

**The Corporation of the Municipality of Bluewater**  
**By-Law Number 34 - 2025**

Being a By-law to regulate signs and banners

Whereas Section 11(3), paragraph 7 of the Municipal Act, 2001, S.O.2001, c.25, authorizes municipalities to pass By-laws respecting signs;

Whereas Section 23.2(1)(a) of the Municipal Act, 2001 provides that the Municipality may delegate legislative and quasi-judicial powers to one or more members of its council or a council committee;

Whereas Section 63 of the Municipal Act, 2001 provides that a By-law may prohibit or regulate the placing or standing of an object on or near a highway and may provide for the removal and impounding or restraining and immobilizing of any object placed or standing on or near a highway;

Whereas Section 99 (2) & (3) of the Municipal Act, 2001 all costs and charges incurred by a municipality for the removal, care and storage of an advertising device and disposing of such device, that is erected or displayed in contravention of a By-law of the municipality are a lien on the advertising device that may be enforced by the municipality under the Repair and Storage Liens Act, R.S.O. 1990,c.R.25;

Whereas Section 425 (2) of the Municipal Act, 2001 establishes that any person who contravenes any By-law of the municipality passed under the Act, is guilty of an offence;

Whereas Section 445 of the Municipal Act, 2001 provides that a municipality may make an order requiring a person who has contravened a By-law or who caused or permitted the contravention, or the owner or occupier of property on which the contravention occurred to do work to correct the contravention;

Whereas Section 446 of the Municipal Act, 2001 provides that where a Council has the authority to direct or require by By-law or otherwise that any matter or thing be done, the council may by the same or by another By-law direct that, in default of its being done by the person directed or required to do it, such matter or thing shall be done at the persons expense, and the Municipality may recover the expense incurred in doing it by action or the same be recovered in like manner as municipal taxes;

Whereas it is the desire of the Council of the Municipality of Bluewater to consolidate all previous sign By-laws into one comprehensive sign By-law and deem it necessary to set a fee for making and installing Identification Signs for Core Commercial Businesses;

And Whereas it is the desire of the Council of the Municipality of Bluewater to protect the safety of the public; to protect and promote conservation of designated heritage property as a natural consideration of development and to foster a community recognition of the value and historical significance of each community and its origins;

Now therefore The Council of the Corporation of the Municipality of Bluewater enacts as follows:

## **1. SCOPE AND EFFECT**

- 1.1. This By-law may be referred to as the "Sign By-law".
- 1.2. This By-law regulates the location, size, number, construction, alteration, repair and maintenance of all outdoor signs and signs visible from the exterior of premises, including signs located in windows.
- 1.3. All signs described in 1.2, located on public and private property, are subject to the provisions of this By-law.
- 1.4. Signs may be subject to the provisions of By-laws in addition to this By-law, provincial or federal statutes or regulations, including but not limited to the relevant provisions of the Ontario Building Code, the *Ontario Heritage Act* requiring a heritage permit for the alteration of heritage designated property, or the provisions of the municipal Zoning By-law.
- 1.5. A sign shall be considered a structure for the purpose of this By-law.
- 1.6. Where anything in this By-law is prohibited, it shall not be authorized by way of minor variance.
- 1.7. The Clerk is permitted to make administrative changes from time to time without further public notice or Council approval.
- 1.8. This By-law shall be administered and enforced by a Municipal Officer the Manager of Development Services | Chief Building Official or designate appointed by the Corporation of the Municipality of Bluewater.
- 1.9. No person shall erect or display any sign upon property or building unless it is accessory to a use that is lawfully being operated on such property in accordance with the Municipality of Bluewater Zoning By-law.

1.10. No person shall erect or install a sign permit shall be until a permit is issued under this By-law until the application for a sign permit has been approved by the Chief Building Official as being in conformity with the Ontario Building Code, if applicable, this By-law and other applicable law(s) such as the *Ontario Heritage Act*.

1.11. All persons, companies or corporations owning property for rent or for lease in all zones or acting as agents for persons, companies or corporations owning properties for rent or for lease in all zones shall assume responsibility for informing their tenants as to this By-law.

## 2. DEFINITIONS

For the purpose of this By-law:

2.1.1. "Advertising Device" means any device or object erected, located or displayed so as to attract public attention to any goods, services, facilities or events and includes flags, banners, pennants and lights.

2.1.2. "Banner" means a temporary sign that is made from cloth or a similar lightweight non-rigid material so as to allow movement caused by atmospheric conditions and which is secured or mounted to a building, pole or permanent ground sign. This definition does not include a flag, awning sign, canopy sign, window sign, commemorative sign or inflatable sign.

2.1.3. "Billboard" means any sign other than a real estate sign, measuring more than 3.0 sq. m (32.0 sq. feet.) in area, that directs attention to products, goods and services, activities or facilities not provided on the premises on which the sign is located.

2.1.4. "Alter, Altered or Alteration" means to change in any manner a sign structure or face, or location of a sign but shall not include repainting using the same colors, cleaning or normal maintenance and repair.

2.1.5. "Chief Building Official" means the person appointed by the Municipality of Bluewater Council to such position pursuant to the Building Code Act.

2.1.6. "Dark Sky Compliant" means standards that require that lighting is downcast, illuminates only the intended areas, and does not cause disabling glare that affects driver safety and reduces the visibility of starry night skies.

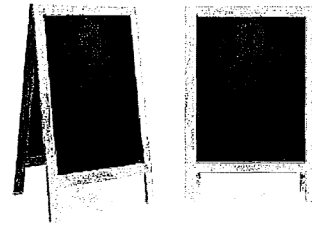
2.1.7. "Designated Property" means real property, and includes all buildings and structures thereon, which is designated by By-law under Part IV or Part V of the *Ontario Heritage Act* as having cultural heritage value or interest, or as part of a

Heritage Conservation District.

- 2.1.8. "Directional Sign" means a sign to give guidance or direction to locations on a site or to caution, advise or restrict movement or activity on a site.
- 2.1.9. "Heritage Conservation District" means a geographically defined area within a municipality that is noted for its distinct and integrated character and identified through a Heritage Conservation District Plan and designated by By-law under Part V of the *Ontario Heritage Act*.
- 2.1.10. "Off-premises" when used to describe a type of sign, means a sign that identifies or directs attention to matters (such as, but not limited to, a business, profession, commodity, service or entertainment) which are conducted, sold, or offered elsewhere than on the property upon which the sign is located.
- 2.1.11. "On-premises" means a sign that identifies or directs attention to matters (such as, but not limited to, a business, profession, commodity, service or entertainment) which are conducted, sold or offered on the property upon which the sign is located.
- 2.1.12. "Parapet" means that portion of the wall of a building that rises above the level of the roof.
- 2.1.13. "Plaque" means a commemorative or identifying inscribed tablet (example shown).
- 2.1.14. "Plaza Complex" means a group of business establishments, which is planned, developed, managed and or operated as a unit with shared on property parking and containing three or more separated spaces for lease and or occupancy.
- 2.1.15. Provincial Offences Officer, By-law Enforcement Officer (BLEO), Municipal Law Enforcement Officer (MLEO) shall mean the person appointed by By-law by the Municipality for the purposes of administering and enforcing the provisions of this By-law.
- 2.1.16. "Public Property" means property owned by a municipal, regional, provincial or federal government, or public entity such as a Crown Corporation, Hydro, Utility or Railway Company and shall include but not be limited to the boulevard, highway, lane, bridge, park, storm water management facility, open space, municipal golf course or cemetery, and all parts thereof.

2.1.17. "Sign" means a name, identification, description, device, display, or illustration which is affixed to, or represented directly or indirectly upon a building, structure, post or property. A sign directs attention to an object, product, place, activity, person, institution, organization or business. For the purposes of this By-law, a sign that is double faced is deemed to be one sign and a sign shall be considered a structure. Without limiting the generality of the above, the definition of a sign includes, but is not limited to, the following types of signs:

2.1.18. "Address Sign" means a fascia or ground sign upon which the maximum of 0.2 square metres contains no commercial message and is intended solely to indicate a municipal street address and/or name of a private residence.



2.1.19. "A-Frame Sign" means any mobile or portable, frame sign with no less than two sides of equal lengths joined together to form an apex (triangle) allowing it to stand freely on the ground (also known as a "Sandwich Board" sign). (example shown).

2.1.20. "Animated Sign" means a sign with a face or sections which move, revolve, or oscillates in whole or in part (changing copy) and includes a flashing or intermittent lighting sign, but does not include a clock, or time, date, temperature or pricing display on which the information is displayed in a pre-arranged sequence, and on which the intensity of illumination is maintained at a constant level and does not flash.

2.1.21. "Awning Sign" means a non-illuminated sign painted on or affixed flat to the surface of an awning, which does not extend vertically or horizontally beyond the limits of such awning and is used solely for the purpose of identification of the business or use and contains no other commercial message.

2.1.22. "Billboard" means any sign other than a real estate sign, measuring more than 3.0 square metres (32.0 square feet) in area, that directs attention to products, goods and services, activities or facilities not provided on the premises on which the sign is located.

2.1.23. "Bench Sign" means any sign that is painted, placed, or attached to a bench.

2.1.24. "Canopy Sign" means a sign attached to or constructed upon a canopy.

- 2.1.25. "Changing Copy (Text)" means the copy or text on a sign face that can be periodically changed or re-arranged.
- 2.1.26. "Changing Copy Area" means the copy area on a sign face permitted for electronic, manual or rotating changing copy (text or graphics).
- 2.1.27. "Construction Contractor Sign" means a sign advertising a construction contractor and may include the name of the project, the name and address of the contractor, architect, engineer, information and personnel related to the project.
- 2.1.28. "Developer's Sign" means a single or double-faced temporary accessory sign used to identify a development or redevelopment project on a property, or establishment of a subdivision.
- 2.1.29. "Double Faced Sign" means a sign having two sign faces, each face being of equal area and identical proportions to the other, and with each face located on the sign structure so as to be exactly opposite the other.
- 2.1.30. "Electronic Read-o-graph Sign" means a sign used to identify a business or service located on a property (first party) or to identify a business or service *not* located on a property (third party) and indicating an electronic message or changing copy area via illuminated, moving and changing light patterns which contain words, number, graphics, pictures, symbols, images or emblems.
- 2.1.31. "Electronic Graphic Sign" means a sign used to identify a business or service located on a property (first party) or to identify a business or service *not* located on a property (third party) and which may be electronically controlled by computer and displays illuminated information, graphics and/or video (changing copy) in a pre-arranged sequence for scrolling display, static copy or video, and on which the intensity of illumination is maintained at a constant level.
- 2.1.32. "Fascia Sign" means a sign attached or erected against any part of a building with the face horizontally parallel to the building wall.
- 2.1.33. "Flashing Sign" means a sign, which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of illumination or an externally mounted light source but shall not include an electronic graphic sign or electronic read-o-graph sign.
- 2.1.34. "Free Standing Sign" means an on-premises or off-premises sign not attached to a building but supported by a standard on or in the ground.

- 2.1.35. "Identification Sign" means a sign displaying only the name of the occupant, commercial business and/or the municipal address.
- 2.1.36. "Graphics" means a logo, symbol, trademark or abbreviation often uniquely designed for easy recognition.
- 2.1.37. "Ground Sign" means a free-standing sign which is affixed to or erected on the ground but shall not mean or include a pylon sign.
- 2.1.38. "Illuminated Sign" means a sign employing artificial lighting which is intended to draw attention to any object or place.
- 2.1.39. "Incidental Sign" means a sign, generally informational, that has a purpose secondary to the use of the property on which it is located, such as a "telephone", "private parking", "entrance", "washroom", "loading dock", "staff only", and other similar directives. No sign with a commercial message legible from a position off the property shall be considered incidental.
- 2.1.40. "Inflatable Sign" means a sign designed to be airborne and tethered to the ground or another structure and shall include balloons.
- 2.1.41. "Mobile Sign" means a temporary sign designed to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support.
- 2.1.42. "Municipal Officer" means a Chief Building Official, Municipal Law Enforcement Officer, By-law Enforcement Officer or Provincial Offences Officer who is appointed by by-law.
- 2.1.43. "Pricing information" means current pricing for the petroleum product(s) being sold from the pump(s).
- 2.1.44. "Portable Sign" means a sign not permanently attached to the ground or to a building and which is specifically designed or intended to be readily moved from one location to another.
- 2.1.45. "Projecting Sign" means a sign attached to the wall or roof of a building or other structure, or extending outward from the wall or structure, or overhanging a feature;

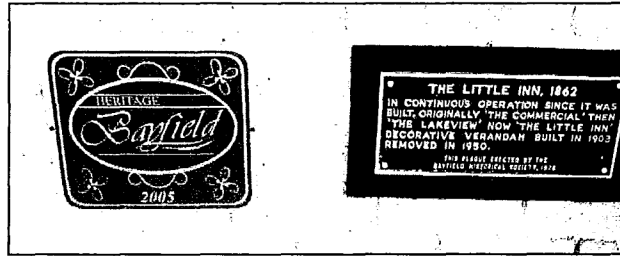
- 2.1.46. "Progressive Sign" means any two or more signs used in a series to convey a cohesive message.
- 2.1.47. "Pylon (Pole) Sign" means a free-standing sign that is in excess of eight feet (8 feet) in height with sign faces at least 2.4m (7 feet 8 inches) above grade; typically detached from a building and affixed to or erected in the ground; and supported by one or more structural elements which are architecturally similar to the design of the sign.
- 2.1.48. "Real Estate Sign" means a sign advertising an open house or the sale, rental or leasing of a premises and property.
- 2.1.49. "Roof Sign" means a sign erected upon, or displayed from, against or directly above a roof of a building.
- 2.1.50. "Rotating Sign" means a sign or portion of a sign which is moved mechanically in a revolving or similar manner but shall not include animated signs or wind-driven signs.
- 2.1.51. "Sandwich Board Sign" means any mobile or portable, frame sign with no less than two sides of equal lengths joined together to form an apex (triangle) allowing it to stand freely on the ground (also known as an "A-frame" sign).
- 2.1.52. "Temporary Sign" means a sign not intended or designed for permanent installation, and which is displayed for a short period of time. Temporary also means signs which are portable, mobile, A-frame and sandwich boards.
- 2.1.53. "Traffic Sign" means a sign, marking, or device lawfully placed for the purpose of regulating or prohibiting traffic.
- 2.1.54. "Sign Area" means the total surface area of one sign face (length x width) including letters, figures, symbols, designs and pictures as well as colored or illuminated background and non-structural trim forming an integral part of an individual message or intended to be read together but excluding the supporting structure. Only one side of a double-faced sign is calculated provided the distance between the two faces is less than two feet apart. Where the sign faces are greater than two feet apart, all sides are calculated.
- 2.1.55. "Sign Clearance" means the vertical distance from finished grade directly below the sign to the bottom of the lowest attached component of the sign, exclusive of any supporting structure.

- 2.1.56. "Sign Face" means that portion of the sign, excluding the supporting structure, where a message can be placed.
- 2.1.57. "Sign Height" means the vertical distance from finished grade directly below the sign to the top of the highest attached component of the sign, inclusive of any supporting structure.
- 2.1.58. "Sight Triangle" means a triangular space on a corner property formed by the street lines and a line drawn from a point on one street line to a point on the other street line, each such point being 7.5 m measured along the street line from the point of intersection of the street lines. 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 from the straight portion of the street lines.
- 2.1.59. "Street Line" means the boundary line between a street and a property.
- 2.1.60. "Typeface" means the overall *design* of lettering and its variations. Typeface designates a consistent visual appearance or style and its related set of fonts. Typeface must be legible (a measure of how easy it is to distinguish one letter from another). For example, the typeface "Arial" may be varied by such fonts as roman, bold, italic, condensed, etc. For the purposes of this By-law, typeface will be used to describe the design of text and characters on a sign face.
- 2.1.61. "Property" means a parcel or adjacent parcels of land used or occupied, or to be used or occupied, for a use permitted by the Municipality of Bluewater Zoning By-law. For the purposes of this By-law, property shall also mean any public highway, boulevard, road allowance, easement or right of way.
- 2.1.62. "Zone" means an area designated in the Municipality of Bluewater Zoning By-law within which, in accordance with the provisions of the Zoning By-law, certain uses of property are permitted, and all other uses are prohibited, and subject to regulations limiting size, height, density and location of buildings and other structures.

### **3. NON-CONFORMING SIGNS**

- 3.1. This By-law shall not be applied so as to require a sign that is lawfully erected or displayed on or before the day the By-law comes into force, but that does not comply with the by-law, to be made to comply with the By-law; or to be removed by the owner or the owner of the property on which it is situate, so

long as the sign is not in any way substantially altered, maintained or repaired so as to constitute a change in message.



#### 4. EXEMPTIONS

4.1. This By-law exempts certain signs from the requirement for a permit, as follows:

4.2. A commemorative sign, heritage plaque (example shown), cornerstone or stone or brick walkway of a non-advertising nature placed by agencies of the Municipality, County, Province of Ontario or Government of Canada; and community organizations including the Junior Farmers' Association of Ontario "Century Farm" designation signs;

4.3. A yard sale or garage sale sign erected temporarily for the sale of personal used goods;

4.4. An incidental sign, generally informational, that has a purpose secondary to the use of the property such as the following:

4.4.1. prohibiting entry onto property,

4.4.2. directional or recognition signs without commercial content,

4.4.3. real estate signs,

4.4.4. instructional or directive signs e.g. drinking water, contact information, private parking, washroom, loading dock.

4.5. An information sign for one discreet business, having an area of less than 0.28 square metres (3.06 square feet), attached flat to the wall of a residential and non-residential building, except those within the general outline of the Bayfield Heritage Conservation District, or a common standard displaying only the name of the building, family name and/or the municipal address;

4.6. A sign, poster, board or digital screen (but not an A-frame or Sandwich Board) displayed inside of or attached to a building, which sets out the menu (a list of food and beverages offered) for a restaurant or drive-through restaurant;

4.7. one (1) A-frame or sandwich board per business within the C3, C4 or C1 on private property and in conformance with table 7.7 and 7.11;

- 4.8. Election proclamations or notices under any Election Act or any voters list under a statute in that behalf;
- 4.9. Signs or notices installed by or on behalf of the Municipality, County, Province of Ontario, or Government of Canada to relay information to the public for any purpose.
- 4.10. Temporary signs erected to advertise a project on a construction site or the future use of the lot on which it is erected.

## **5. PROHIBITED SIGNS**

- 5.1. No person shall erect or display any Animated Signs and Banners in any zone, road allowance or property.
- 5.2. In addition to the provisions of 5.1, no person shall erect or display any pylon sign in the Bayfield Settlement Area.
- 5.3. In addition to the provisions of 5.1, no person shall erect or display any Billboards and Off-Premises Signs in any zone, road allowance or property except as permitted in the AG1 Zone.
- 5.4. In addition to the provisions of 5.1 and 5.2, no person shall erect or display any Illuminated Signs, A-frames and Sandwich Boards in any Residential Zone.

## **6. SIGN PERMIT APPLICATION**

- 6.1. An application for a sign permit shall contain the following:
  - 6.1.1. a complete application form;
  - 6.1.2. application fee(s) as set out in the Fees and Charges By-law;
  - 6.1.3. a property plan showing the property boundaries, existing structures and above ground utilities, location of the sign in relation to structures, adjacent street name;
  - 6.1.4. a building elevation plan showing existing features such as windows, doors, porches, etc, as well as proposed sign location, sign area dimensions (length, width, height);
  - 6.1.5. a professional sign drawing showing the proposed wording, design, dimensions and colors, including typeface and paint color number and chip;

6.1.6. a set of complete and legible drawings and specifications covering the construction of the sign and its supporting framework shall be prepared by an architect or professional engineer if required by the Chief Building Official for the following signs:

- a projecting sign which weighs more than 115 kilograms (253 pounds);
- a ground sign that exceeds 7.5 m (24.7 inches) in height above adjacent finished ground;
- a projecting sign which is attached or fastened in any manner to a parapet wall, or;
- a roof sign any one face of which exceeds 10 square metres (107.64 square feet).

6.2. proof of compliance with any other applicable laws affecting the property which were established by the municipality, county, province (eg. *Ontario Heritage Act*).

## 7. GENERAL PROVISIONS

7.1. No person shall erect or display any sign wholly or partly upon private or public property without a permit, unless where excepted, in compliance with the provisions of this By-law.

7.2. No person shall relocate any sign to another property within the Municipality unless a permit has been obtained in compliance with the provisions of this By-law.

7.3. Upon request or demand being made by a Municipal Law Enforcement Officer, every person shall produce a Sign Permit.

7.4. No person shall permit any sign to be located so as to:

- 7.4.1. Obscure clear visibility within the site visibility or site triangle requirements of the current Zoning By-law;
- 7.4.2. Obstruct pedestrian mobility or vehicular movement and parking;
- 7.4.3. Cast a glare onto roads, neighboring properties or businesses to impede visibility or be in non-conformity with dark sky compliance; or,
- 7.4.4. Be erected or displayed so as to be, by nature of the color or shape or location thereof, confused with any traffic control sign, signal, or device, or obscure the visibility or effectiveness of any traffic control sign, signal or device.
- 7.4.5. Be erected or displayed so as to encroach on municipal property.

7.5. All temporary on-premises signs for real estate, construction contractor or developer shall be located on a building or on a common standard in the front yard at a minimum distance of 3.0 metres (approximately 10 feet) from the property line; except on a corner property in which case s.7.4(a) applies.

7.6. No person shall erect or display a projecting or sign overhanging a street, road allowance, walkway, laneway or property line, except as provided in the section of this By-law which applies to the property zone, and, as follows:

7.6.1. Minimum clearance height of 2.4 metres (approximately 8 feet) above the walkway;

7.6.2. Minimum clearance height of 5.2 metres (approximately 17 feet) above the travelled portion of a roadway or lane;

7.6.3. Maximum projection of 2.5 metres (approximately 8 feet) from a building;

7.6.4. Minimum clearance of 1.5 metres (approximately 5 feet) from any electric or hydro wire or cable, street lamp, utility pole or standard.

7.7. Temporary portable signs shall have an area not exceeding those listed below:

<b>Sign Type</b>	<b>Maximum Sign Area</b>
a) Real estate	1.0 square metres (approx. 10.8 square feet)
b) Construction contractor	1.0 square metres (approx. 10.8 square feet)
c) Developer	3.0 square metres (approx. 32 square feet)
d) A-frame and Sandwich Board	91.44 centimetres x 60.96 centimetres (36 inches x 24 inches)

7.8. No temporary portable sign is permitted to be animated or illuminated.

7.9. Where this By-law permits a sign to display electronic changing copy, the sign owner shall ensure the following requirements are met:

a) Minimum distance from a residential zone shall be 30 metres (approximately 100 feet);

b) No blinking, intermittent or flashing light or the illusion of such effects;

- c) All electronic changing copy shall come equipped with functioning automatic dimming technology which will automatically adjust the sign's brightness in direct correlation with ambient light conditions;
  - d) All electronic changing copy shall not increase the light levels within 10 metres of all points of the sign face by more than 3 lux above the ambient lighting level;
  - e) All electronic changing copy or any light emitted from any electronic changing copy shall not exceed 5,000 nits during the period between sunrise and sunset;
  - f) All electronic changing copy or any light emitted from any electronic changing copy shall not exceed 300 nits during the period between sunset and sunrise;
  - g) A sign displaying electronic changing copy shall be designed so as to cease operating in the case of a malfunction;
  - h) For all first-party signs, the rotating or electronic changing copy duration shall not be less than ten (10) seconds before instantaneously transitioning to the next static copy; and,
  - i) For all third-party signs, the rotating or electronic changing copy duration shall not be less than ten (10) seconds before instantaneously transitioning to the next static copy.
- 7.10. Where this By-law permits a sign to display electronic changing copy, and where the sign is oriented in such a manner that illumination is likely to adversely affect enjoyment of residential property, the sign owner shall ensure the sign is not illuminated between the hours of 9:00 p.m. and 7:00 a.m. and in accordance with Section 7.9.

7.11. No person shall erect or display temporary portable signs for a period longer than specified below:

Item	Sign Type	Permitted Display Period	Mandatory Removal Time
a)	Real estate	The period during which a property is offered for sale and on the day of an open house.	30 days following the day the sign is labeled "sold" or upon closing date of the sale, whichever comes first. Immediately following the termination of the open house.
b)	Construction contractor	The period during which a project is being constructed.	Completion of the development or redevelopment project, property sale or building occupancy.
c)	Developer	The period during which a development or redevelopment is occurring, sold or occupied.	Completion of the development or redevelopment project, property sale or building occupancy.
d)	A-Frame and Sandwich Board	The period during normal business hours.	At the closing of business hours.

## 8. RESIDENTIAL ZONE

8.1. In addition to the provisions of this By-law, and where zoning permits such accessory uses, no person shall erect or display more than one (1) free-standing ground sign or sign mounted on the building per dwelling unit in these zones, and:

8.1.1. shall not exceed 0.4 square metres (approximately 4.3 square feet) in area; and,

8.1.2. shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line; except on a corner property in which case s.7.4(a) applies.

## 9. CORE COMMERCIAL (C4) ZONE

9.1. In addition to the provisions of this By-law, in the Ward of Bayfield, where properties are designated by By-law as a Heritage Conservation District, signs shall conform with the Bayfield Heritage Conservation District Plan.

Signs installed on buildings, structures or posts including signposts designated by the Municipality ought to be thoughtfully considered to be complementary in material, color and design or harmonious with the historical attributes of the property and Heritage Conservation District (HCD). The word "harmonious" is to be interpreted as meaning being selected from or closely related to the palette of colors accepted as appropriate for the Heritage Conservation District.

9.2. No person shall erect a neon sign, except for a non-flashing "open" sign not exceeding 0.2 square metres (approximately 2 square feet) in area.

9.3. No person shall erect or display more than two (2) signs on a property with the exception of a plaza complex, except as follows:

9.3.1. one sign shall be a free-standing, façade, or roof sign;

9.3.2. the other sign shall be a different type that is permitted under this by-law;

9.3.3. where a building contains more than one discreet business, the building may display one (1) sign per business and one (1) sign which lists all the businesses in the building;

9.3.4. a menu for a restaurant or drive-through restaurant is permitted without limitation;

- 9.3.5. the content of business signs is limited to: 1) the name of the business including a logo, 2) the nature of the business, 3) the name of the owner, 4) the contact information;
- 9.3.6. shall not protrude above the roof line of the portion of the building to which it is attached or be so located upon any building so as to obstruct any door or fire escape;
- 9.3.7. notwithstanding Section 7, signs shall be located on private property, where possible, at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line; except on a corner property in which case s.7.4(a) applies;
- 9.3.8. no temporary portable sign shall be placed for longer than the length of time allowed in Section 7.11;
- 9.3.9. hanging façade signs shall maintain a distance of 8 feet (2.43 metres) from the nearest floor area below and shall not exceed 0.4 sq m (4.3 square feet) in area.
- 9.3.10. façade signs shall not exceed 10% of the façade area; or 5.0 square metres (approximately 54 square feet) in area, whichever is smaller;
- 9.3.11. free standing and projecting signs shall not exceed 1.0 square metres (approximately 10.8 square feet) in area;
- 9.3.12. the lettering of signs applied directly to the interior or exterior of windows shall not exceed 30 centimetres (approximately 12 inches) in height;
- 9.3.13. projecting signs, including but is not limited to a double-sided sign or an awning or canopy sign, and whose message surface is not parallel to that wall, shall not project or extend more than 30 centimetres (12 inches) from the wall and shall meet the clearance requirements in Section 8.6;
- 9.3.14. illuminated signs shall meet the provisions of Section 10.

9.4. For the purposes of this by-law, that despite the property zone shown on Zone Map 1A of the Municipality of Bluewater Zoning By-law 43-2015, the following properties are considered to be the same as the C3 Highway Commercial Zone: PLAN 147 LOT 255 LOT 256, 2 MAIN ST S; PLAN 147 LOT 251 LOT 252, 9 MAIN ST S; PLAN 147 LOT 260 LOT 261, PT LOT 263 AS RP 22R2103; PARTS 1, 4 AND 5, SUBJT TO ROW, 4 THE SQUARE; PLAN 147 LOT 259, 5 THE SQUARE.

## 10. HIGHWAY COMMERCIAL (C3) ZONE

- 10.1. In addition to the provisions of this By-law, no person shall erect or display more than three (3) signs in this zone except as follows:
  - 10.1.1. one sign may be free-standing ground, façade, or roof sign;
  - 10.1.2. the other signs shall be a different type that is permitted under this by-law;
  - 10.1.3. where a building contains more than one discreet business, in which case the building may display one (1) sign per business and one (1) sign which lists all the businesses in the building;
  - 10.1.4. a menu for a restaurant or drive-through restaurant is permitted without limitation;
  - 10.1.5. the content of business signs is limited to: 1) the name of the business including a logo, 2) the nature of the business, 3) the name of the owner, 4) the contact information;
  - 10.1.6. shall not protrude above the roof line of the portion of the building to which it is attached or be so located upon any building so as to obstruct any door or fire escape;
  - 10.1.7. shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line where possible; except on a corner property in which case s.7.4(a) applies;
  - 10.1.8. façade signs shall not exceed 20% of the façade area or 10.0 square metres (approximately 108 square feet), whichever is smaller;
  - 10.1.9. free standing and projecting signs shall not exceed 3.0 square metres (approximately 32 square feet) in area;
  - 10.1.10. the lettering of signs applied directly to the interior or exterior of windows shall not exceed 30 centimetres (approximately 12 inches) in height;
  - 10.1.11. projecting signs shall not project or extend more than 30 centimetres (12 inches) from the wall and includes but is not limited to a double-sided sign or an awning or canopy sign, and whose message surface is not parallel to that wall;
  - 10.1.12. neon signs shall not exceed 0.2 square metres (approximately 2 square feet) in area;

10.1.13. no temporary portable sign shall be placed for longer than the length of time allowed in Section 7.11;

10.1.14. illuminated signs shall meet the provisions of Section 8.10;

10.1.15. subject to Ministry of Transportation (MTO) approval where required.

## **11. COMMUNITY FACILITY (CF) ZONE, GENERAL AGRICULTURE (AG1) ZONE, AGRICULTURAL SMALL HOLDING (AG4) ZONE**

11.1. In addition to the provisions of this By-law, no person shall erect or display more than one (1) sign in these zones except as follows:

11.1.1. the content of the business sign is limited to: 1) the name of the business including a logo, 2) the nature of the business, 3) the name of the owner, 4) the contact information;

11.1.2. shall not protrude above the roof line of the portion of the building to which it is attached or be so located upon any building so as to obstruct any door or fire escape;

11.1.3. façade signs shall not exceed 20% of the façade area or 10.0 square metres (approximately 108 square feet), whichever is smaller;

11.1.4. free standing signs shall not exceed approximately 3.0 square metres (approximately 32 square feet) in area;

11.1.5. projecting signs shall not project or extend more than 30 centimetres (12 in) from the wall and includes but is not limited to a double-sided sign or an awning or canopy sign, and whose message surface is not parallel to that wall;

11.1.6. shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line where possible; except on a corner property in which case s.7.4(a) applies; and

11.1.7. subject to Ministry of Transportation (MTO) approval where required.

11.2. In addition to 11.1, one (1) Billboard sign is permitted in the General Agriculture (AG1) Zone.

11.2.1. The maximum area of a Billboard Sign shall not exceed 18.5 square metres (200 square feet).

- 11.2.2. A Billboard Sign shall not be located within 300 metres (984.0 square feet) distance from another Billboard Sign.
- 11.2.3. A Billboard Sign shall not be located within 150 metres (approx. 500 feet) distance from a residential zone including the AG4 Zone, and from a dwelling on the same property.
- 11.2.4. A Billboard Sign shall not be closer to the street line than a minimum of 17 metres (approx. 56 feet) in accordance with the Zoning By-law.
- 11.2.5. Any Billboard lighting must be dark sky compliant.

## **12. LIGHT AND GENERAL INDUSTRIAL (M1 and M2) ZONES, AGRICULTURAL-COMMERCIAL-INDUSTRIAL (AG3) ZONE**

- 12.1. In addition to the provisions of this By-law, no person shall erect or display more than two (2) signs in these zones except as follows:
  - 12.1.1. where a building contains more than one discreet business, in which case the building may display one (1) sign per business and one sign which lists all the businesses in the building;
  - 12.1.2. the content of business signs is limited to: 1) the name of the business including a logo, 2) the nature of the business, 3) the name of the owner, 4) the contact information;
  - 12.1.3. shall not protrude above the roof line of the portion of the building to which it is attached or be so located upon any building so as to obstruct any door or fire escape;
  - 12.1.4. façade signs shall not exceed 20% of the façade area or 10.0 square metres (approximately 108 square feet), whichever is smaller;
  - 12.1.5. free standing signs shall not exceed 5.0 square metres (approximately 54 square feet) in area;
  - 12.1.6. projecting signs shall not project or extend more than 30 centimetres (12 inches) from the wall and includes but is not limited to a double-sided sign or an awning or canopy sign, and whose message surface is not parallel to that wall;
  - 12.1.7. illuminated signs shall meet the provisions of Section 7 and are dark sky compliant;

12.1.8. shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line where possible; except on a corner property in which case s.7.4(a) applies;

12.1.9. subject to Ministry of Transportation (MTO) approval where required.

12.2. Notwithstanding Section 12.1, one (1) off premises sign is permitted and shall be subject to the provisions in Section 12.1.

### **13. HARBOUR COMMERCIAL (C1) ZONE**

13.1. In addition to the provisions of this By-law, no person shall erect or display more than two (2) signs in this zone except as follows:

13.1.1. where a building contains more than one discreet business, in which case the building may display one (1) sign per business and one sign which lists all the businesses in the building;

13.1.2. the content of business signs is limited to: 1) the name of the business including a logo, 2) the nature of the business, 3) the name of the owner, 4) the contact information;

13.1.3. shall not protrude above the roof line of the portion of the building to which it is attached or be so located upon any building so as to obstruct any door or fire escape;

13.1.4. façade signs shall not exceed 20% of the façade area or 10.0 square metres (approximately 108 square feet), whichever is smaller;

13.1.5. free standing signs shall not exceed 5.0 square metres (approximately 54 square feet) in area;

13.1.6. projecting signs shall not project or extend more than 30 centimetres (12 inches) from the wall and includes but is not limited to a double-sided sign or an awning or canopy sign, and whose message surface is not parallel to that wall;

13.1.7. shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line where possible; except on a corner property in which case s.7.4(a) applies;

13.1.8. no temporary portable sign shall be placed for longer than the length of time allowed in Section 7.11.

## **14. NATURAL ENVIRONMENT ZONE, OPEN SPACE ZONE**

14.1. The following signs are permitted in these zones:

- 14.1.1. signs prohibiting entry onto property;
- 14.1.2. directional or recognition signs without commercial content;
- 14.1.3. instructional signs, e.g. drinking water;
- 14.1.4. signs identifying a geographical feature;
- 14.1.5. signs identifying a facility, e.g. public washroom, but not including buildings permitted in a Community Facility Zone;
- 14.1.6. signs identifying a potential hazard.

14.2. All signs shall not exceed 2.0 square metres (approximately 22 square feet) in area.

14.3. Shall be located at a minimum distance of 3.0 metres (approximately 10 feet) from the front or side property line where possible; except on a corner property in which case s.7.4(a) applies.

## 15. SEVERABILITY

- 15.1. If any provision or part of a provision of this By-law is for any reason held to be invalid, it does not affect the validity, effectiveness or enforceability of the other provisions or parts of provisions, as contained in this By-law.

## 16. OFFENCES AND PENALTIES

- 16.1. The owner, lessee or agent of the property upon which a sign is located shall maintain, or cause such sign to be maintained, in a proper state of repair so that such sign does not become unsafe, defective or dangerous and so that such sign shall be completely operative at all times.
- 16.2. Notwithstanding Section 18.1, where any sign is in a dangerous or defective condition or location, the Officer shall notify in writing the owner, lessee or agent of the property upon which such sign is located, forthwith to remove such sign or place the same in a proper state of repair.
- 16.3. Where a notice has been issued pursuant to Section 18.2, the owner, lessee or agent of the property shall within 24 hours of receiving written notice, proceed to repair or remove such sign, and no person shall fail to repair or remove such sign or the Chief Building Official or By-law Enforcement Officer may lay a charge under the *Provincial Offences Act*, in accordance with Schedule "A" attached hereto.
- 16.4. Where this By-law conflicts with the Ontario Building Code, the Ontario Building Code shall take precedence.
- 16.5. Any person who, has caused a sign to be erected, displayed or altered without first having obtained a permit to do so; or having obtained a permit, has caused to be erected, displayed or altered contrary to the approved plans in respect of which the permit was issued, shall make such sign comply with the provisions of this By-law.
- 16.6. The provisions of this By-law do not relieve or limit the responsibility or liability of any person erecting or owning any sign or display for personal injury or property damage resulting from the placing of such sign, or resulting from negligence or willful acts of such person, his agents or employees, in the construction, erection, maintenance, repair, removal or relocation of any sign erected in accordance with a permit issued hereunder.
- 16.7. 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.

**17. SCHEDULES**

17.1. Schedule "A" (Set Fines) is attached hereto and forms part of this By-law.

**18. EFFECTIVE DATE**

18.1. This by-law shall come into force and effect on April 7, 2025.

18.2. The following by-laws are hereby repealed on the day this by-law comes into force and effect:

Village of Zurich By-law 14-1991

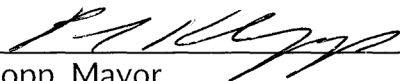
Village of Bayfield By-law 489-1990, 676-1995, 733-1996, 741-1996

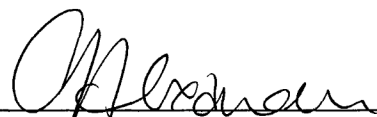
Township of Hay By-law 22-1998

Municipality of Bluewater By-laws 42-2018 and 62-2021

By-law read a first and second time this 7<sup>th</sup> day of April, 2025.

By-law read a third time and finally passed this 7<sup>th</sup> day of April, 2025.

  
\_\_\_\_\_  
Paul Klopp, Mayor

  
\_\_\_\_\_  
Chandra Alexander, Clerk

The Corporation of the Municipality of Bluewater  
 Schedule 'A' to By-Law Number 34 – 2025: Sign By-law

PART 1 – Provincial Offences Act

Set Fine Schedule

<b>ITEM</b>	<b>COLUMN 1</b> Short Form Wording	<b>COLUMN 2</b> Provision creating or Defining Offence	<b>COLUMN 3</b> Set fines
1.	Cause a prohibited animated sign or banner to be erected or displayed.	Section 5.1	\$250.00
2.	Cause a pylon sign to be erected or displayed in the Bayfield Settlement Area.	Section 5.2	\$250.00
3.	Cause a prohibited billboard or off-premises sign to be erected or displayed.	Section 5.3	\$250.00
4.	Cause a prohibited illuminated sign, A-frame or sandwich board to be erected or displayed.	Section 5.4	\$250.00
5.	Cause a sign to be erected or displayed without a Sign Permit.	Section 7.1	\$250.00
6.	Cause a sign to be relocated without a Sign Permit.	Section 7.2	\$250.00
7.	Fail to produce a Sign Permit.	Section 7.3	\$250.00
8.	Cause a sign to obstruct clear visibility of normal approaching pedestrian or vehicular traffic.	Section 7.4.1	\$500.00
9.	Cause a sign to obstruct mobility or movement of pedestrians or vehicles.	Section 7.4.2	\$250.00

10.	Fail to prevent a sign from casting glare onto roads or properties.	Section 7.4.3	\$250.00
11.	Cause a sign to encroach on municipal property.	Section 7.4.5	\$250.00
12.	Cause a sign to be erected on or over road allowance or property at less than the required clearance height of 2.4 metres.	Section 7.6.1	\$500.00
13.	Cause a sign to be erected on or over road allowance or property at less than the required clearance height of 5.2 metres.	Section 7.6.2	\$500.00
14.	Cause a sign to project more than 2.5 metres from a building.	Section 7.6.3	\$500.00
15.	Fail to maintain a minimum clearance of 1.5 metres from any electric or hydro wire or cable, street lamp, or utility pole.	Section 7.6.4	\$500.00
16.	Fail to prevent illumination of an electronic changing copy sign between the hours of 9:00 p.m. and 7:00 a.m. near a Residential Zone.	Section 7.10	\$500.00
17.	Fail to remove an A-frame or sandwich board at the closing of business hours.	Section 7.11(d)	\$250.00
18.	Cause more than one (1) permitted sign per residential unit to be erected or displayed on property zoned Residential.	Section 8.1	\$250.00
19.	Cause the display of a neon sign other than an "open" sign.	Section 9.2	\$250.00
20.	Cause more than two (2) permitted signs to be erected or displayed on property.	Section 9.3.3	\$250.00

21.	Cause more than three (3) permitted signs to be erected or displayed on property.	Section 10.1.3	\$250.00
22	Cause more than one (1) permitted sign to be erected or displayed on property.	Section 11.1	\$250.00
23	Cause more than two (2) permitted signs to be erected or displayed on property.	Section 12.1.1	\$250.00
24	Cause more than two (2) permitted signs to be erected or displayed on property.	Section 13.1.1	\$250.00
25	Fail to remove a sign in dangerous or defective condition.	Section 16.3	\$1000.00

NOTE: The general penalty provision for the offences listed above is Section 16 of By-law 34-2025, a certified copy of which has been filed.