

THE CORPORATION OF THE TOWN OF BLIND RIVER
BY-LAW NO. 18-33

Being a By-law to prohibit and regulate signs and other advertising devices
within the Town of Blind River.

WHEREAS Sections 8, 9 and 10 of the *Municipal Act*, 2001 authorize the Town of Blind River to pass by-laws necessary or desirable for municipal purpose, and in particular Paragraph 10 of Subsection 10(2) authorizes by-laws respecting signs;

AND WHEREAS subsection 8(3) of the *Municipal Act*, 2001 provides that a by-law under section 10 of that Act respecting a matter may regulate or prohibit, may require a person to do things, and may provide for a system of permits;

AND WHEREAS subsection 63(1) of the *Municipal Act*, 2001 authorizes the Town of Blind River, if it passes a by-law for prohibiting or regulating the placing of an object on a highway, to provide for the removal of any object placed on a highway in contravention of that by-law;

AND WHEREAS Section 425 of the *Municipal Act*, 2001 authorizes the Town of Blind River to pass by-laws providing that a person who contravenes a By-law of the Town of Blind River passed under that Act is guilty of an offence;

AND WHEREAS the *Municipal Act*, 2001 further authorizes the Town of Blind River, amongst other things, to delegate its authority, to impose fees or charges on persons for services or activities provided or done by or on behalf of it, to provide for inspections and inspection orders, and to make orders to discontinue activity or to do work;

THEREFORE the Council of the Corporation of the Town of Blind River hereby enacts as follows:

1. DEFINITIONS:

- 1.01 **ABANDONED SIGN:** means a sign which is located on a premises which becomes vacant and unoccupied for a period of 30 days or more, or any sign that pertains to a business, occupancy that no longer exists at the premises, or that pertains to a time, event, or purpose that no longer applies.
- 1.02 **ADVERTISING DEVICE:** means any device or object erected, located upon, or affixed to any property for advertising purposes to attract public attention to any goods, services, businesses, facilities or events and includes, but is not limited to flags, banners, pennants and lights;
- 1.03 **ALTER:** means any alteration to the supports or structure of a sign, but does not include any alteration to the message advertisement or emblem thereon,

provided that such alteration does not comprise an alteration to the structure or support of said sign;

- 1.04 BUILDING STREET FRONTAGE: means the linear measurement of the building face that runs parallel to a public street;
- 1.05 BY-LAW OFFICER: means the By-law Enforcement Officer appointed by By-law by the Corporation of the Town of Blind River for the purposes of the enforcement of this By-law;
- 1.06 CHIEF BUILDING OFFICIAL: means the Chief Building Official appointed by By-law by the Corporation of the Town of Blind River;
- 1.07 CLERK ADMINISTRATOR: means the municipal Clerk Administrator of the Corporation of the Town of Blind River.
- 1.08 COUNCIL: means the Council of the Corporation of the Town of Blind River;
- 1.09 DAYLIGHT CORNER: means a corner lot located at the intersection of two streets where no visual obstruction will be permitted such that it will obstruct the vision of any motorist;
- 1.10 ERECT: means the alteration, placing or relocation of any sign or any portion thereof, and the posting of notices, and includes allowing a sign to remain on a property;
- 1.11 GRADE: means the nearest point of a floor, stair, pavement or ground beneath the sign structure;
- 1.12 HOME BASED BUSINESS: means a privately operated legal occupation, enterprise or business which is carried out as an accessory use to a dwelling unit for pursuits conducted by the occupant thereof and any employees and is compatible with a domestic household;
- 1.13 PERMIT: means permission or authorization in writing by the Chief Building Official to construct, erect, place, alter, or reface any sign or advertising device;
- 1.14 PROPERTY: means a parcel of land or lot having specific boundaries which is capable of legal transfer and includes all buildings and structures thereon;
- 1.15 SIGHT TRIANGLE: means a triangular space, free of buildings, structures and obstructions, including vegetation, formed by the street lines abutting a corner *lot* and a third line drawn from a point on a street line to another point on a street

line, each such point being the required sight distance from the point of intersection of the street lines

- 1.16 SIGN: means any sign or advertising device, bulletin board, billboard, writing, pictorial representation, emblem, or any surface or space which attracts the attention of, or conveys a message to, any person by means of letters, numbers, figures, symbols, devices or representations, whether illuminated or not and is visible from outside a building and secured to the side, front or rear walls of any building, structure or support, free standing on any property, secured in the ground of any property, or signs painted directly on a building or structure;
- 1.17 SIGN, ELECTION: means a portable sign used to advertise a name involved in the current political Municipal, Provincial, or Federal election;
- 1.18 SIGN, FACIA: means a sign which is in any manner affixed to any exterior wall of a building or structure;
- 1.19 SIGN, GOVERNMENTAL: means a sign authorized to be erected or placed under provisions or any statute, Order-in-Council, or By-law, or resolution of Council to regulate the use of land, buildings, structures, mines, and includes traffic signs, signals, pavement markings and street-name signs;
- 1.20 SIGN, GROUND: means a sign or advertising device which is permanently secured/anchored to the ground, which is not attached to any part of the building, and is not designed or intended to be readily moved from one location to another. For the purpose of this By-law, ground signs are also known as pylon signs;
- 1.21 SIGN, PORTABLE: means any sign or advertising device which is not permanently secured/anchored to the ground, to a building or to a structure, and which is erected for a specific purpose and for a defined period, and is specifically designed or intended to be readily moved from one location to another and which does not rely on a building or a fixed foundation for its structural support;
- 1.22 SIGN, REAL ESTATE: means a portable sign used exclusively to advertise the sale, lease or rent of the property on which the sign is located;
- 1.23 SIGN, ROOFTOP: means a sign supported from and erected upon the rooftop of a building;
- 1.24 SURFACE AREA: means that portion of a sign in which, against which, or through which, the message of the sign is displayed, and includes all those areas

within a continuous perimeter enclosing the extreme limits of all the writing, display or presentation constituting such sign face, together with any other display material forming an integral part of such sign or used to differentiate the background against which such sign is placed, but does not include any structural element used solely for supporting the said sign;

1.25 STREET: means every street, road, boulevard, road allowance, square, park, bridge, highway, and any other public place under the jurisdiction of the Town of Blind River;

1.26 TOWN: means the Corporation of the Town of Blind River;

2. GENERAL PROVISIONS:

2.01 No person shall erect, display or maintain abandoned signs, or signs imitating or resembling official traffic or government signs or signals.

2.02 No person shall construct, erect, display, alter or repair a sign located within the Town of Blind River without first having obtained a permit from and approved by the Chief Building Official;

2.03 The owner(s) of any sign erected, constructed or altered in the Town of Blind River shall conform to the provisions of this By-law and to any applicable requirements of the Ontario Building Code, of the Municipal Act, any Order issued under this By-law, and any other applicable law.

2.04 No person shall erect or maintain any of the following signs:

- i) A sign located on premises which does not specifically identify or advertise a business, service, or occupant of the premises where it is located, unless otherwise specified in this By-law;
- ii) An abandoned sign.

2.05 A permit is not required for the following signs or advertising devices:

- i) Construction signs;
- ii) Election signs on private property during any election campaign;
- iii) Public notices, or any sign relating to an emergency;
- iv) Real estate signs limited to property listing signs;
- v) Window signs, interior signs, or window posters;
- vi) Flags bearing the emblems or logos of a Nation, Province, Municipality, Organization and those not bearing a logo or message of a commercial nature;

- vii) Official traffic signs or signals;
 - viii) Government signs or signals, including portable signs erected by the Town to advertise municipal events.
- 2.06 No person shall erect, display, affix, attach, fasten, or alter any sign on public property, including road allowances.
- 2.07 No person shall erect, display, affix, attach, fasten, or alter any sign within a daylight corner.
- 2.08 All signs or advertising devices erected or displayed shall be non-offensive to the public.
- 2.09 Notwithstanding any other section of this By-law, no person shall construct, affix, attach, fasten, alter, display or continue to display any sign which obstructs the sight of or access to any of the following:
- i) Fire hydrant;
 - ii) Sprinkler connection;
 - iii) Fire alarm box;
 - iv) Police call box;
 - v) Traffic signal box;
 - vi) Traffic signal light;
 - vii) Street light;
 - viii) Traffic sign;
 - ix) Manhole;
 - x) Catch basin;
 - xi) Waterworks;
 - xii) Valve chamber;
 - xiii) Fire escape;
 - xiv) Emergency exit from a building.

or any other property designated by the Clerk Administrator where he or she determines on reasonable grounds that public or occupational safety would be at risk if unobstructed sight of such property is obstructed.

- 2.10 Notwithstanding any other section of this By-law, no person shall construct, affix, attach, fasten, alter, display or continue to display any sign which obstructs free and immediate access to any of the items listed in Section 2.09 above or to utility poles, road allowances, or any other property where the public or occupational safety would be at risk if free and immediate access to or on such property is obstructed.

2.11 Signs painted directly on any building or structure are prohibited.

3. APPLICATION FOR SIGN PERMIT:

3.01 No person shall construct, erect, display, alter, or maintain a sign or advertising device unless the applicable fee and application form as set out in Schedule "A" attached hereto has been filed, signed by the approval authority and signed by the owner or authorized agent.

3.02 An application for a sign shall only be approved where it is in compliance with this By-law, the Land Use Zoning By-law, and the Ontario Building Code.

3.03 All plans and drawings accompanying a sign permit application for any sign or advertising device shall be provided in duplicate and shall contain the following information:

- i) A key plan showing the general location of the land on which the proposed sign is to be located and the nearest major intersection;
- ii) The municipal address and legal description of the property;
- iii) The existing or proposed use of the premises drawn to scale and indicating all setbacks;
- iv) The location and dimensions of the frontage and all boundaries of the premises on which the sign is proposed to be erected;
- v) The location of the proposed sign on the premises, drawn to scale and indicating all setbacks;
- vi) Details of sign drawn to scale, including dimensions, sign area and any other information as may be required to determine compliance with the By-law; and
- vii) Authorization of the owner of the premises on which the sign is to be erected or displayed.

3.04 No person shall make a material change or cause a material change to be made to a plan, specification, document or other information on the basis of which a permit was issued without notifying, filing details with and obtaining the authorization of the Chief Building Official.

4. VALIDITY OF SIGN PERMIT:

4.01 A valid sign permit must be held by the person who is or will be the owner of a sign structure that is being constructed, erected, placed, altered, or maintained.

4.02 A sign permit is only valid:

- i) For the sign described in the permit;
- ii) If and when issued by the Chief Building Official;
- iii) Once all applicable fees have been paid in full as set out in Schedule "C" attached hereto.

5. SIGN SIZE, POSITION AND SUPPORT:

5.01 Any new or replaced sign or advertising device along the Causley Street corridor must be in compliance with the "Wayfinding Signage Policy" as set out in Schedule "B" attached hereto, except for signs listed in Section 2.05.

5.02 Signs shall be subject to the Commercial Signing Policy by the Ministry of Transportation. A sign structure shall:

- i) Not obstruct the view or interfere with the use of any traffic control device;
- ii) Not be erected, or shall be erected where directed, or shall be removed, when the Town deems the use of a highway to be adversely affected by the proposed or actual sitting of the sign structure;
- iii) Not be erected, placed or maintained within 3.0 metres (10 ft.) of controlled access highway, except for a sign structure not visible from such a highway;
- iv) Not be placed within 30 metres (100 ft.) of a highway where the sign area is greater than one square metre;
- v) Not be attached to or affect the free use of any fire escape;
- vi) Not be placed within 3.0 metres (10 ft.) of a building or structure, where a sign structure is supported directly from the ground.

5.03 Any sign located within 45 metres (148 ft.) of a controlled access highway requires approval from the Ministry of Transportation.

5.04 No person shall install or maintain a sign or advertising device on a public highway, public right-of-way, road allowance or sight triangle. Portable signs located in such locations that create a hazard may be removed or relocated by the Corporation of the Town of Blind River by its municipal officers, agents or employees.

- 5.05 No person shall allow a sign to be located upon any parking space if that parking space is required by the Zoning By-laws applicable for the subject property and use thereto.
- 5.06 No person shall erect a sign on any driveway or entrance way.
- 5.07 Only one (1) sign shall be permitted to advertise a home based business. The sign shall not exceed 1 m² (10.75 ft.²) in surface area. The permitted sign may be a portable sign in a front or exterior side yard or may be a facia sign attached to the wall of a permitted building or structure. The sign may be illuminated where the illumination is directed onto the sign and complies with Zoning By-laws, the Municipal Act, and any other applicable law.

5.08 Election Signs:

- i) An election sign is permitted in any zone only during a current political Municipal, Provincial or Federal election;
- ii) No person shall erect an election sign or advertising device on any Municipal Property;
- iii) No person shall erect an election sign within 50 metres (165 ft.) of the exterior main entrance to the polling station;
- iv) No person shall fail to remove an election sign within forty-eight (48) hours immediately following 11:59 p.m. or the day of the election;
- v) The Town may remove election signs or advertising devices that do not respect provincial or municipal laws.

5.09 Facia Signs:

- i) Except for Section 5.07, a facia sign is not permitted in a residential zone.
- ii) Except for Section 5.07, a facia sign is permitted in any zone other than a residential zone. Such facia sign shall not exceed a sign area that exceeds 25% of the front building face, shall have a maximum projection of 0.5 metres (1.8 ft.) from the building face, shall not extend above the eaves of the building, and shall only advertise the business or service conducted on the property where the sign is located.

5.10 Governmental Signs:

- i) A governmental sign is permitted in any zone;
- ii) Governmental signs shall be in conformity with any standards regulating size and position authorized by the relevant statute or Order of Council,

or by-law or resolution of the Council, or, if no such standards are authorized, shall be sufficient in size and position to fulfill their function.

5.11 Ground Signs:

- i) A ground sign is permitted in any zone other than a residential zone;
- ii) Permitted zones shall not have more than one (1) ground sign per lot, shall not have a ground area exceeding one (1) square metre (10.76 ft.²), shall not have a height exceeding 1.8 metres (6 ft.) (including supports), shall have a minimum setback from the front and side property lines of 1.5 metres (5 ft.), and shall have a minimum setback from the exterior side yard of 3 metres (10 ft.);
- iii) A ground sign is only permitted in a residential zone for signs that do not require a sign permit, as listed in Section 2.05, with the exception of Section 5.07.
- iv) Applications for a ground sign on any residential zone or on any municipally owned property will be considered by specific request to Council.

5.12 Portable Signs:

- i) A portable sign is permitted in any zone other than a residential zone and any vacant lot in any zone; however, such sign shall be removed within seven days after it ceases to bear a useful message;
- ii) Portable signs in permitted zones shall not have more than one (1) portable sign per lot, shall not exceed a sign area of three (3) square metres (10 ft.²), shall have a maximum height of one (1) metre (3.3 ft.), shall have a minimum setback of 1.5 metres (5 ft.) from the front or side property lines, and shall have a minimum setback from the exterior side yard of 3 metres (10 ft.);
- iii) A portable sign is only permitted in a residential zone for signs that do not require to have a sign permit, as listed in Section 2.04, with the exception of Section 5.07, unless otherwise approved by the Town Council. Such portable sign, except for construction signs, shall not exceed a sign area of three (3) square metres (10 ft.²);
- iv) Applications for a portable sign in any residential zone or on any municipally owned property will be considered by specific request to Council.

5.13 Rooftop Signs:

- i) No person shall erect, display or maintain rooftop signs, unless otherwise approved by the Town of Blind River Council. Applications for rooftop signs in any zone will be considered by specific request to Council.

6. MATERIAL:

- 6.01 All signs shall be made of material of sufficient strength and durability to be substantially unaffected by the weather.
- 6.02 Combustible material shall not be used in the construction of a sign structure supplied with electrical energy unless such material has been given C.S.A. approval.
- 6.03 Except for electric lamps and tubing, glass shall not be used in a sign structure.
- 6.04 All steel supporting members shall be galvanized or otherwise fully protected from rusting.
- 6.05 Guide wires or braces, other than those giving direct lateral support, shall not be used in a sign structure.
- 6.06 The sign shall not contain flashing lights, a rotating beacon, or any visibly moving parts.

7. MAINTENANCE:

- 7.01 All sign structures shall be maintained in a safe condition and in good order at the expense of the owner, agent or lessee of the sign until removed or demolished, and such maintenance shall include the immediate repair of any defect.

8. HAZARDOUS SIGNS:

- 8.01 No person shall erect, display or allow the erection or display of any sign which constitutes a danger to the public be reason of:
 - i) Faulty support;
 - ii) Inadequate construction; or
 - iii) Dangerous distraction to vehicular traffic.
- 8.02 Where a sign is erected or displayed contrary to Section 4.01, the Clerk Administrator shall forward a notice, by regular post, to the lessee or owner of the sign or their agents, or if there is no lessee, or the lessee, owner or agent

thereof cannot be determined with certainty, to the person or agent thereof having the use or major benefit of the sign, or if such person is unknown, to the registered owner of the land on which the sign is situated, requiring that the illegal sign be removed, or in a proper case, be made to comply with this By-law forthwith of the date of the notice.

8.03 Failure to comply with the Notice, as given pursuant to Section 4.02, allows the Town to pull down, remove, and dispose the sign at the expense of the owner, agent or lessee of the sign.

8.04 In cases of emergency, the Clerk Administrator may cause immediate removal of a dangerous or hazardous sign, as outlined in Section 4.01, without notice.

9. PULLING DOWN & REMOVAL OF UNLAWFUL SIGNS:

9.01 Where a sign is erected or displayed in contravention of this By-law, such sign may be pulled down or removed by the Town in the manner stated in this section.

9.02 Where a sign is erected or displayed contrary to this By-law, the Clerk Administrator shall forward a notice, by regular mail, to the lessee or owner of the sign or their agents, or if there is no lessee, or the lessee, or the lessee, owner or agent thereof cannot be determined with certainty, to the person or agent thereof having the use or major benefit of the sign, or if such person is unknown, to the registered owner of the land on which the sign is situated, requiring that the illegal sign be removed, or in a proper case, be made to comply with this By-law within two business days of the giving of the notice.

9.03 A notice which is mailed pursuant to Section 5.02 shall be deemed to be received on the seventh day following the day on which the notice was mailed.

9.04 If the notice given pursuant to Section 5.02 is not complied with, the Clerk Administrator shall instruct Town employees or an independent contractor to enter upon the land to pull down and remove the sign between the hours of 8:00 a.m. and 6:00 p.m., but no such entry shall be made into a building for this purpose.

9.05 Signs so removed shall be stored by the Town for a period of not less than thirty (30) days, during which time the owner, or his agent, may be entitled to redeem the sign upon receipt of payment to the Town:

- i) The sum of \$400.00, being the cost of removing the sign;
- ii) A storage charge of \$25.00 per day;

- iii) A signed acknowledgement and release on a prescribed form;
- iv) Where the cost of pulling down and removing the sign exceeds \$400.00, then the cost to redeem shall be the actual cost accrued by the Town.

9.06 Where a sign has been removed by the Town and stored for a period of thirty (30) days and such sign has not been redeemed, such signs may be forthwith destroyed or otherwise disposed of by the Town.

9.07 Where a sign has been located on, over, partly on, or partly over, a highway or any other public property under the jurisdiction of the Town of Blind River, that sign or signs may be removed by the Town immediately without notice.

9.08 Unlawful utility pole poster signs and signs on public property, including road allowances, may be disposed of immediately without any notice.

9.09 Revocation of Permit

A permit may be revoked by the Town of Blind River under the following circumstances;

- i) Where the sign does not conform with the provisions of this By-law and amendments thereto;
- ii) Where the sign does not conform with any legal requirements of any governmental authority having jurisdiction over the area where the sign is situated;
- iii) Where the permit has been issued as the result of false or misleading statements, or undertakings in the application; or
- iv) Where the permit has been issued in error by the Town.

10. CONFLICT:

10.01 In the event of any conflict between the provisions of this By-law and the provisions of the Ontario Building Code, the provisions of the Ontario Building Code shall prevail.

10.02 Where a provision of this By-law conflicts with the provisions of another By-law in force in the Town of Blind River, the provision that establishes the higher standard to protect the health, safety and welfare of the general public shall prevail.

11. INSPECTION PROCEDURE:

11.01 The manufacturer of a sign structure shall notify the Chief Building Official at least twenty-four (24) hours prior to when the sign is ready for any of the following inspections, and await the Official's acceptance of the work to that point before continuing with the fabrication or erection of the sign structure;

- i) Inspection of the footing forms prior to pouring concrete;
- ii) Inspection of reinforcing steel prior to form enclosure and pouring concrete;
- iii) Inspection of the completed installation.

12. ENFORCEMENT:

12.01 Any police officer, provincial offences officer or employee of the Town, whose duties include the enforcement of this By-law, is authorized to:

- i) Request any person believed by such officer or employee to be contravening or who has contravened any provision of the By-law to desist from the activity constituting or contributing to such contravention; and
- ii) To enforce this By-law pursuant to the provisions hereof and of the *Provincial Offences Act, R.S.O. 1990, c.P.33*, as amended, or any amended or any successor thereof.

13. PENALTY:

13.01 Any person who:

- i) Contravenes or fails to comply with any provisions of this By-law or any permit issued hereunder; and/or
- ii) Erects or places a sign in contravention of this By-law; and/or
- iii) Obstructs or hinders any person in the performance of his/her duties under this By-law; and/or
- iv) Fails to comply with any order of any Police Officer, Provincial Offences Officer or Employees of the Town, whose duties include the enforcement of this By-law

is guilty of an offence and on conviction is liable to a fine, penalty or order as provided for in the *Provincial Offences Act, 1990, c.P.33*, as amended, or any successor thereof, or in the *Municipal Act, 2001, S.O. 2001, c.25*, as amended or any successor thereof.

14. SEVERABILITY:

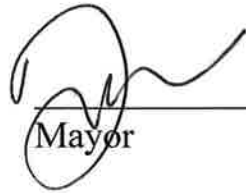
14.01 It is hereby declared that each and every of the foregoing provisions of this

By-law is severable and that, if any provisions of this By-law should, for any reason, be declared invalid by a Court, it is the intention and desire of this Council that each and every of the remaining provisions hereof shall remain in full force and effect.


15. **REPEAL:**

15.02 By-Law No. 18-11 is hereby repealed.

PASSED IN OPEN COUNCIL THIS 18 DAY OF JUNE, 2018.



Mayor



Katherine Scott
Clerk Administrator

CERTIFICATION BY THE CLERK:

I, K. Scott, Clerk Administrator of the Corporation of the Town of Blind River, do hereby certify that the above is a true certified copy of By-Law No. 18-33 which was passed in Open Council on the 18 day of June, 2018.

K. Scott

SCHEDULE "A"

11 Hudson Street, Blind River, Ontario P0R 1B0

**BUILDING DEPARTMENT
SIGN PERMIT APPLICATION**

Tel.: (705) 356-2251 Fax: (705) 356-7343

For Town of Blind River Use Only

Permit Number:	Date Received:
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A. Sign Information
 NEW ALTERATION RE-FACING REPAIR REPLACE

 FACIA PORTABLE WAYFINDING GROUND ROOF

Location/Street Address:

Material of Sign (including sign structure):

Total height (including support):

Total Surface Area:

Weight (lbs):

Total Ground Area:

Setback from front & side interior lot lines:

Setback from exterior lot line (if applicable):

Sign Purpose:

B. ApplicantApplicant is: Owner Authorized Agent of Owner

Last name:

First name:

Corporation or Partnership:

Mailing Address:

Telephone Number:

Cell Number:

Fax:	E-mail:
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C. Owner (if different from applicant)		
Last name:	First name:	Corporation or Partnership:
Mailing Address:		
Telephone Number:	Cell Number:	
Fax:	E-mail:	

D. Contractor (if applicable)		
Last name:	First name:	Corporation or Partnership:
Mailing Address:		
Telephone Number:	Cell Number:	
Fax:	E-mail:	

E. Declaration of Applicant	
<p>I _____ declare that:</p> <p style="text-align: center;">(print name)</p> <ol style="list-style-type: none"> 1. The information contained in this application, attached schedules, attached plans and specifications, and other attached documentation is true to the best of my knowledge. 2. If the owner is a corporation or partnership, I have authority to bind the corporation or partnership. 	
_____ Date	_____ Signature of Applicant

PLEASE BE ADVISED:

- (a) Architect(s) and/or engineer(s) may be required as per the Ontario Building Code;
- (b) Detailed drawings and plans of the sign location, size, setbacks, and any other applicable information must accompany this application form for the application to be deemed complete;
- (c) Administration Fees shall be applied to permits as per the Municipal User-Fees By-law, as amended.



SCHEDULE "B"

TOWN OF BLIND RIVER POLICY MANUAL
SECTION: COMMUNITY SERVICES
SUB-SECTION: WAYFINDING SIGNAGE
POLICY TITLE: **WAYFINDING SIGNAGE POLICY**

POLICY NO: 2.8.1

PURPOSE

To provide standards to be followed with respect to municipally owned wayfinding signage. The Wayfinding Signage Program will consist of two separate streams:

- 1) The Base Program: The Base Program will consist of signage permitted to be located along Causley Street within the community (see attached Base Program map) subject to the base fee as indicated within this policy and includes;
 - a) Community Gateway signage (where safe to do so).
 - b) Wayfinding signage poles at designated locations.
 - c) "Pay to Play" Business Sign Poles at designated locations.

- 2) The Extended Program: The Extended Program will consist of signage which extends into streets located beyond the Highway corridor (see attached Extended Program map) subject to the base fee as indicated within this policy and will include;
 - a) Wayfinding signage poles at designated locations.
 - b) Facility/Park/Attraction, Assurance Markers, Pedestrian signage and Pay to Play signage locations approved on a case by case basis after review.

APPLICATION CRITERIAL

- 1) To be considered for placement on Municipal wayfinding signage a business must:
 - a) Hold a valid Blind River Business Licence; and
 - b) Have an international symbol designation as per MTO policy for the type of business.
- 2) A business may have only one sign with the text of the name of their business. This sign will be at the last signage location on the way to the business.
- 3) The Town of Blind River will remove any business sign from the municipal signage for a business which ceases to hold a Town of Blind River Business Licence.
- 4) The municipality shall maintain a waiting list on a first come first served basis to determine which business is next in line for a wayfinding signage placement.
- 5) Pay to Play signage placement and pole locations under the Extended Program (off of

the Highway 17 corridor) shall be considered on a case-by-case basis as to location, safety and traffic patterns.

EXEMPTIONS

- 1) Where there may be businesses outside of the municipal boundaries that do not have a valid Town of Blind River Business License and where the applicant is tourism based, the Traffic and Licensing Committee may recommend signage to the municipal boundary (but not beyond) for these businesses. This will be at full cost to the applicant plus an administration fee of \$200.00.

STANDARDS AND MAINTENANCE

- 1) All signs will be constructed of the materials and of a design that meets the Standards and Specifications Manual (June 2015).
- 2) The municipality shall install and maintain all signage relating to this policy.

FEES

- 1) Base Program – Hwy 17 Corridor: \$125 plus actual cost of the sign.
- 2) Extended Program – (signage specific to a business) - \$125 plus actual cost of the sign.

APPROVALS

- 1) All signage applications are to be submitted together with applicable payment to the Corporation of the Town of Blind River.
- 2) The Traffic and Licensing Committee or designated staff representative shall review all applications as to acceptability and make recommendations to Council for final approval and no signage will be permitted to be installed without the approval of Council.
- 3) Once the sign application has been approved the Corporation of the Town of Blind River will order the signage.
- 4) Once the sign is completed, the Town of Blind River will install the sign at the appropriate location(s).

OWNERSHIP

All signage is owned by the Town of Blind River.

SCHEDULE "C"

SIGNAGE PERMIT FEES	
Facia Sign	\$110.00 – one time*
Ground Sign (excluding Causley St. corridor)	\$110.00 – one time*
Ground Sign (along Causley St. corridor)	\$135.00 – one time*
Wayfinding Sign:	
-Base Program (along Causley St. corridor)	\$125.00 – one time, plus cost of sign*
-Extended Program (streets beyond Causley St. corridor)	\$125.00 – one time, plus cost of sign*
Portable Sign	\$100.00 – annual fee*
Re-Facing/Alteration to an Existing Sign	\$55.00 – one time*
Replacement of an Existing Sign	\$135.00 – one time*
Specific Sign Request Approved by Council (including rooftop signs)	\$150.00 – one time*

*Administration Fees shall be applied to **all** sign permits as per the Municipal User-Fees By-law, as amended.

PLEASE BE ADVISED: Permit Fees **double** if any sign or advertising device is constructed, erected, replaced, refaced, or altered prior to the issuance of a Sign Permit.