

SECTION 5: GENERAL REGULATIONS

- 5.1 No person shall erect, display, alter, cause or permit to be erected, displayed or altered any sign which does not comply in all respects to the provisions of this by-law. Maintenance and repair of a sign or a change in the message displayed shall not in itself be deemed to constitute an alteration provided such maintenance, repair or change in message continues to comply with this by-law.
- 5.2 The Township and its authorized agents shall not be liable for any loss, costs, damages, charges or expenses that may be incurred by a person with respect to a sign permitted by this by-law.
- 5.3 No person shall permit a sign to be erected in an unsafe condition or with any defect.
- 5.4 No person shall erect or display any sign upon any property without the consent of the owner.
- 5.5 No person shall place any sign on or projecting over Township property, including road allowances, without the consent of the Council of the Township of Woolwich or designate unless explicitly outlined in this by-law.
- 5.6 No person shall attach or paint a sign onto a fence or board, tree, post or pole, or any structure, when visible from the street unless permitted in this by-law.
- 5.7 No person shall permit a sign to:
 - a) Obstruct pedestrian or vehicular traffic.
 - b) Obscure clear visibility of normal approaching pedestrian or vehicular traffic.
 - c) Be erected or displayed so as to be, by nature of the colour or shape or location thereof, confused with any traffic control sign, signal, or device, or obscure the visibility or effectiveness of a traffic control sign, signal or device.
 - d) Use or block all or part of a required parking space or driveway.
 - e) Conflict with any snow storage, buildings, structures, sidewalks, landscape plantings and similar elements within an approved site plan entered into in accordance with Section 41 of the Planning Act.
- 5.8 Lights used to illuminate a sign such as flood lights, spotlights or similar devices shall be arranged to direct light away from adjacent premises and streets and shall not impact on-street traffic.
- 5.9 Electrical signs shall comply with the regulations of the Electrical Safety Authority. Electrical wires accessory to signs are prohibited on parking lots, driveways, and walkways.
- 5.10 All signs and sign structures shall comply with the requirements as set out in the Building Code Act R.S.O. 1992.
- 5.11 No person shall erect or display any sign in such a manner:
 - a) as to contact or interfere with any municipal street lamp, power or telephone wire or their support.

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b) to interfere with the free use of any fire escape, exit, hydrant or reservoir.

5.12 Signs within:

- a) 5.0 metres of any electrical or transmission lines shall require approval of Waterloo North Hydro and/or Hydro One; and,
- b) 3.0 metres of any fire alarm, telephone, or other transmission line shall require the approval of the authority having jurisdiction over the same.

5.13 Signs in the controlled area of the Ministry of Transportation shall require the approval of the Ministry of Transportation of Ontario. Signs within a Region of Waterloo road allowance require the approval of the Region of Waterloo.

5.14 Notwithstanding any provisions of this by-law, the following shall apply to signs located in the Zone C2A - Buffer Commercial – Urban Zone:

- a) No sign shall be erected between the street and the building line.
- b) Illuminated signs shall be permitted only to the rear of the building

5.15 Except where otherwise specifically provided, no person shall display any sign, the copy of which does not clearly relate to an activity presently conducted, or product or services presently available, on the lot where the sign is displayed. Notwithstanding this sub-section the following shall be permitted:

- a) signs displayed for Public Use as per Section 4.6.
- b) Sponsorship Signs located in a sports or recreational facility as per Section 20; and
- c) Non-accessory advertising for not-for-profit, charitable organizations and community groups, where such advertisement is on a temporary (event by event) basis and done using an Automatic Changing Copy Sign or similar sign with changeable copy, but not including a portable sign, and where the sign is and remains accessory to the property and the uses thereon.

5.16 Signs that advertise a business, product, activity or service which are mounted, painted, placed or displayed on any vehicle where the vehicle is not in weekly operation for transportation, or is parked or located in a manner for longer than 2 hours so as to make the sign visible from a street for the purpose of functioning as an identification, information or advertising sign are prohibited.

5.17 Notwithstanding any provisions of this by-law, a use that is deemed to be legal non-conforming or is permitted through a site-specific amendment to the Zoning By-law, shall conform to the applicable regulations of the general zoning category that such use would be permitted. Notwithstanding this sub-section, if the site-specific amendment in the Zoning By-law requires the use to conform to the regulations of the underlying zone, then the sign shall also conform to the applicable sign regulations of such underlying zone.

5.18 Automatic Changing Copy Signs and Revolving or Rotating Signs shall be permitted subject to the applicable regulations of the sign that it pertains to, unless prohibited elsewhere in this by-law.

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Permitted Signs

5.19 Except as otherwise provided herein, the following signs are permitted in all zones:

- a) *Address signs*.
- b) Construction/Development promotional ground signs in compliance with the corresponding regulations for signs in each zone with respect to structure, location, dimensions and sign characteristics in accordance with the regulations for ground signs in Commercial and Industrial Zones noted in Section 10.
- c) *Incidental signs*.
- d) *Directional signs*.
- e) *Real estate signs* having a maximum sign area of 0.84 square metres. Signs exceeding this maximum shall comply with the corresponding regulations for signs in each zone with respect to structure, location, dimensions and sign characteristics. These signs shall not be illuminated.
- f) *Subdivision Signs* in accordance with Section **2.27 (ff)**
- g) Signs painted on the exterior of a commercial or industrial building, or on farm buildings indicating the farmer's name and/or type of farm operation shall conform to the applicable facia sign regulations and shall not require a permit.
- h) *Farm Accessory signs* in accordance with Section 11.
- i) Township issued "traffic calming awareness" *ground signs* are permitted, without a *sign permit*, subject to the following conditions:
 1. Shall only be those signs as issued by the Township of Woolwich,
 2. Shall be mounted on a moveable or wire mounted sign bracket/post,
 3. Be setback a minimum of:
 - i. 1 metre from any interior lot line,
 - ii. 0 metres to any lot line abutting a road,
 - iii. Shall not be erected in any road allowance, or within the daylight triangle,
 4. A maximum of one sign per frontage, per property, and
 5. If any sign does not conform in any respect with the provisions of this by-law, or any other by-law, or is in a defective condition, the Municipal Law Enforcement Officer shall give written notice to the owner thereof to remove or repair the sign.