

The Corporation of the Municipality of Brighton

By-law No. 037-2025

Being a By-law to Regulate Signs and other Murals, Advertising Displays and Devices within the Municipality of Brighton

Whereas, Section 5 of the Municipal Act 2001, as amended, specifies that a Municipal Council shall exercise its powers by By-law;

And Whereas, the Municipal Act, 2001, S.O. 2001, c. 25 provides in Section 99, that Council of local Municipalities may pass by-laws respecting advertising devices and signs within the Municipality;

And Whereas, the Council of the Corporation of the Municipality of Brighton considers it reasonable and necessary to regulate by By-law the number, location, size and type of signs within the municipal boundaries;

And Whereas, Section 434.1 (1) of the Municipal Act, without limiting Sections 9, 10 and 11, a Municipality may require a person, subject to such conditions as the Municipality considers appropriate, to pay an administrative penalty if the Municipality is satisfied that the person has failed to comply with a By-law of the Municipality passed under this Act;

Now Therefore - the Council of the Corporation of the Municipality of Brighton hereby enacts as follows:

Section 1.0 Definitions

1.1 In this By-law the following definitions shall apply:

"Agriculture" shall mean the use of land for the tillage of soil, and the growing of vegetables, fruits, grains or other staple crops and shall include nurseries, green houses, dairying, and animal husbandry, or any of these operations together with any farm dwellings, barns, sheds, and other buildings or structures used and maintained in connection with these activities.

Alter/Alteration – shall mean any change to a sign structure or sign face, except for a change in the message being displayed or repair and maintenance.

Awning – shall mean a space frame system, moveable or fixed, covered with fabric or like material attached and projected from a building or structure but not forming an integral part thereof.

Boulevard – shall mean the public property lying between the traveled portion of the street and the street line.

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

Building Facade – shall mean that portion of any exterior elevation of a building extending from grade to the top of the parapet, wall or eaves and the entire width of the building elevation.

By-law Enforcement Officer – shall mean a By-law Enforcement Officer appointed by Council of the Corporation of the Municipality of Brighton.

Chief Building Official – shall mean the Chief Building Official appointed by Council of the Corporation of the Municipality of Brighton as prescribed in the Ontario Building Code Act.

Core Commercial Area – shall mean the area as designated in the Municipality of Brighton’s Official Plan, as shown on Schedule ‘A’, attached hereto.

Council – shall mean the Council of the Corporation of the Municipality of Brighton.

Development Review Team – shall mean a team of Municipal staff who review technical merits of development applications.

Director – shall mean the Director of Planning and Development of the Municipality of Brighton.

Erect – shall mean the placing of, arranging for the placing of, the renting of, or the leasing of a portion of a lot or highway for a sign.

Highway – shall have the same meaning as defined in the Highway Traffic Act.

Lot – shall mean a parcel of land which is capable of being legally conveyed in accordance with the provisions of the Planning Act, R.S.O. 1990.

Mural – shall mean a large-scale artwork painted or applied directly on the wall of a structure, or on a backing that is affixed to a building or structure, with the permission of the property owner, that:

- a. aims to beautify and enhance the community with images that reflect and depict culture, history or visions of artistic expression in a tasteful and positive manner, or that may promote through advertisement;
- b. shall not discriminate, nor incite any other person to infringe anyone's human rights on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status, or disability;
- c. excludes tags, acronyms, registered trademarks, commercial advertising, solicitation or public information; and,
- d. may, in a space up to 10% of the total mural area, include an acknowledgement recognizing the sponsor, provided that such acknowledgement does not exceed an area of 1 square meter and that it is located at a bottom corner of the mural.

Municipality – shall mean the Corporation of the Municipality of Brighton.

Official Plan – shall mean any Official Plan as defined in the Planning Act R.S.O. 1990, C.P. 13, as amended and that may be in force from time to time within the Municipality.

Person – shall mean any human being, association, firm, partnership, incorporated company, corporation, agent or trustee and any heirs, executors, successors, assigns or other legal representatives of a person to whom a contract can apply according to law.

Shopping Centre – shall mean a unified group of commercial establishments on a site designed, developed and managed as a single operating unit for which parking is provided in common off-street areas, as opposed to a business area comprising of unrelated individual commercial establishments.

Sight Triangle – shall mean the triangular space formed by the street lines of a corner lot and a line drawn from a point in one street line to a point in the other street line, as required in the applicable Comprehensive Zoning By-law. Where the two street lines do not intersect at a point, the point of intersection of the two street lines shall be deemed to be the intersection of the projection of the street lines or the intersection of the tangents of the street lines.

Sign – shall mean and include any structure, device, or thing (and all parts thereof) which identifies, describes, promotes or advertises any building, person,

place, product, business, service, enterprise, organization, event or thing in such a way as to be visible from a highway or lot, and includes the following types:

- a. **Animated Sign** – shall mean a sign or advertising device which includes action or motion, moves in a revolving manner or contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of an animation or an externally mounted light source.
- b. **Awning Sign** – shall mean a wall sign supported entirely from the exterior wall of a building and composed of non-ridged materials except for the supporting framework.
- c. **Banner Sign** – shall mean a sign composed of lightweight material so as to allow movement which is caused by atmospheric conditions.
- d. **Billboard Sign** – shall mean a sign structure to which advertising copy is fastened in such a manner 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.
- e. **Canopy Sign** – shall mean a sign erected as an integral part of an attached canopy or a freestanding canopy.
- f. **Construction Sign** – shall mean a sign incidental to a construction project or a development located within the boundaries of the development or construction site.
- g. **Development Identification Sign** – shall mean a ground sign which identifies or draws attention to a group of businesses or persons located on the same lot as the sign. Such sign may or may not contain the names of individual businesses or persons on the lot.
- h. **Directional Sign** – shall mean a sign erected for the public safety or one which provides directional information for the control of vehicular traffic such as an entrance or exit sign or a loading area and bearing no commercial advertising. A directional sign may take the form of a Ground sign or Wall Sign.
- i. **Election Sign** – shall mean any sign which is used to promote a candidate and/or political identity during an election period using a ground sign within the Municipality.
- j. **Electric Spectacular Sign** – shall mean a sign which incorporates in any manner any flashing or moving illumination which varies in intensity or which varies in colour, and signs which have any moving parts, visible mechanical movement of any description or other apparent movement achieved by electrical pulsations or by actions of normal wind current other than time or temperature.
- k. **Ground Sign** – shall mean a free-standing sign in a fixed location, which sign is wholly supported by uprights or braces attached to the ground and shall include a pole or pylon sign.

- l. **Home Identification Sign** – shall mean a sign which identifies by letters and/or numbers, the name of the occupants and/or highway address of the building on which lot the sign is located.

- m. **Home Occupation Sign** – shall mean a sign for the identification of a home-based business.

- n. **Illuminated LED Display Sign** – shall mean any sign which incorporate in any manner any flashing or moving illumination which varies in intensity, or which varies in colour, and signs which have any moving parts, visible mechanical movement of any description or other apparent movement achieved by electrical pulsations or by actions of normal wind current other than time or temperature.

- o. **Obsolete Sign** – shall mean any sign which no longer advertises a business conducted, or a product sold at the sign location. Such obsolete signs shall be removed within 30 days of the closing of the business.

- p. **Off-Lot Sign** – shall mean any sign which identifies or advertises a business, person, activity, good, product or service, which is not normally related to, or available at the lot where the sign is located.

- q. **On-Lot Sign** – shall mean any sign identifying or advertising a business, person, activity, good, product or service available at the lot where the sign is located.

- r. **Portable/Mobile Sign** – shall mean any sign that is specifically designed or intended to be readily moved from one location to another or is capable of being moved or towed to different locations with or without wheels, and not permanently anchored to the ground, a structure, foundation or other stationary object and has a face area or areas that can be used for permanent or temporary sign copy. A Portable sign shall also include any sign mounted on a trailer, a banner sign or an inflatable sign, but shall not include, ground signs, sidewalk signs, sandwich board signs, real estate signs, incidental or such other signs that are defined in this By-law. Portable signs may also have the capability of being illuminated by artificial light and shall not be considered as Electronic signs.

- s. **Poster Sign** – shall mean an on-lot or off-lot sign which must be secured to another structure such as a utility pole or light standard for support and which is made out of paper or other biodegradable material and does not exceed 279 mm (11 inches) in length by 432 mm (17 inches) in width, (11” x 17”).

- t. **Projecting Sign** – shall mean any sign attached to an exterior wall of a building and which projects horizontally to that wall.

- u. **Public Authority Sign** – shall mean any sign erected for or at the direction of any Municipality or government authority, agency, board or committee for the purpose of providing information to the public concerning any proceedings by such agency, authority, board or committee.

- v. **Real Estate Sign** – shall mean a sign on a lot advertising the sale, rent or lease of the lot but shall not include signs which advertise new subdivisions or developments.

- w. **Roof Sign** – shall mean any sign the face of which is above the level of the eaves or parapet of a building and includes painted signs on roofing material.
- x. **Sandwich Board Sign** – shall mean a sign, which is erected or placed on, but not permanently anchored in the ground, with copy on either or both sides, and can be designed as a self-supporting ‘A’ frame type or designed in a frame with legs that are inserted into the ground.
- y. **Wall/Façade Sign** – shall mean a sign attached in close proximity and parallel to any exterior wall.
- z. **Window Sign** – shall mean any sign located on the interior of a building, which is intended to be seen from off the lot on which the sign is located.

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 and not the combined area of the individual letters, symbols or numbers. For the purpose of this By-law, any double-sized sign shall be deemed to have only one face, provided both faces are identical, contiguous, and parallel or diverging at an angle of not more than 15 degrees.

Street Line – means the boundary line between a public road allowance and a lot abutting the public road allowance.

Zoning By-law – shall mean the Comprehensive Zoning By-law of the Municipality as amended.

Section 2.0 Permit Exemption

2.1 The following provisions identify eligible exemptions from this By-law:

- a. Street signs bearing only property numbers, street addresses, mailbox numbers, estate names or names of occupants of the premises and having a maximum size of 0.2 square metres (2.2 square feet).
- b. Real Estate Sign (point of sale): The area of any one sign shall not exceed 1.49 square metres (16 square feet). Such signs shall be limited to a maximum of one sign per lot; shall be located on the subject property; shall not obstruct or interfere with the vision of vehicular or pedestrian traffic; and shall be removed within seven (7) days of a sale or lease completion. The sign must be on Private Property to be exempt.
- c. Signs advertising yard sales, garage sales, auctions and/or open houses: Such signs shall measure not more than 0.4 square metres (4.3 square feet) in area (each side); no more than two signs per lot shall be permitted for a period to not exceed five (5) consecutive days; shall be located on the private property of said event; and do not obstruct or interfere with the vision of vehicular or pedestrian traffic.
- d. Public Authority Signs: an official sign required or authorized by a recognized public authority, i.e. TODS (Tourist Oriented Directional Signs).
- e. Memorial or commemorative signs or tablets, ground mounted or permanently attached or architecturally integrated to a building.

- f. Signs erected by a government or municipal agency to assist Commerce and the Tourist Trade, which have been approved by Council.
- g. Signs adjacent to County Roads will be the responsibility of Northumberland County to regulate through Northumberland County By-laws, policies and or practices. Where the Northumberland County By-law is not applicable to a proposed sign, this By-law will be applicable.
- h. Flags, emblems or insignia used only for the identification of a nation, province, country, municipality, school, political or religious group.
- i. Displays consisting entirely of vegetative material.
- j. Construction Site Sign with an area not greater than 1 square metre (10.75 square feet) and is removed from the site within 30 days of the completion of the construction.
- k. Election Signs for Federal, Provincial, Municipal or School Board elections shall be in accordance with the Election Acts or any Municipal By-laws.
- l. Special Event Signs advertising special events of charitable or non-profit organizations provided that it is not greater than 3 square metres (32.3 square feet); no signs shall be erected more than thirty (30) days prior to the day of the event unless approved by Council; and the sign or signs shall be removed within forty-eight (48) hours after completion of the event.
- m. Crop Signs: Signs that identify crops or signs that advertise the site of fresh farm products, provided that the maximum size of the sign is not more than 0.5 square metres.
- n. Window Signs: The maximum sign area of any window sign shall not exceed 25% of the area of the window in which the sign is located.
- o. Contractor Signs: Signs that advertise any work completed on a building or any landscaping completed on the property. The sign can only be erected on the property for not more than 30 days.

Section 3.0 Prohibited Signs

3.1 No person shall erect a prohibited sign within the Municipality of Brighton.

3.2 The following are classed as prohibited signs:

- a. Vehicles, trailers or other equipment permanently parked solely for the purpose of advertising the direction to or a place of business or an event;
- b. Signs that encroach on public property unless expressly authorized by the responsible public authority;
- c. Signs that endanger public safety by reason of their location or inadequate or improper construction or maintenance;
- d. Signs on public trees, public fence posts and on public utility poles;

- e. Signs which by their pictures, words or drawings are indecent or may tend to corrupt or demoralize;
- f. Signs which by reason of size, location, content, colouring, or manner of illumination obstruct the vision of drivers or pedestrians, or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads which are located in a sight triangle;
- g. Signs which make use of words such as "Stop", "Look", "One Way", "Danger", "Yield", or any other similar words, phrases, symbols, lights, or characters in such a manner as to tend to interfere with, mislead, or confuse traffic and which are not erected by a Public Authority;
- h. Signs on or over public property or public right of way, unless erected and approved in writing by a government agency having jurisdiction;
- i. Signs painted on, attached to, or supported by a tree, stone, or other natural object or wooden utility pole;
- j. Signs painted on the exterior walls of any building, except as approved by Council;
- k. Roof Signs and signs erected in part or entirely above the surface of the roof of a building or structure;
- l. Ground Sign in excess of 2.40 metres in height within 15 metres of a traffic light;
- m. Signs attached to a projecting or freestanding canopy except canopy signs and soffit signs;
- n. Signs which obstruct a required parking space or utilize such parking space for purposes of locating a sign;
- o. Signs that impede the view of any highway intersection or railway grade crossing or any ingress and/or egress from private or public property or where it may be confused with or impair the view of any authorized traffic sign, signal or device;
- p. No person shall paint, apply or maintain, or cause the painting, application or maintenance of any mural that:
 - i. contains tags, acronyms, registered trademarks, advertising, solicitation or public information of any kind;
 - ii. is illuminated, animated or operated in such a way that it constitutes a hazardous distraction for vehicular or pedestrian traffic;
 - iii. imitates, resembles or could reasonably be mistaken for an official sign;
 - iv. has more than 10% of the total mural area used as an acknowledgement recognizing the sponsor or has an acknowledgement that exceeds an area of 1 square meter, and is not located at a bottom corner of the mural;
 - v. exceeds a maximum sign face area equal to 100% of the exterior wall area on which the mural is located.

q. No person shall paint, apply or maintain, or cause the painting, application or maintenance of a mural directly to brick, wood or stone of a building or structure that is designated under the *Ontario Heritage Act* or listed on the Municipality's Heritage Reference List, unless the painting has historically occurred.

Section 4.0 Applications for a Mural or Sign Permit

1. All applications for permits pursuant to the provisions of this By-law shall be submitted to the Department of Planning and Development or designate. An application for permit for any sign or other advertising device may be refused, if it would be erected, displayed, altered or repaired in contravention to the provisions of any By-law of the Municipality.
2. The Municipality shall issue a sign permit except where:
 - a. The proposed sign or sign structure will not comply with this By-law, the Ontario Building Code, or any other applicable law; or
 - a. The application is incomplete or any fees due are unpaid.
3. In addition to such other information as the Municipality may require, an application for a permit pursuant to this By-law shall contain:
 - a. The name and address of the owner of the sign;
 - b. The name and address of installing contractor, if different than owner;
 - c. The name and address of the owner of the premises upon which the sign is located or to be located;
 - d. A scaled block plan, showing the street lines and other boundaries of the property upon which it is proposed to erect the sign or other advertising device and the location of the sign or other advertising device upon the property in relation to other buildings and structures upon such property and upon the lands and streets immediately adjoining thereto;
 - e. Complete plans and specifications covering the construction of the sign or other advertising device and its supporting framework including the sign structure;
 - f. Design drawings and such other information as may be required in determining whether the building or structure upon which the sign or other advertising device is to be located can accommodate the additional loads and stresses created by the sign or other advertising device;
 - g. An application for an awning or fascia display which will project over a municipal road or municipal property shall include a drawing of the sign's attachment to the building which shall be designed and stamped by a professional engineer licensed to practice as such in the Province of Ontario and it shall also include a letter from an insurance company duly authorized to underwrite insurance in the Province of Ontario certifying to the Municipality that the owner of the awning or fascia display has public liability and property

damage insurance in the minimum amount of Two Million Dollars (\$2,000,000) and that the Municipality is shown as an additional insured on such policy. The letter from the insurer shall also certify that the policy provides that a minimum of 30 days notice will be given to the Municipality prior to any alteration, revocation or termination of said policy. The owner shall also provide to the Municipality the Owner's written agreement to indemnify and save harmless the Municipality against any and all actions, causes of action, losses, damages, suits, judgments, orders, awards, claims costs and demands that may arise as a result of installation of the awning or fascia display.

4. Every application for a permit made pursuant to the provisions of this By-law shall be accompanied by an application fee in an amount specified in the Municipality's Fees and Charges By-law.
5. Applications shall include copies of all permits as may be required by any other applicable government authorities such as Hydro One, Electrical Services Authority, the Ministry of Transportation, Northumberland County and Lower Trent Conservation.

Section 5.0 Regulations - General

5.1 No Person shall paint a mural or erect a sign without first obtaining a permit and paying the applicable fees.

5.2 All murals or signs are to be maintained in a proper state of repair so that such sign does not become unsafe, structurally unsound, unsightly or dangerous.

5.3 The application for a mural permit shall be circulated to the Development Review Team of the Municipality who shall review a draft mural for aspects of good urban design. Large or exceptionally prominent murals will be subject to public consultation prior to approval.

5.4 Height Specifications

- a. No sign erected above a pedestrian walkway shall be less than 3.66 metres (12 feet) above such walkway;
- b. The maximum height of a wall sign shall not exceed the height of the adjoining wall; and
- c. No part of any ground sign shall exceed in height a distance of 7.5 metres (25 feet) above the level of the ground at the base of the sign structure.

5.5 Mural or Sign Illumination

- a. No sign shall be erected or displayed illuminated by remote fixtures not permanently fixed to the sign or sign structure i.e. mobile signs or mobile lighting.
- b. Illumination from a sign shall cause no excessive glare or flash onto windows or residentially habitable rooms.
- c. Where digital signs are permitted, the total displayed message and/or image shall not change any more frequently than intervals of thirty (30) seconds.

- d. 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.
- e. The intensity of an illumination of the digital signs shall be maintained at a constant level.

5.6 Limit on Number of Signs

Except as otherwise provided herein, the maximum number of signs that may be erected shall be:

- a. One (1) wall/facade sign and one (1) window sign per business frontage; and
- b. One (1) other type of exterior sign, i.e., awning, canopy, projecting or ground per business premises;
- c. A type of sign may be substituted for another type of sign at the discretion of the By-law Enforcement Officer.

Section 6.0 Regulations by Sign Type

6.1 Development Identification Signs

- a. A development sign may be located on the subject property (boundaries of the development proposal) including municipal road allowances contained therein, municipal road allowances contiguous with the property boundary of the development proposal subject to section (i) on private property that abuts arterial or collector roads subject to section (f), municipal road allowances subject to section (f) and be removed on completion of the project or 3 years, whichever occurs first.
- b. An application may be completed, requesting an additional 3-year term, which would include a renewal fee at the same rate as the original term. Signs shall be kept in good repair, or the Municipality will be authorized to use hold back funds to complete repairs or remove the subject sign.
- c. Not more than two (2) signs (advertising the same Subdivision Project), may be installed within 500 meters of each other. One Subdivision Layout Plan may be installed in proximity to one of the Advertising Signs. One (1) additional sign may be installed off site at a location subject to the approval of the Committee or under an application for a Sign Variance through the Committee if the location is contrary to the Sign By-law. The off-site sign is not subject to the 500 meter separation for on site project signs.
- d. Subdivision Projects that share similar space and roads, may share a common sign to advertise each project.
- e. Signs installed on property that is developed in the subject project that is subsequently sold, shall have the written consent of the new owner.
- f. Development Signs may be located on arterial or collector municipal road allowances within 30 metres of the intersecting street leading to the development proposal or private property that abuts a municipal arterial or collector road subject to the following:

- i. Approval of Development Review Team of the Municipality of Brighton; and,
 - ii. Public Notification is given as may be through a Notice under the Planning Act, to ensure that the public is consulted prior to final approvals.
- g. The Applicant for a Development Sign shall provide a deposit as a holdback for the removal or maintenance of the sign for the duration of the Project. Subdivision agreements for the development proposal shall contain wording to address the holdback. The Municipality will require 100% of the cost of removing the sign at all times until the sign is removed.
 - h. Signs shall be temporary; however, they may be installed on concrete footings or similar anchoring methods. The cost of removal shall be the responsibility of the owner of the sign. If the Municipality removes the sign, any costs above the holdback amount shall be passed to the owner of the sign.
 - i. Development signs located on municipal road allowances contiguous with the development proposal shall require the approval of the Development Review Team of the Municipality.

6.2 Ground Signs (Excluding Billboard Signs)

- a. Ground signs shall be set back a minimum of 1.0 m from all street lot lines.
- b. No ground sign shall exceed 5.0 m in any dimensions of the sign face.
- c. No more than one (1) sign shall be mounted to the supporting structure of any ground sign. Notwithstanding the foregoing, additions may be allowed to existing ground signs provided that additions are of the same design, material and shape as the existing sign.
- d. No ground sign shall exceed a maximum height of 7.5 metres (25 feet) from the finished grade level at the base of the supporting structure of said sign.
- e. Ground signs shall be setback a minimum of 1.5 m from any common lot boundary with an adjacent lot.
- f. A ground sign including any part of its structure shall not be located closer than 1.0 m to any driveway.
- g. No ground signs shall be erected where the distance between a structure and the street line is less than 4.0 m. One (1) projecting sign shall be permitted in lieu of a ground sign where such distance is less than 4.0 m.

6.3 Wall/Façade Signs

- a. The maximum area of wall/façade signs shall be the lesser of fifteen (15) percent of the building façade to which it is attached or 9 square metres (96 square feet) or as approved by Council.

- b. No wall sign shall extend above the top of the roof surface.
- c. No wall sign or any part thereof, shall project more than 0.5 m from the wall upon which it is mounted.
- d. No wall sign shall extend beyond the extremities of the wall to which it is attached.

1. **Projecting Signs**

- a. A maximum of one (1) projecting sign may be erected or displayed on the side of the premises fronting on a highway or public thoroughfare and, in the case of premises with sides fronting on more than one highway or public thoroughfare, a maximum of one (1) projecting sign may be erected on each side.
- b. No projecting sign shall be more than 0.6 square metres (6.5 square feet) in size.
- c. Minimum height to bottom of projecting sign shall be 2.4 metres (8 feet) from finished grade.
- d. Projecting signs shall not project more than 1.2 metres (4 feet) from the face of building to which it is attached.
- e. No projecting sign shall be located closer than 5 metres (16.4 feet) to any other projecting sign.
- f. No projecting sign shall be illuminated internally.
- g. A projected sign shall not be constructed as a free-swinging sign.

6.5 **Portable/Mobile Signs**

- a. No person shall place or display or permit to be placed or displayed a portable sign on any land within the municipal limits of the Municipality unless and until a permit has been obtained for the portable sign in accordance with the provisions of the By-law.
- b. Every permit issued for a portable sign pursuant to the By-law shall be issued for a single period of not more than ninety (90) days and no individual business shall be issued more than three (3) portable sign permits per lot in any calendar year.
- c. Despite the provisions of sub-section (b) above, a registered charitable or non-profit organization may, to a maximum of six (6) times in each calendar year, obtain a permit, at no fee, to display a portable sign for its own charitable purpose for a maximum of thirty (30) consecutive days.
- d. Portable sign permits are not transferable, and the message on the sign must relate to products sold and services provided by the business to which the permit is issued and displayed on the lot to which the information on the sign relates.

- e. Businesses sharing a common store front shall be considered as a single business for purposes of the By-law.
- f. The maximum size of the display area of any portable sign shall be 5.0 square meters on each side (2 sides maximum).
- g. Notwithstanding Section 3.7 (removal of signs section), the owner of a lot upon which a portable sign is located in accordance with a permit issued pursuant to this By-law, shall forthwith upon the expiration of the period for which the permit is issued (referred to herein as the Permit Period) remove the portable sign from the lot, and in the event that the portable sign is not removed from the lot upon the expiration of the Permit Period the Municipality may, in addition to any other rights or remedies it may have in law, provide the Owner of the lot at least forty-eight hours (48) notice to remove the portable sign and if, at the expiry of this 48 hour notice period the portable sign has not been removed, the Municipality or its agents or employees may enter upon the lot and remove the portable sign at the expense of the Owner of the lot.
- h. Portable signs are permitted in Residential Zones, without need of a permit, for the purpose of conveying greetings or other similar message regarding special events such as the Birthday or Anniversary of those residing on the subject property, for a period not exceeding 72 hours.
- i. All Portable Signs shall be staked firmly to the ground by means of iron stakes or weighted down and all wheels shall be off the ground.
- j. Each Portable Sign shall be on privately owned property and not on municipal property and must be maintained to the satisfaction of the Municipality.
- k. Portable signs shall not be converted to permanent Ground signs.
- l. Maximum Sign Structure Height: 2.5 metres.
- m. Minimum Setback from all lot lines and property lines: 1.5 metres.

6.6 Sandwich Board Signs

Sandwich board signs are permitted on Municipality property provided that all of the following conditions are met:

- a. the sandwich board sign shall only be displayed during the time period when the commercial operation is open for business;
- b. a maximum of one (1) sandwich board sign per business shall be permitted in Core Area zones and three (3) per business in all other zones in the Municipality;
- c. sandwich board signs shall not be more than 0.6 metres wide and 1.2 metres high (2' x 4') on each side;
- d. if placed on a sidewalk, the sandwich board sign shall occupy no more than one-third of the width of the sidewalk and not be located in the middle of the sidewalk so as to obstruct pedestrian movements;

- e. No sandwich board sign is to be located within any sight triangle as prescribed by the Zoning By-law; and
- f. the sandwich board sign owner shall provide the Municipality a certificate from an insurance company duly authorized to underwrite insurance in the Province of Ontario certifying to the Municipality that the owner of the sign has public liability and property damage insurance in a minimum amount of one million (\$2,000,000.00) dollars and that the Municipality is shown as an additional insured on such policy. The certificate shall also certify that the policy provides that a minimum of 30 days notice must be given to the Municipality prior to any alteration, revocation or termination of the said policy.
- g. Sandwich board sign permits shall be renewed annually. The fee for renewal is 50 percent of the initial sign permit fee.

6.7 Off-Lot Signs

No off-lot sign shall be erected in the Municipality except in lots zoned for industrial, commercial, rural or agricultural use. An off-lot sign shall only identify or advertise business operations located within the boundaries of the Municipality of Brighton. The following provisions shall apply:

- a. A maximum of three (3) off-lot signs may be erected or displayed on any one lot.
- b. A maximum of three (3) off-lot signs for any one business may be erected or displayed within the Municipality.
- c. All off-lot signs shall be located in line with the established building lines, or where no such line exists, shall have a minimum setback of three 3 metres (9.8 feet) from all property lines.
- d. No off-lot sign shall be located within a radius of 30 metres (98.4 feet) from another off-lot sign.
- e. No off-lot sign shall have an area greater than 3 square metres (32 square feet).
- f. Off-lot sign shall not be located closer than 15 metres (50 feet) from any residentially-zoned lot.

6.8 Billboard Signs

- a. The billboard sign shall not be located closer than 10 metres (32.8 feet) from any side yard lot line; 30 metres (98 feet) to a park, hospital, school or 100 metres (328 feet) from any residentially-zoned lot.
- b. Billboard signs shall be a minimum of 500 metres from another billboard sign and shall be a maximum in area of 28 square metres (300 square feet).
- c. Any billboard sign shall be a minimum of 100 metres (328 feet) from any municipal road.
- d. [Billboard signs are restricted to locations serving views from Highway 401](#)

6.9 Soffit Signs

- a. No portion of any soffit sign shall be less than 2.4 metres (8.0 feet) above the finished grade or be located above the first story of any building;
- b. No soffit sign shall have vertical dimension greater than 0.4 metres (1.31 feet) or have a horizontal dimension greater than 2.4 metres (8.0 feet).
- c. No soffit sign shall exceed 1 square metre (10.7 square feet) in sign area.

6.10 Canopy Signs

- a. A canopy sign shall be designed as an integral part of the canopy fascia.
- b. No portion of any sign shall be less than 2.4 metres (8.0 feet) above the finished floor level immediately below such sign.
- c. Canopy signs shall only be located on the story having direct access to a street.

6.11 Residential Signs

- a. A maximum of one sign, not exceeding one (1) square metre (10.75 square feet) in area, advertising boarding, lodging on the lot on which the sign is located, provided such accommodation is not prohibited by the Municipality of Brighton Zoning By-laws, as amended; and
- b. A maximum of one sign, not exceeding one (1) square metre (10.75 square feet) in area, indicating the name of the apartment use on the property on which the sign is located, provided such use is permitted by the current Zoning By-law(s), as amended, for the Municipality of Brighton.

6.12 Home Occupation/Home Industry Signs

- a. A home occupation/home industry shall not exceed one (1) square metre (10.75 square feet) in sign area; and
- b. A maximum of one (1) home occupation/home industry sign shall be permitted and shall be located in or on the property in which the home occupation is permitted.

6.13 Illumination LED Display Sign

- a. A maximum of one (1) LED Display sign per commercial or industrial zoned property as outlined in the Comprehensive Zoning By-law 140-2002, as amended.
- b. LED Display signs shall only be operational during the hours of 6:00 a.m. to 9:00 p.m.
- c. An LED Display sign must comply with section 5.5(b) of this By-law.

6.14 Real Estate Signs

- a. Real Estate Signs located on Municipal Property on the subject property require a sign permit.
- b. The area of any one sign shall not exceed 0.6 square metres (6.5 square feet).
- c. Such signs shall be limited to a maximum of two signs per lot; shall be located on the subject property; shall not obstruct or interfere with the vision of vehicular or pedestrian traffic.
- d. Shall be removed within seven (7) days of a sale or lease completion.

6.15 Special Regulation Area – Core Commercial Area

Notwithstanding any of the provisions of this By-law, the following regulations shall govern signs in the Core Commercial Area:

- a. The limits and areas of the Core Commercial Area is shown on Schedule 'A' attached hereto and forms part of this By-law.
- b. In addition to the prohibitions set out in Section 3 of this By-law, no person shall erect or permit to be erected in the Core Commercial Area:
 - i. A banner sign, except those intended to promote special events or attractions approved by the Municipality and the Economic Development Committee;
 - ii. Portable signs;
 - i. Roof signs;
 - i. A Billboard sign;
 - i. A Flashing sign; or
 - i. A Pennant sign.
- c. No person shall erect or permit to be erected in the Core Commercial Area:
 - i. More than one (1) of the following types of signs on the rear wall immediately above a ground level pedestrian access dedicated for that business: fascia sign, canopy sign, or projecting sign.
 - ii. Signage on other than the same floor as the business in multi-storey buildings.
- d. One (1) fascia sign grouping is permitted for each business located on the property, per street frontage with the background area of a sign not to exceed 15% of the wall it is attached to. Fascia signs are permitted on each side of a building that faces a street or public thoroughfare.

- i. Where a business has a main entrance on more than one elevation of the building, such secondary frontage may contain a fascia sign of the same limitations as prescribed for the primary frontage.
 - ii. Where a business has a secondary frontage but does not have a main entrance to the secondary frontage, such frontage may contain a fascia sign not to exceed 15% of the wall area of the secondary frontage.
 - iii. Fascia signs shall not project beyond the building façade or extend above the parapet to which they are attached.
- e. Signs will be designed in compliance with the Municipality's Façade Improvement program, as may apply.
 - f. All applications for the erection of signs within the Core Commercial Area shall be reviewed by the Manager of Economic Development of the Municipality.
 - g. Signs within the Core Commercial Area are permitted to encroach into the Municipal road allowance, however, said encroachment shall not be greater than 0.3 metres, and shall comply with all other provisions of this By-law.

Section 7.0 Sign Variance

7.1 Where a person cannot comply with the provisions of this By-law, an application may be made to Council for a variance to the provisions of the By-law.

7.2 Application to Council for a variance shall clearly set out why the provisions of the By-law cannot be met and shall be accompanied by the appropriate fee for a variance.

7.3 Council may, upon receiving the application for a variance from the provisions of the By-law, authorize such minor variances, provided, in the opinion of the Council, the general intent and purpose of the By-law are maintained.

Section 8.0 Sign Removal or Order to Remove Sign

8.1 When a sign is erected or displayed in contravention of the provisions of this By-law, such sign may be removed immediately without notice, if located on, over, partly on, or partly over, property owned by the Municipality.

8.2 When a sign is erected or displayed in contravention of the provisions of this By-law, and such sign is located on private property, the By-law Enforcement Officer or designate may issue an Order to Comply to the owner or person in possession of the lot upon which a sign is located, to remove or repair such sign where it is not in compliance with this By-law.

8.3 Upon receipt of the Order to Comply, the owner of the sign or the person in possession of the lot upon which a sign is located, shall comply with the Order forthwith, or within such time as specified in the Order.

8.4 Where the By-law Enforcement Officer or Chief Building Official determines that there is a potential risk of injury to persons or damage to property from a sign, an Order shall be given to the owner to remove or repair the sign within 48 hours.

Section 9.0 Administration

9.1 The Director or designate is authorized to administer the provisions of this By-law. The Municipal By-law Enforcement Officer or designate shall enforce this By-law.

Section 10.0 Liability

10.1 The provisions of this By-law shall not be construed as relieving or limiting the responsibility or liability of any person who erects, displays, causes, permits or allows to be erected or displayed, any sign, for personal injury including injury resulting in death, or property damage resulting from such sign or from the employees, contractors or sub-contractors, in the construction, erection, maintenance, display alteration, repair or removal of any sign erected in accordance with a permit which is issued hereunder. Likewise, the provisions of this By-law shall not be construed as imposing on the Municipality, its officers, employees, servants and agents, any responsibility or liability whatsoever by reason of the approval of or issuance of a permit for any sign or removal of any sign.

Section 11.0 Indemnification

11.1 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 Municipality, 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.

Section 12.0 Severability

12.1 In the event that any section of this By-law, including any section or part of any of the schedules hereto, is declared by a Court of competent jurisdiction to be invalid, the remaining parts shall remain valid and binding and shall be read as if the offending section had been struck out.

Section 13.0 Enforcement and Penalty

13.1 No person shall provide false information or give a false statement to an officer, employee and/or agent of the Municipality in the lawful exercise of a power or duty under this By-law.

13.2 No person shall hinder or otherwise obstruct, nor attempt to hinder or obstruct, either directly or indirectly, an Officer, employee/or agent of the Municipality in the lawful exercise of a power or duty under this By-law.

13.3 Any person who violates any provision of this By-law is, upon conviction, guilty of an offence and shall be liable to such penalties prescribed by the Provincial Offences Act, R.S.O., 1990, c.p.33.

13.4 Each day that such offence is committed, or permitted to continue, shall constitute a separate offence and may be punishable as such.

13.5 The payable penalties for violating sections of this By-law are established through the Municipality's Administrative Monetary Penalties By-law No. 070-2023, as amended.

13.6 An Administrative Monetary Penalty may be issued if a person fails to comply with this By-law or a Notice of Non-Compliance. An invoice will be issued and after 30 days of non-payment, the amount owing will be added to the property taxes of that property.

Section 14.0 Repeal

14.1 That By-Law 243-2003 and By-Law 085-2019 are hereby repealed.

Section 15.0 Effective Date

This By-law comes into effect on the day of final passing by the Council of the Municipality of Brighton.

Read a first, second and third time, and finally passed this **17** day of **March 2025**.

Original Signed By
Brian Ostrander, Mayor

Original Signed By
Candice Doiron, Clerk

Schedule 'A' – Core Commercial Area

