caused by atmospheric conditions.
- v. **“Sign, Barn”** means a sign painted or affixed parallel to a wall or roof of a farm structure and which identifies the name of the occupant and/or of the farm on which said farm structure is located, but shall not be a “roof sign” as defined in this By-law.
- vi. **“Sign, Billboard”** means a sign structure to which advertising copy is fastened in such a manner as to permit its periodic replacement and which displays goods, products, services or facilities that are not available at the location of the sign and/or which directs or invites a person to a location different from that on which the sign is located.
- vii. **“Sign, Bulletin Board”** means a board for posting notices for information purposes and may be either freestanding or a façade/wall sign.
- viii. **“Sign, Civic Address”** means a sign which identifies by letters and/or numbers the civic address of the building on which the sign is located.
- ix. **“Sign, Construction”** means a sign erected temporarily to advise or

construction and located on private property as provided for under this By-law.

- x. **“Sign, Development”** means a sign identifying a proposed development or a construction project where work is in progress.
- xi. **“Sign, Directional”** means a sign erected on a property to identify an entrance, exit, or area for the purpose of directing persons and/or regulating the movement of traffic or pedestrians on a property. A directional sign may take the form of a ground sign or wall sign.
- xii. **“Sign, Disabled Parking”** shall mean a sign that designates an area for the exclusive use of a vehicle displaying a current disabled person parking permit in accordance with the requirements of the Highway Traffic Act and the regulations made there under and by this By-law.
- xiii. **“Sign, Election”** means any sign promoting, opposing or taking a position with respect to:
 - (i) Any candidate or political party in an election under the *lections Act*, the *Election Act (Ontario)*, or the *Municipal Elections Act, 1996*;
 - (ii) An issue associated with a person or political party in an election under the *Canada Elections Act*, the *Election Act (Ontario)*, or the *Municipal Elections Act, 1996*;
 - (iii) A question, law or by-law submitted to the electors under the *Canada Elections Act*, the *Election Act (Ontario)*, or the *Municipal Elections Act, 1996*.
- xiv. **“Sign, Entry”** means a sign erected on or near the boundary of a town, village, hamlet or likewise that welcomes, greets, introduces, thanks or informs visitors to the area of which the sign is referencing.
- xv. **“Sign, Façade/Wall”** means an on-premises sign attached in close proximity and parallel to any exterior wall of a building and without limiting the generality of the foregoing shall include awning signs and fascia signs.
- xvi. **“Sign, Fascia”** means a sign attached to or erected against a wall or a building that is installed on a building’s fascia with the face horizontally parallel to the building wall, not extending above the top of the wall nor beyond the ends of the wall to which it is attached.
- xvii. **“Sign, Flashing”** means any sign which contains an intermittent or flashing source, or which includes the illusion or intermittent or flashing light by means of animation, or an externally mounted intermittent light source.

- xviii. **“Sign, Ground”** means a sign permanently affixed or directly supported by the ground, without the aid of any other building or structure, other than the sign structure. Includes pylon signs.
- xix. **“Sign, Home Occupation”** means a sign for the identification of a home occupation and is located on or within the premise for which the home occupation operates and must be clearly accessory to the primary residential use.
- xx. **“Sign, Illuminated”** means any sign designed to provide artificial light either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign, including signs comprised of light emitting diodes (LEDs).
- xxi. **“Sign, Mobile”** means a sign that can be readily moved from one location to another, and may be part of or attached to a wheeled trailer or frame without wheels but does not include a Temporary Sign.
- xxii. **“Sign, 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, notice, or placard, which must be secured to another structure such as a utility pole or light standard for support and which does not exceed forty (60.96) centimetres (24 inches) in width by sixty (91.44) centimeters (36 inches) in length.
- xxiii. **“Sign, Projecting”** means any on premise sign that is not directly supported by the ground, but generally erected perpendicular to a supporting building wall, but shall not be a façade/wall sign as defined in this By-law.
- xxiv. **“Sign, Public Authority”** means any sign erected for or at the direction of any municipality or government authority, agency, or board for the purpose of providing information to the public concerning any proceedings by such agency, authority, or board.
- xxv. **“Sign, Pylon”** means a sign permanently affixed to the ground, which may be supported by one or more poles and with an open base.
- xxvi. **“Sign, Real Estate”** means an on-lot sign advertising the sale, rent, or lease of the lot, but shall not include signs which advertise new subdivisions or developments.
- xxvii. **“Sign, Roof”** means any sign whereby the entire face of which is above the lowest point at which the roof meets the building and may or may not extend beyond the perimeter of the roof.
- xxviii. **“Sign, Rotating”** means any sign or portion of a sign which moves in a

revolving or similar manner, but does not include multi-prism indexing sign face.

- xxix. **“Sign, Subdivision Development”** means a ground sign that advertises only the subdivision in which the sign is located and not the sale of lots elsewhere or the realtor’s, developer’s or landowner’s business in general.
- xxx. **“Sign, Temporary”** means a sign which is not permanently affixed and includes all devices such as banners, posters, flags (not intended to include flags of any nations), A-frame signs, and balloons or other air or gas filled figures. Temporary signs do not pertain to mobile signs.
- xxxi. **“Sign, Window”** means any sign located on the interior of a building, which is intended to be seen from off the property on which the building is located and which is constructed in such a manner as to be of a permanent nature, but shall not include illuminated signs commonly used to advertise products sold on the premises.

Sign Area” means the area of the display surface upon, against, or through which the message or messages on the sign are displayed or illuminated and the area of a sign made up of individual letters, symbols or numbers shall be the block area of the letters, symbols or numbers and not the combined area of the individual letters, symbols or numbers. For the purpose of this By-law, any double-sided sign shall be deemed to have only one face, provided both faces are identical, contiguous, and parallel or diverging an angle of not more than fifteen (15) degrees.

“Sign Structure” means any structure which supports, has supported or is capable of supporting a sign including decorative cover.

“Township” means the Corporation of the Township of South-West Oxford.

“Unassumed road” means a public highway located within a plan of subdivision that has been constructed but has not been assumed for maintenance purposes by the Township of South-West Oxford.

“Zone” means an area established and defined in section 3.1.1. of the Township of South-West Oxford’s Zoning By-law, as amended.

4. Permit Required

- 4.1. Except for signs referred to in section 5 of this By-law, no person shall erect, display, alter, repair or cause to be erected, displayed, altered or repaired a sign in the Township unless a sign permit has been issued by the Chief Building Official or his/her designate.

5. Permit Exemptions

5.1. The following signs shall be permitted in all zones and no permit shall be required for any of the following:

- (a) Any sign located completely within an enclosed building for internal building use purposes;
- (b) **Alterations or Repairs** to a sign for which a permit has been legally issued under this By-law or any previous sign by-law if such alterations or repairs involve only a change of the message on the sign or the repainting, cleaning or other normal maintenance and repair of the sign or sign structure, and the sign and/or sign structure is not modified in any other way;
- (c) **Real Estate Signs** (point of sale), provided that open house signs comply with the following requirements:
 - (i) A-frame signs shall be permitted for an open house sign and shall be located so as to not interfere with the safe operation of vehicular or pedestrian traffic;
 - (ii) The maximum size of any open house sign shall not exceed 0.60 square metres (6.46 square feet);
 - (iii) Not more than two (2) open house signs shall be erected per dwelling; and
 - (iv) Are removed no later than twenty-one (21) days after the closing date of the sale.
- (d) **Directional Signs** provided such signs comply with the following requirements:
 - (i) Shall be permitted in all zones provided the area of any sign for an individual location shall not exceed 0.75 square metres (8.07 square feet);
 - (ii) May be located in any yard provided no such sign is located within a sight triangle, notwithstanding the provisions of section 13; and
 - (iii) May be located within a road allowance provided written permission is obtained from the Authority having jurisdiction there over.
- (e) **Flags, emblems or insignia** used only for the identification of a nation, province, country, municipality, school, political or religious group;
- (f) **Warning or Caution Signs** indicating a warning or caution such as “no trespassing” with an area not greater than 0.60 square metres (6.46 square feet);
- (g) **Displays** consisting entirely of landscaping material;

- (h) **Development signs** provided the sign conforms to the provisions of this here by-law pursuant to the zone in which the development is situated, and adheres to the following provisions:
- (i) Signs must be erected on the lot upon which the development is occurring at the main entrance of the subdivision or construction site;
 - (ii) Signs shall be temporary in nature and shall be removed when the developer is no longer working within the subdivision or construction site; and
 - (iii) Signs must remain in good repair.
- (i) **Signs located on property owned by the Ministry of Transportation or the County of Oxford** are required to obtain a permit only from the highest level of authority having jurisdiction.
- (Amended by By-law No. 75-2024)
- (j) **Accessible Parking Signs** whereby the owner of the land, which provides disabled parking, must follow the requirements of the Highway Traffic Act – Accessible Parking for Persons with Disabilities, Regulation 581 and its amendments;
- (k) **Public Notices** that are erected in accordance with the Municipality's legal requirements concerning applications under the Planning Act, R.S.O. 1990, as amended, for amendments to its Official Plan and Zoning By-law, minor variances, land severances and plans of subdivision;
- (l) **Temporary signs** for the identification of a temporary event or project, including, but not limited to, the following:
- (i) Poster signs for the identification of a temporary event, such as a garage sale, car wash or other special event, provided the signs are posted no more than five (5) days prior to the event, do not block the view of pedestrian or vehicular traffic, and are removed at the end of the event;
 - (ii) Signs not greater than 4.65 square metres (50.00 square feet) in sign area advertising special events of charitable organizations or community associations provided that such signs shall not be erected more than sixty (60) days prior to the day of the event and are removed forthwith upon completion of the event;
 - (iii) Signs indicating the opening of a new business for the purpose of promotional advertising on the lot on which such signs are situated provided the applicable authority is satisfied a road hazard does not exist and is installed no more than sixty (60) days before the event and is removed upon completion of the event;

- (iv) Banners for the purpose of promotional advertising, provided the applicable authority is satisfied a road hazard does not exist and if the banner advertises a special event, is installed no more than sixty (60) days before the event and is removed upon completion of the event;
- (m) **Public convenience signs** (such as delivery, entrance, caution, construction or detour signs);
- (n) **Civic Address signs** for purpose of displaying the civic number of the building or lot to which the sign relates and adheres to the following conditions:
 - (i) Be visible at all times from the private road or highway in either direction and clear of obstructions. If a civic number is posted on a door, it must be posted on the outermost door (e.g. on the outside of the screen or storm door and not on the main door where it may be obscured from view by the screen or storm door);
 - (ii) If posted on a building, the sign must be of solid, contrasting colours for the character and background of the building;
 - (iii) Be displayed right side up; and
 - (iv) Must be of durable material, installed and sufficiently stabilized to retain its vertical orientation.
- (o) **911 Numbers** as assigned by the Township;
- (p) **Window signs** whereby the maximum sign area of any sign shall not exceed 30% of the area of the window in which the sign is located;
- (q) **Mobile signs** provided that all mobile signs shall adhere to the following conditions:
 - (i) Shall not have an area of greater than five (5.00) square meters (53.82 square feet);
 - (ii) Shall not be illuminated, be moving, animated or cause noise;
 - (iii) Shall be located on the property of the business or event advertised on the sign; and
 - (iv) No more than one mobile sign shall be erected or displayed per business on a property at any time.

6. Prohibited Signs and Actions

- 6.1. No person shall erect, display, alter or cause the same to be done with respect to any of the following:
 - (a) Signs for which a permit has not been obtained, if a permit is required under this By-law;
 - (b) Signs for which are not in compliance with this By-law or the conditions of any

minor exemption granted under this By-law;

- (c) Signs that encroach on public property unless expressly authorized by the responsible public authority;
- (d) Signs that obstruct the view of any pedestrian or driver of a vehicle, obstructs the visibility of any traffic signal or traffic control device, or interferes with vehicular traffic in a manner that could endanger any persons;
- (e) Signs that are located within the sight triangle in such a manner as to impede vision;
- (f) Roof signs;
- (g) Signs that endanger public safety by reason of their location or inadequate or improper construction or maintenance;
- (h) Abandoned signs;
- (i) Signs that obstruct or impede any flue, air intake, fire escape, fire exit, door, skylight, exhaust or impede free access by firefighters to any part of a premises;
- (j) Signs that violate the Building Code;
- (k) Signs that violate the *Canadian Code of Advertising Standards*; and
- (l) Signs that bear or display the Township logo, in whole or in part, without the express written permission of the Township to do so.

PART II – REGULATIONS

7. Site Plan Approval

- 7.1. Where the property is subject to site plan control, the location of all signs shall be controlled through site plan control in addition to the requirements of this By-law, the Township of South-West Oxford Site Plan Control Guidelines, the Township of South-West Oxford Design Guidelines, and/or any other applicable laws.

8. Legal Non-Complying Signs

- 8.1. Any sign that is lawfully erected or displayed on the day this By-law comes into force, but does not comply with this By-law shall be allowed to remain in place until such time as it is willfully removed by the owner or it is destroyed, at which time if a sign is proposed to replace the legal non-complying one, the new sign shall comply with all the provisions of this By-law, except that all existing mobile signs shall be made to comply with this by-law within one (1) month of the date of passing of this by-law.

9. Sign Maintenance

- 9.1. All property owners must maintain signs in a proper state of repair so that such signs do not become unsafe, structurally unsound, unsightly or dangerous, as provided for in the Township's Property Standards By-law.

10. Height Restrictions

- 10.1. All signs shall adhere to all provisions relating to sign height in the Building Code.

11. Maximum Projection

- 11.1. No projecting sign shall project more than two (2.00) metres (6.56 feet) out from the face of the building to which it is attached, or be closer than two (2.00) metres (6.56 feet) to the vertical extension of a curb of either a highway or public thoroughfare.

12. Sign Illumination

- 12.1. Every sign erected or displayed may be illuminated unless otherwise expressly prohibited by this By-law.
- 12.2. No sign with lighting or rotating beacon resembling traffic light colours shall be located in such a fashion so as to:
- (a) Diminish or detract from the effectiveness of any traffic signal, or similar safety warning device; or
 - (b) Fall within the vision of motorists in such a manner so as to create a traffic hazard.
- 12.3. Illuminated signs shall be located to reflect light away from adjacent premises or streets to prevent any glare or blinding spillover effect.
- 12.4. Illuminated signs of an animated and/or flashing nature may be erected only in commercial and industrial zones, provided that they do not interfere with the quiet enjoyment of any adjacent residential uses.

- 12.5. The Township may require that a maximum illumination level of the sign to be provided and approved by the Township to protect neighboring traffic and/or housing from illuminated signage.

13. Distance from Street Line

- 13.1. Notwithstanding the yard and setback provisions of the Zoning By-law to the contrary, signs used or erected in accordance with all other provisions of this By-law may be located in a front or exterior side yard provided that:

- (a) No sign is located closer than 3 meters (10 ft) to any street line or side lot line other than a sign permitted under section 5.1.(d), 15.1.(b), 15.2. or at the discretion of the Chief Building Official; and
- (b) In the event that the width of a street is increased by the Authority having jurisdiction there-over than the said distance of 3 meters (10 ft) shall be measured from the new street line and any sign existing prior to the widening of such street shall be moved at its owner's expense to comply with the provisions of this By-law.

14. Content

- 14.1. All sign and advertising content in the Township of South-West Oxford shall adhere to the principles established in the *Canadian Code of Advertising Standards*. As such, advertisements shall not:

- (a) Condone any form of personal discrimination, including discrimination based upon race, national or ethnic origin, religion, gender identity, sex or sexual orientation, age or disability;
- (b) Appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behavior;
- (b) Demean, denigrate or disparage one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them in into public contempt or ridicule; or
- (d) Undermine human dignity; or display indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.

- 14.2. The Chief Building Official, or his/her designate, may refer to Council any sign for which a permit is being requested or any sign that has been constructed, which in the opinion of the Chief Building Official, or his/her designate, undermines the principles of the *Canadian Code of Advertising Standards*. Further action may be required at the discretion of Council.

15. Residential Zones

- 15.1. Signs for which permits are not required by this By-law are permitted in Residential Zones, as defined in section 5.1.1. of the Township of South-West Oxford Zoning By-law, as amended, including:
- (a) One (1) non-illuminated sign, with an area of sign not exceeding 0.55 square metres (5.92 square feet), advertising the sale, rental or lease of the building, structure or lot on which sign is situated; or
 - (b) Up to one (1) temporary subdivision development sign on the developer's property (not on Township property) at each entrance to a subdivision, which may state the name of the subdivision, show the street pattern and zoning thereof, provide the streets to be used for construction traffic, and advise motorists and pedestrians of any Unassumed Roads, not exceeding twelve (12.00) square metres (129.17 square feet) in area. Such signs shall be removed permanently once the subdivision is complete.
- 15.2. In Settlement areas and rural clusters, one of the following sign provisions shall be permitted, provided a sign permit is issued by the Township:
- (a) One (1) sign, with the area of sign not exceeding one (1) square metre (10.8 square feet), indicating the name and profession of the permitted home occupation use, the name of the resident of the lot, and/or the name of the property; or
 - (b) Up to two (2) signs, each with the area of sign not exceeding 1.10 square metres (11.84 square feet), indicating the name of the Non-Residential use (school, institutional, religious, charitable, and fraternal establishments) of the lot permitted, and which signs are either fascia or freestanding signs.

16. Commercial (HC) and Village (V) Zones

- 16.1. Signs for which permits are not required by this By-law are permitted in Commercial, Village and Industrial Zones, as defined in section 5.1.1. of the Township of South-West Oxford Zoning By-law, as amended, including:
- (a) Up to two (2) signs, each with the area of sign not exceeding 2.80 square metres (30.14 square feet), advertising the sale, rental or lease of the building, structure or lot on which such sign is situated; or
 - (b) Up to one (1) temporary commercial development sign on the development property at the entrance to the development, which may state the name of the development, not exceeding twelve (12.00) square metres (129.17 square feet) in area. Such signs shall be removed permanently once the development is complete.
 - (c) An additional one (1) A-frame sign per store front that shall be restricted to a 76.00 centimetre (29.92 inch) encroachment onto the sidewalk in front of the

building. These signs will only be permitted from April 1 to October 31 and shall be restricted to a height of 1.20 metres (3.94 feet) and must maintain 1.20 metres (3.94 feet) of unrestricted pedestrian travel width (whichever is the most restrictive shall apply).

16.2. In Highway Commercial (HC) and Village (V) Zones, one of the following sign provisions shall be permitted provided a sign permit is issued by the Township:

(a) One (1) fascia sign, with the area of sign not exceeding 10% of the area of the exposed wall (including all windows and openings) to which it is attached or on which it is painted, indicating the use and/or occupancy of the lot;

(b) One (1) freestanding sign, with the area of the sign not exceeding 2.80 square metres (30.14 square feet), indicating the use and/or occupancy of the lot, provided the lot on which the sign is situated has a lot frontage of thirty (30.00) metres (98.42 feet) or more;

Or

One (1) freestanding sign, with the area of sign not exceeding 2.80 square metres (30.14 square feet), indicating the use and/or occupancy of a group of adjoining lots, provided the group of adjoining lots on which such sign is situated has a combined lot frontage of thirty (30.00) metres (98.42 feet) or more.

16.3. In Highway Commercial (HC) and Village (V) Zones, one of the following sign provisions shall be permitted for a shopping centre provided a sign permit is issued by the Township:

(a) One (1) fascia sign, with the area of a sign not exceeding 4.65 square metres (50.00 square feet), indicating the name of the shopping centre;

(b) One (1) fascia sign, for each place of business or use, with the area of sign not exceeding 10% of the area of the exposed wall (including all windows and openings) of such place of business or use to which it is attached or on which it is painted, indicating the use and/or occupancy of the lot;

(c) One (1) sign attached to the awning, for each place of business or use, with the area of sign not exceeding 0.28 square metres (3.01 square feet), indicating the use and/or occupancy of the building to which the awning is appurtenant; or

(d) One (1) freestanding sign, with the area of sign not exceeding 4.65 square metres (50.00 square feet), indicating the name and/or occupants of the shopping centre.

16.4. In Highway Commercial (HC) and Agri-Business (AB) Zones, one of the following sign provisions shall be permitted, provided a sign permit is issued by the Township:

(a) Fascia signs, with the total area of signs not exceeding 10% of the area of any exposed wall (including all windows and openings) to which they are attached or on which they are painted, indicating the use and/or occupancy of the lot; provided that in the case where as exposed wall faces an adjoining residential lot, the total area of signs attached or on such wall shall not exceed 1% of the area of such wall;

(b) One freestanding sign, with the area of sign not exceeding 2.79 square metres

(30.00 square feet), indicating the use and/or occupancy of the lot; or

- (c) Up to two (2) single-faced or doubled-faced signs each with the area of sign not exceeding 0.93 square metres (10.01 square feet), indicating the use and/or occupancy of the lot, provided each such sign shall be mounted on a permanently fixed base.

17. Industrial Zones

- 17.1. Signs for which permits are not required by this By-law are permitted in Industrial Zones, as defined in section 5.1.1. of the Township of South-West Oxford Zoning By-law, as amended, including:

- (a) Up to two (2) signs, each with the area of sign not exceeding 4.65 square metres (50.00 square feet), advertising the sale, rental or lease of the building, structure or lot on which the sign is situated; or
- (b) Up to one (1) temporary development sign on the development property at the entrance to the industrial development, which may state the name of the subdivision, not exceeding twelve (12.00) square metres (129.17 square feet) in area. Such signs shall be removed permanently once the development is complete.

- 17.2. In Industrial Zones, one of the following sign provisions shall be permitted, provided a sign permit is issued by the Township:

- (a) Fascia signs, with the total area of signs not exceeding 10% of the area of any exposed wall (including all windows and openings) to which they are attached or on which they are painted, indicating the use and/or occupancy of the lot; provided that in the case where an exposed wall faces an adjoining residential lot, the total area of signs attached or on such wall shall not exceed 1% of the area of such wall; or
- (b) One freestanding sign, with the area of sign not exceeding 4.65 square metres (50.00 square feet), indicating the use and/or occupancy of the lot, provided the lot on which the sign is situated has a lot frontage of thirty (30.00) metres (98.42 feet) or more; or one freestanding sign, with the area of sign not exceeding 4.65 square metres (50.00 square feet), indicating the use and/or occupancy of a group of adjoining lots, provided the group of adjoining lots on which such sign is situated has a combined lot frontage of thirty (30.00) metres (98.42 feet) or more.

18. Agricultural Zones

- 18.1. Signs for which permits are not required by this By-law are permitted in Agricultural and Development Zones, as defined in section 5.1.1. of the Township of South-West Oxford Zoning By-law, as amended, including:

- (a) Up to two (2) barn signs painted or affixed on the side or roof of a barn in an Agricultural Zone, each not exceeding in area 20% of the area of the exposed side or roof on which the sign is painted or affixed, indicating the name of the occupant, or occupants, of the farm lot (but not including any advertising); and

- (b) Up to two (2) signs each with the area of sign not exceeding 2.80 square metres (30.14 square feet), advertising the sale, rental or lease of the building, structure or lot on which such sign is situated.

18.2. In Agricultural Zones, one of the following sign provisions shall be permitted, provided a sign permit is issued by the Township:

- (a) All signs permitted in Residential Zones provided that the use of which the sign is appurtenant is a use permitted on the lot where the sign is situated;
- (b) Up to two (2) signs, each with the area of sign not exceeding 2.80 square metres (30.14 square feet), indicating the Non-Residential use and/or occupancy of the lot permitted and which signs are either fascia or freestanding signs; or
- (c) One (1) Billboard sign:
 - (i) That does not exceed an area of more than 18.5 square metres (200 square feet) for product, service or facility advertising;
 - (ii) That, notwithstanding the provisions of section 13.1 herein, shall not be erected closer than 61.00 metres (200.13 feet) to the front lot line;
 - (iii) Whereby any lighting used to illuminate a billboard sign shall not spill beyond the sign and cause a nuisance;
 - (iv) That is not electrically animates, has moving or automated message changes; and
 - (v) That is a minimum of 400 metres (1,312 feet) from another billboard sign or a residential use.

19. Institutional Zone

19.1. In Institutional Zones, as defined in section 5.1.1. of the Township of South-West Oxford Zoning By-law, as amended, one of the following sign provisions shall be permitted provided a sign permit is issued by the Township:

- (a) A maximum of one (1) sign for each highway frontage, such sign not to exceed three (3.00) square metres (32.29 square feet) in area, to identify the institutional use of the property;
- (b) One (1) additional sign, used for identification purposes, for each structure or building, provided it does not exceed 0.10 square metres (1.08 square feet) in area; or
- (c) One bulletin board sign, with an area not exceeding 1.11 square metre (12.00 square feet) in area.

20. Open Space (OS) Zones and Recreational (REC) Zones

20.1. In Open Space Zones and Recreational Zones, as defined in section 5.1.1. of the

Township of South-West Oxford Zoning By-law, as amended, one of the following sign provisions shall be permitted, provided a sign permit is issued by the Township:

- (a) A maximum of one sign for each highway frontage, such sign not to exceed three (3.00) square metres (32.29 square feet) in area, to identify the recreational use of the property;
- (b) One (1) ground sign advertising the recreational facilities offered on the premises, whereby:
 - (i) No part of the ground sign shall be less than three (3.00) metres (9.84 feet) from any boundary line of the property on which the sign is located, provided that no part of a ground sign or the sign structure shall be located within six (6.00) metres (19.68 feet) of any lot line in a residential zone; or
 - (ii) No ground sign shall have a sign area more than 1.86 square metres (20.00 square feet).
- (c) One (1) additional wall sign, advertising the recreational facilities offered on the premises.

21. Entry Signs

21.1. The following provisions shall apply to Open Spaces whereby an entry sign to a town, village, hamlet, or likewise is to be erected:

- (a) A maximum of one (1) ground sign may be erected or displayed on the side of the property that fronts a highway provided a sign permit is issued by the Township;
- (b) No part of the ground sign shall be less than three (3.00) metres (9.84 feet) from any boundary line of the property on which the sign is located, provided that no part of a ground sign or the sign structure shall be located within six (6.00) metres (19.68 feet) of any lot line in a residential zone;
- (c) No ground sign shall have a sign area greater than 2.80 square metres (30.00 square feet);
- (d) The location of the sign is subject to Township approval; and
- (e) The design of the sign is subject to Township approval should the town, village, or hamlet receive funding from the Township for said sign.

22. Home Occupation Signs

22.1. The following requirements shall apply to all Home Occupations, as defined by section 6.14 of the Township of South-West Oxford Zoning By-law, as amended:

- (a) A maximum of one (1) home occupation sign shall be permitted and shall be located in or on the property where the home occupation is permitted provided a sign permit is issued by the Township;
- (b) Notwithstanding the provisions in section 15.2.(a) of this By-law, a home occupation sign shall be a maximum of one (1) square metres (10.8 square feet) for all designated Zones; and
- (c) A home occupation sign may not be located closer than 3m (10 ft) to the front lot line.

23. Ground Signs

23.1. 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) All ground signs must include the municipal street address if the sign is located on the street frontage pertaining to the street address and shall display the municipal address number in numerals and letters that are readable for passersby;
- (c) A ground sign shall not be located within 1.50 metres (4.92 feet) of a driveway entrance or exit;
- (d) Ground signs shall be setback from common lot boundaries with adjacent lots a minimum of 1.50 meters (4.92 feet) or the height of the sign, whichever is greater;
- (e) Ground signs erected in non-residential zones shall be setback from the boundaries of any adjacent Residential Zone a minimum of 9.00 metres (29.53 feet); and
- (f) Ground signs may be illuminated internally or externally.

24. Pylon Signs

24.1. Pylon signs can be used as ground signs where ground signs are allowed. The regulations for ground signs will apply in regard to height and size as per the provisions contained within this By-law for the zone designation in which the ground sign is erected.

25. Awnings

25.1. All awnings which overhang the sidewalk will be supported by a framework secured to the building. No awning shall be supported from the sidewalk.

25.2. All awnings will not be less than 2.44 metres (8.00 feet) above the established grade of the sidewalk.

- 25.3. No awning which overhangs any street shall carry any sign or advertising matter other than the name and character of the business to which it relates.
- 25.4. Permanent awnings will be permitted provided that such awning does not project out over the street from the face of the building to the widest part of the awning. All such awnings shall be subject to the conditions set out in 25.1., 25.2., and 25.3. and may require an Encroachment Agreement from the Township or County of Oxford at the discretion of the responsible Authority.
- 25.4.1. All permanent awnings shall be designed by a professional engineer.

PART III – ADMINISTRATION

26. Administration

- 26.1. The Chief Building Official, or his/her designate shall be responsible for the administration and enforcement of this By-law.
- 26.2. The Chief Building Official shall perform the following functions:
- (a) Receive and review all applications in conjunction with any sign governed by this By-law;
 - (b) When the application conforms to the provisions of this By-law and all other By-laws of the Township, the Chief Building Official, will sign the application, drawings and specifications; retain one (1) set for file purposes and issue a sign permit;
 - (c) Carry out such inspections as may be necessary to satisfy that all the works are in accordance with the approved plans; and
 - (d) Issue the required order to comply whenever work is found not to be in conformity with the approved plans.
- 26.3. Council shall appoint such inspectors and other officials, such as the By-law Enforcement Officer/Building Inspector, as it considers necessary to carry out the duties and responsibilities granted to or imposed upon him/her under this By-law.

27. Permit to Issue

- 27.1. The Chief Building Official or designate shall issue a sign permit except where:
- (a) The proposed sign or sign structure will not comply with this By-law or the Ontario Building Code or will contravene any other applicable law; or
 - (b) The sign permit application is incomplete or any fees due are unpaid.

28. Application for Permit

- 28.1. No person shall erect, cause to be erected or structurally alter any sign or awning within the Township of South-West Oxford without first obtaining a building permit from the Chief Building Official.
- 28.2. Prior to the issuance of a permit, an application for a permit shall be submitted to the Chief Building Official (available on the Township's website or at the Municipal Office) to be checked for conformity to this By-law.
- 28.3. The application for the permit shall be accompanied by the following information filed in duplicate with the application:
- (a) The name and address of the owner of the sign;
 - (b) The name and address of the owner of the premises upon which the sign is located or to be located;
 - (c) Complete drawings and specifications of what is to be erected or structurally altered, including where applicable, details of supporting framework;
 - (d) Erection plans indicating the location of the sign or awning on the building relative to vehicle access, doors, windows and other existing signs on the site;
 - (e) Site plans to scale indicating location on site, street lines and other boundaries of the property and the location of the building thereon; and
 - (f) Such further and other information as the Chief Building Official may require in order to ensure that such sign will comply with the requirements of this By-law, the Ontario Building Code and any other applicable laws.
- 28.4. If the sign conforms in all respects with the provisions of this By-law and the Ontario Building Code, the Chief Building Official shall issue a permit. However, no sign shall be permitted on a building or property which does not comply with the Property Standards By-law of the Township of South-West Oxford.
- 28.5. On receipt of a completed application and payment of the appropriate fee, the Chief Building Official shall issue a permit provided the application is in compliance with the regulations contained in this By-law and the Ontario Building Code.

29. Permit Fee

- 29.1. Each application for a sign permit shall be accompanied by a fee payable to the Municipality in the amount established in the Township's Building By-law.
- 29.2. If a permit is denied, the permit fee will not be refunded to the applicant.

30. Inspection

- 30.1. The Chief Building Official and/or By-law Enforcement Officer may enter upon any property at any reasonable time to inspect a sign for the purpose of determining or affecting its compliance with this by-law.
- 30.2. Upon completion of the erection, display, alteration or repair of a sign for which a permit has been issued, the person to whom the permit was issued shall so notify the Chief Building Official and then Chief Building Official or designate shall, within thirty (30) days from the date of such notice, inspect the sign and sign structure to ensure that it has been erected, displayed, altered or repaired in accordance with the approved plans in respect of which the permit was issued, the requirements of this By-law, the Ontario Building Code, and any other applicable laws.

31. Order to Comply

- 31.1. If an Officer determines that a person has improperly displayed or permitted to be displayed a sign in the Township, the Officer may issue an order requiring the Owner, Occupant and/or Contractor of the property from which the improper display relates to, to discontinue the improper display, at the expense of the Owner, Occupant and/or Contractor.

APPROVED

32. Order to Remove Sign and Removal of Sign

- 32.1. The Chief Building Official or By-law Enforcement Officer, or designate may, upon thirty (30) days written notice to the owner of a sign and the person in possession of the premises upon which a sign is located, order the sign removed in the case of a sign for which a permit has been issued has then been revoked, or if the persons to whom a notice was given in accordance with section 31.1. of this By-law has failed or refused to comply with such notice.
- 32.2. Where the order described in section 31.1. is not complied with within the time period stipulated therein, the Township may remove the improperly displayed sign and in doing so, the Township may charge an administration fee of 15% of such expense with a minimum fee of \$110.00 to be owed to the Township by the Owner, Occupant and/or Contractor of property from which the improperly displayed sign relates to. Costs incurred by the Township of South-West Oxford may be recovered by invoice or in like manner as municipal taxes.

33. Revoking Permit

- 33.1. The Chief Building Official or designate may revoke a sign permit and the Chief Building Official or designate shall forthwith deliver to the person to whom the permit was issued the reasons in writing for his or her decision to revoke the permit. A sign permit may be revoked:
- (a) Where it was issued on mistaken or false information;
 - (b) Where, after six (6) months after its issuance, the erection, display, alteration or repair of the sign in respect of which the permit was issued has not, in the opinion of the Chief Building Official, been seriously commenced; or
 - (c) Where a person to whom notice has been given in accordance with section 31.1 of the By-law has failed or refused to comply with such notice.
- 33.2. If a permit is revoked, the permit fee shall not be refunded.

34. Minor Exemptions

- 34.1. Any person may apply to Council for an exemption from this By-law or any of its provisions upon written request to the Clerk and payment of the applicable by-law exemption request fee.

(Amended by By-law No. 75-2024)

35. Indemnification

- 35.1. The applicant for a permit for a sign, the owner and occupant of the lands and premises on which any sign is erected, shall be jointly and severally responsible to indemnify the Township, 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.

36. Penalty

36.1. 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, as amended.

37. Conflict

37.1. In the event of a conflict between a provision of this By-law and any other By-law, or any federal or provincial statute or regulation, the provision that imposes the stricter standards shall take precedence

(Amended by By-law No. 75-2024)

38. Short Title - Repeal – Enactment

38.1. This By-law may also be known as the Township’s ‘Sign By-law’.

38.2. That By-law No. 41-2009 as amended is hereby repealed in its entirety.

38.3. This By-law shall come into force and take effect from and after the date of final passing thereof.

Read a First and Second time this 5th day of April, 2022.

Read a Third time and Finally Passed this 5th day of April, 2022.

**Mayor
David Mayberry**

**Clerk
Julie Forth**

**Township of South-West Oxford
By-law No. 13-2022: Sign By-law
Part 1 – Provincial Offences Act**

Set Fine Schedule:

	Column 1	Column 2	Column 3
Item	Short Form Wording	Provision Creating or Defining Offence	Set Fine
1	Display a sign without a permit	6.1 (a)	\$300.00

NOTE: The general penalty provision for the offences listed above is Part 36 of By-law 13-2022, as amended, a certified copy of which has been filed.

APPROVED