Town of East Gwillimbury

The Corporation of the Town of East Gwillimbury

By-law 2025-052

Being a By-law to regulate the placement, size, use, location and maintenance of Signs and Advertising Devices within the Town of East Gwillimbury

Whereas Subsection 5(3) of the *Municipal Act, 2001*, S.O. 2001, c.25 as amended (the "Municipal Act, 2001"), provides that a municipal power shall be exercised by By-law; and

Whereas Subsection 8(1) of the Municipal Act, 2001, provides that the powers of a municipality under this Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues; and

Whereas Subsection 11(1) of the Municipal Act, 2001, provides that a municipality may provide any service or thing that the municipality considers necessary or desirable for the public; and

Whereas Subsection 11(2) of the Municipal Act, 2001, provides that a municipality may pass By-laws respecting: 5. Economic, social and environmental well-being of the municipality; 6. Health, safety and well- being of Persons; 7. Services and things that the municipality is authorized to provide under subsection (1); 8. Protection of Persons and property, including consumer protection; and

Whereas Section 11(3) of the Municipal Act, 2001, provides that a Municipality may pass by-laws respecting Signs; and

Whereas Subsection 8(3) of the Municipal Act, 2001, provides that a By-law under Municipal Act, 2001 Sections 10 and 11 respecting a matter may regulate or prohibit respecting the matter, require Persons to do things respecting the matter, and provide for a system of licences respecting the matter; and

Whereas Section 99 refers to specific municipal powers under Part III of the Municipal Act, 2001, for advertising devices; and

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; and

Whereas Subsection 444(1) of the Municipal Act, 2001 permits a Municipality, if satisfied that there has been a contravention of a by-law of the municipality passed under this Act has occurred, to make an order requiring the person who contravened the by-law or who caused or permitted the contravention or the owner or occupier of the land on which the contravention occurred to discontinue the contravening activity ; and

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 land on which the contravention occurred to do work to correct the contravention; and

Whereas Section 446 of the Municipal Act, 2001, provides that where a municipality has the authority to direct or require a Person to do a matter or thing, the municipality may also provide that, in default of it being done by the Person directed or required to do it, the matter or thing shall be done at the Person's expense, and that the municipality may recover the costs of doing a matter or thing by action or by adding the costs to the tax roll and collecting them in the same manner as property taxes; and

Whereas Section 23.2(1)(c) of the Municipal Act, 2001, provide that a Municipality may delegate quasi-judicial powers under the Municipal Act, 2001, to an individual who is an officer, employee or agent of the Municipality; and

Whereas Council wishes to delegate, under Sections 23.1 to 23.5 of the Municipal Act, 2001, its authority to make decisions regarding Sign variances to the Chief Building Official or his or her delegate; and

Whereas the Municipal Council of the Town enacted By-law 99-44 as amended on August 21, 2000; and

Whereas it is deemed necessary to repeal By-law 99-44 and its amendments.

Now therefore the Municipal Council of The Corporation of the Town of East Gwillimbury enacts as follows:

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PART 1 – INTENT AND SCOPE

1.1 This By-law shall apply to the whole Town of East Gwillimbury. The intent of this By-law is to regulate Signs for controlling community appearance, safety, and the impact upon areas identified for their historical or architectural significance.

1.2 This By-law does not apply to Signs erected, located, or displayed, or caused to be erected, located, or displayed by Federal, Provincial or Municipal governments, the Conservation Authorities or a local board as defined in the Municipal Act, 2001.

1.3 All schedules attached to this By-law form part of this By-law.

PART 2 – DEFINITIONS

2.1. In this By-law:

“Advertising Device” means any designed device and includes letters, illustrations, symbols, electronic, digital, figures, insignia and other devices mounted on the display surface or surfaces, facing or facings to illustrate the message of the Sign and intended to be erected or located or affixed on any property. It also includes, flags, banners, pennants, lights, inflatable devices, or any object intended for advertising purposes;

“Affiliated Community Groups” means community organizations whose primary purpose is to provide recreation, social, cultural, and/or sports programs to residents of the Town of East Gwillimbury, specifically through the involvement of community volunteers that have been approved by the relevant Town department;

“A-frame Sign” means a self-supporting portable Sign, less than one (1) metre high, shaped like an “A” when erected;

“Appeal Committee” means the Appeal Committee established by the corporation of the Town of East Gwillimbury;

“Applicant” means the Owner, or authorized agent of the Owner with written permission to act on behalf of the Owner to apply for a Permit or variance;

"Awning Sign" means a single-sided Sign affixed to the surface of an awning, a non-rigid, moveable or fixed structure projecting from a building. The Sign remains flush with the awning and does not project outward and excludes a canopy;

“Banner Sign” means a Sign composed of non-rigid material so as to allow movement that is caused by atmospheric conditions;

“Billboard Sign” means a Sign that displays advertising with images or copy that changes mechanically or electronically, including those that display information or

images on an electronic screen, but does not include a Ground Sign as defined by this By-law;

“Building Code” means the Ontario Building Code established under the *Building Code Act, 1992, S.O. 1992, c.23*, as amended from time to time, and includes any regulations thereunder;

“**Canadian Code of Advertising Standards**” means not-for-profit advertising self-regulatory organization in Canada that sets the criteria for acceptable advertising ensuring advertising in Canada is truthful, fair, and accurate;

“**Candidate**” means a person who has been nominated under the Canada Elections Act, the Election Act, or the Municipal Elections Act;

“Canopy” means a non-retractable, roof-like structure that is not supported from the ground but instead is attached to and supported from the exterior wall of the building;

“Charitable Organization” means a charity registered in accordance with the provisions of the Federal Income Tax Act and which has provided proof of such registration to the Chief Building Official;

“Chief Building Official” means the Chief Building Official appointed by Council pursuant to the Building Code Act and any Person authorized by them to carry out the duties of the Chief Building Official under this By-law;

“Commercial Use” means the use of any land, buildings, or structures for the purposes of buying and selling of commodities or supplying of services, as distinguished from such uses as manufacturing or assembling of goods, warehousing and construction, as permitted by the Town’s Zoning By-Law, as amended, or its successor By-law;

“Community Organization” means a not-for-profit group of persons whose primary purpose is to provide recreation, cultural, leisure, or community services to the residents of East Gwillimbury;
“Council” means the Council of the Town of East Gwillimbury;

“Daylighting Triangle” an unobstructed triangular area on a corner lot as determined by measuring from the point of intersection of street lines, the distance required by the Town’s Engineering Design Standards and Region of York requirements, whichever is greater, along each such street line and joining such points with a straight line. In the case of a corner lot with a Daylighting Triangle, the exterior side lot line is deemed to extend to its hypothetical point of intersection with the extension of the front lot line and/or rear lot line for the purposes of calculating the lot frontage, front, rear and exterior side yard setbacks, but at no point may a building or legal encroachment extend into the Daylighting Triangle;

“Development Sign” means a Sign advertising real estate that may include, in whole or in part, information promoting a development, or relating to or advertising the location, construction, sale or lease of a building or structure either proposed, or in the process of being constructed;

"Directional Sign" means a Ground or Wall Sign that provides directional information for controlling vehicular traffic, such as Signs for entrances, exits, or loading areas, and contains no commercial advertising, intended solely for public safety;

“Electronic Sign” means a Sign that displays information or images on a digital or electronic screen;

“Election Sign” means a Sign advertising, promoting or opposing a registered Candidate, or someone who should be a registered Candidate or Registered Third Party, or an elections question, in any federal, provincial or municipal election, including an election of a local board or commission, and includes Third-Party Election Signs;

“Election Sign By-Law" means a By-Law enacted by the Town to manage and regulate Election Signs and other election advertising devices within the Town;

"Erect" means the installation or relocation of any Sign or its components;

“Feather Banner Sign” means a Sign constructed of fabric, plastic, or a similar lightweight non-rigid material attached to the ground and supported by a rigid curved pole. For greater clarity, a Feather Banner Sign does not include a Flag;

“Fee” means the applicable fee set out in the Town’s Fees and Charges By-law, as amended or superseded from time to time;

“First-Party Sign” means an Advertising Device that promotes a business, service, or activity located at the lot, building, or structure where the Sign is displayed;

“Flag” means a Sign made of fabric, plastic, or another lightweight, non-rigid material, with a horizontal dimension equal to or greater than its vertical dimension. It is attached along one vertical edge to a pole, rope, or other permanent support structure. For clarification, a Flag does not include a Feather Banner Sign;

“Gas Station Sign” means a Sign displaying the price of gasoline at a gasoline station;

“Ground Sign” means a Sign directly supported by the ground without the aid of any other building or structure, other than the Sign structure but does not include a Billboard or Electronic Billboard;

“**Heritage Property** means a property, including all buildings, structures, and features thereon, that:

a) is designated for its cultural heritage value or interest under Sections 29 or 34.5 of the *Ontario Heritage Act*
b) is included in the Register of Significant Properties under Section 27(1) of the *Ontario Heritage Act* as a listed property; or
c) is located within a heritage conservation district designated under Section 41 of the *Ontario Heritage Act*.

“Highway” means a common and public Highway, any part of which is intended for or used between the property lines thereof;

“Illuminated” means the act of lighting up a Sign by way of an artificial light source located within, on or external to the Sign, the brightness and intensity of which are measured in lux and nits;

"Industrial Use" refers to the use of land, buildings, or structures for warehousing, manufacturing, processing, or assembly of goods or materials into finished products or by-products, including the storage of such goods or materials, as permitted by the Town’s Zoning By-Law, as amended, or its successor By-law;

“Inflatable Sign” means a Sign or Advertising Device designed to be airborne and tethered to the ground, a vehicle or any other structure and shall include balloons and any other inflatable devices. Classification of Inflatable Sign shall not relieve it from any other Sign classification of this By-law;

“Institutional Zone means designated areas of land use shown on the schedules to the Town's Zoning By-laws or its successor By-Law;

“Inspector” means an employee of the Town designated by the Chief Building Official, appointed under the Building Code Act, or appointed by Town Council as a Municipal Law Enforcement Officer for the purpose of carrying out duties and powers pursuant to this By-law;

“Lawn Sign” means a Temporary Sign composed of a Sign attached to spokes intended to be driven into a surface to stand the Sign in place;

“Lot” means a parcel of land that is registered as a legally conveyable parcel of land in the Land Titles Registry Office;

“Menu Board Sign” means a Sign erected as a part of a drive-thru facility and used to display other products and services available at the drive-thru business, which can also include electronic display;

"Mobile Sign" means a Sign or other Advertising Device designed for easily changing the copy on its Sign Face and can be moved from one location to another, typically mounted on a wheeled trailer or frame. It does not include a Sign painted on or attached to a vehicle primarily used for transporting people, goods, or materials;

"Mural" refers to any form of display or artistic work, such as paint, film, or other materials, applied to an external wall or integral part of a building or structure. It excludes any words, commercial advertising, promotional messages, logos, or trademarks;

“No Trespassing Sign” means a Sign on Private Property that advises that Members of the public are not permitted to enter onto the property;

“Officer” means a Municipal Law Enforcement Officer appointed by Town Council ~~as a~~ for the purpose of carrying out duties and powers pursuant to this By-law;

“Order” means a written direction issued by an Inspector, Municipal Law Enforcement Officer, and/or Chief Building Official;

“Owner” means the registered Owner of the land on which a Permit is sought or obtained and includes lessee or occupier of the lands or structure upon which a Sign or Advertising Device is erected;

“Permit” means a formal authorization issued by the Town to Erect, attach, place, display, or alter a Sign, or cause or permit the erection, attachment, placement, display or alteration of a Sign;

“Person” means an individual, corporation, partnership, Charitable Organization or sole proprietorship, business entity or club, incorporated group or organization, school boards and regional municipalities, but excludes the Town;

“Portable” means readily moveable by a single person, and the entire structure supporting the complete Sign can be carried by one individual without the aid of any machinery or lifting device;

“Premises” means a specific building or buildings or part thereof and/or a specific lot or part thereof, in either private or public ownership. In a multiple occupancy building or lot, all units in a premises shall be considered one premises;

“Private Property” means a parcel of real property, as it is described in the records of the land registry office, that is owned by a Person, and includes all buildings and structures thereon;

"Projecting Sign" means a Sign that is attached to a building, wall, or structure and extends outward from it by more than 0.5 meters, excluding any Awning Signs;

“Public Information Sign” means any Sign:

a) Erected by or under the direction of a government agency;
b) Designating public hospitals, schools, libraries, community centers, arenas, or other government uses; and/or

c) Required by the Town to inform the public of zoning changes, official plan amendments, minor variances, severances, or subdivision plans on the subject property;

"Public Property" refers to areas such as boulevards, Highways, lanes, alleys, squares, places, viaducts, trestles, waterways, bridges, parks, woodlands, greenbelts, stormwater management facilities, and open spaces including all components like surfaces, grassed areas, ditches, curbs, gutters, and sidewalks. However, it does not include property owned by regional, provincial, or federal governments, crown corporations, hydro, utility, or railway companies;

“Readograph Sign” means a Sign constructed so that the message located thereon may be easily rearranged or changed;

“Real Estate Open House Sign” means a temporary, non-anchored Sign providing direction to a property or Premises for sale, rent, or lease, and may include information about the real estate agent and sales office location;

"Real Estate Sign" refers to a Temporary Sign used to advertise a building, property, Premises, or part thereof that is for sale, rent, or lease. It may include details about the real estate agent and the sales office's name and location but does not include Signs for real estate open houses;

“Region” means the Corporation of the Regional Municipality of York;

“**Registered Third Party**” means any Person whose notice of registration has been certified with the Municipal Clerk pursuant to section 88.6 of the Municipal Elections Act;

“Residential Use” means the use of any land, buildings, or structures for the purposes of human habitation and includes accessory Home Occupation uses permitted by the Town’s Zoning By-law, or its successor By-law;

“Roof Sign” means a Sign supported by the roof of a building or a Sign supported by a portion of a building or structure Projecting above the surface of the roof;

"Shopping Centre" means a coordinated collection of commercial establishments on a single site, designed, developed, and managed as one operational unit, with or without shared off-street parking, in contrast to a business area made up of separate, unrelated commercial properties;

“Shopping Centre Sign” means a Sign associated with a coordinated collection of two or more commercial establishments on a single site, designed, developed, and managed as one unified operational unit with or without shared off-street parking. This differs from a business area made up of separate, unrelated commercial properties. The Sign is intended to identify the unified shopping centre;

“Sign” means any Advertising Device or notice and means any visual medium including its structure and other component parts, which is used or is capable of being used to attract attention to a specific subject matter, for identification, information, or advertising purposes;

“Sign Area” means the number of square metres on the surface of a Sign including the border and/or frame, and where there is no border shall include all the area of the surface lying within the extremities of the smallest geometric form which can wholly enclose the surface area of the Sign;

“Sign Face” means that portion of the Sign upon which, as part of, or through which a message is displayed or is capable of being displayed;

“Silvacultural” means the practice of controlling the growth, composition/structure, as well as quality of forests to meet values and needs, specifically timber production;

“Temporary Sign” means a Sign not intended or designed for permanent installation;

“Third-Party Sign” means an Advertising Device that promotes businesses, goods, services, or activities not related to the lot, building, or structure where the Sign is located;

“Town” means The Corporation of The Town of East Gwillimbury as a municipal corporation and, where the context requires, includes its geographical area;

“**Wall Sign**” means a Sign which is Erected against the Wall of any building, the display area of which is parallel to the face of and supported by such wall and which does not project more than 0.5 m from such wall;

“Window Sign” means any Sign located on the interior or exterior of a Premises that is intended to be visible from outside of the property. The Sign is constructed to be of a permanent or temporary nature but does not include Illuminated Signs typically used to advertise products sold on the Premises;

“Zone” means designated areas of land use shown on the schedules to the Town's Zoning By-laws or its successor By-Law;

“Zoning By-Law” means the Town of East Gwillimbury’s Zoning By-Law, as amended from time to time, and includes its successor By-Law; and

“Village Core Area” means lands identified as village core areas in schedules A, B, C, and D of this By-law.

PART 3 – REQUIREMENT FOR PERMITS

3.1 Except for the Signs referred to in Part 5 or unless otherwise specified in this By-law, no Person shall Erect, attach, place, display, or alter a Sign, or cause or permit the erection, attachment, placement, display or alteration of a Sign without a Permit, agreement or other written approval from the Town.

3.2 Except for Signs permitted in Part 5, Signs shall be located on private property, unless otherwise provided in this By-law.

3.3 This By-law does not apply to a Sign lawfully erected or displayed on or before the day this By-law comes into force if the Sign is not removed, enlarged or substantially altered.

3.4 Where it is determined that the Building Code applies to a Sign, no Person shall place, display, erect, repair, or alter the Sign without first obtaining a Building Permit issued by the Chief Building Official in addition to a sign Permit under this bylaw.

3.5 The Chief Building Official shall issue a building permit except where the proposed Sign will not comply with the Building Code and / or this By-law, or where a Certificate of Occupancy (Zoning) has not been obtained in accordance with the provisions of the Zoning By-law.

3.6 The Chief Building Official may delegate to any Town Staff, other than building permits regulated under the Building Code, the authority to issue a Permit under this By-law.

3.7 All advertisements shall be in compliance with the Canadian Code of Advertising Standards and shall:

a) be truthful, clear, and not misleading;
b) not contain any false or deceptive claims or representations;
c) respect the dignity, privacy, and rights of individuals or groups;
d) avoid the use of offensive, harmful, or inappropriate content; and
e) ensure that the advertisements are socially responsible, not promoting harmful behaviors or unsafe products.

PART 4 – PERMIT APPLICATION REQUIREMENTS

4.1 No Person shall make an application for a Permit who is not the Owner or authorized in writing by the Owner of the property on which the work is to be performed. No Person shall submit false or misleading information or documents or make omissions that may mislead in connection with any application for a Permit, detail of construction, or revision thereto.

4.2 The Applicant for a Permit shall:

a) submit an application on a prescribed form furnished for that purpose;

b) be accompanied by plans describing the land on which the proposed Sign is to be erected. The plans shall show the location and dimensioned setbacks of the proposed Sign on the Lot;
c) submit scale drawings and specifications of sufficient detail and quality as is necessary to ascertain whether or not the Sign will be in compliance with this By-law, the Ontario Building Code, and the Ontario Heritage Act;
d) submit the approval of other authorities having jurisdiction; and
e) pay fees for a Sign Permit or its renewal, as required by this or any other Town By-law and its successor, at the time of application.

4.3 Any proposed signage for a Heritage Property shall be circulated to the Town's Heritage Advisory Committee for review and comment.

4.4 A Permit may be refused or revoked by the Town under any one or more of the following circumstances:
a) where the Sign does not conform to this By-law and amendments thereto;
b) where the Sign does not conform to any regulation, law or requirements of any governmental authority having jurisdiction over the area where the Sign is situated including any advertisement that may not be in compliance with the Canadian Code of Advertising Standards;
c) where the Permit has been issued as the result of false or misleading statements or undertakings in the application, or where the Permit has been issued in error by the Town;
d) where an application remains incomplete or inactive for six (6) months after it is made, the application is deemed to have been abandoned and may be cancelled without notice;
e) where construction or installation of the Sign has not been seriously commenced within six (6) months of the date of permit issuance; and/or
f) ongoing non-compliance.

4.5 Where, before the expiry date of a Permit, an application is made to extend the Permit for a further six (6) months, the Town may renew the Permit after payment of the prescribed application Fee.

4.6 Any Fees payable under this By-Law, or any other By-law of the Town related to a Permit or renewal of a Permit are due at the time of application.

PART 5 - SIGNS NOT REQUIRING PERMITS

5.1 The following Signs shall be permitted in all Zones in the Town, unless otherwise stated, on Private Property and shall not be counted when calculating the number of Signs permitted for any lot or Premises. However, such Signs shall comply with the provisions specified within this By-law:
a) Where the use is approved under the Town's Zoning By-Law, one (1) Sign on a Premises containing the name, address, and profession of a resident or occupant which may incorporate hours of work, operation or availability up to

0.2 square metres in Sign Area that does not include any commercial advertising;

b) No Trespassing Signs or other Signs regulating the use of a Premises which do not individually exceed 2 square metres in Sign Area;
c) Real Estate Signs that are subject to the following provisions:
    i. Signs shall not exceed 1.0 square metres in Sign Area for Residential Use and 3 square metres in Sign Area for all other Use Categories;
    ii. Signs shall be removed within ten (10) days after the date of acceptance of an offer or the lease or rental of the Premises; and
    iii. a maximum of one (1) Sign shall be permitted per Lot per frontage;
d) Directional Signs on Premises not exceeding 0.557 square metres in area and which do not include any commercial advertising;
e) Public Information Signs;
f) Temporary Signs advertising festivals and community events operated by a Religious Organization, Affiliated Community Groups, and Community Organization, or Charitable Organization that are subject to the following provisions:
    i. compliance with size, location and standards as set out in this By-law;
    ii. a maximum of one (1) Sign per event and shall be located on Private Property; and
    iii. such Sign shall be permitted to be displayed for a maximum of thirty (30) days prior to the event and shall be removed immediately after the event;
g) Signs not exceeding 0.5 square metres in Sign Area indicating the municipal address of a building;
h) A maximum of one (1) Sign is permitted in relation to building construction activities such as renovation, window installation, paving, or the installation of interlocking driveways, not exceeding 0.557 square meters (6 sq. ft.). The said Sign must be placed on the Premises where the construction is taking place, cannot be Erected before construction begins, and must be removed once construction is completed or if construction is paused for more than thirty (30) days;
i) Memorial Signs, tablets, or other markers indicating the date of construction of a building, mounted on the wall of a building or structure, with a Sign Area not exceeding 0.465 square meters;
j) Election Signs shall be subject to the provisions outlined in the Town's Election Sign By-law. In the event of a conflict between this By-law and the Election Sign By-law, the provisions of the Election Sign By-law shall apply;
k) Temporary Signs for the sale of edible farm products and/or Silvacultural products which are grown and produced on the same property as those upon which the Signs are located. Such Temporary Signs shall not exceed 1.49 square metres in Sign Area and shall be permitted for a maximum of six (6) months in a calendar year and must be removed forthwith after the availability of the farm and/or Silvacultural products has ceased;
l) Murals that have received approval from the Town and do not feature any commercial advertising;

m) Lawn Signs are permitted for renovators, fence installers, landscapers, pool installers, and other provincially certified trades, subject to the following conditions:
    i. must be Erected on private property and have the property Owner's permission;
    ii. cannot exceed 0.6 square metres;
    iii. must display the business's municipal licence number, if applicable;
    iv. may only be displayed during the work; and
    v. must be removed within five (5) business days of work completion.
n) The Town, the Region, or any other Canadian Governmental Entity are exempt from the requirements of the Town's Sign By-law, which extends to Signs developed by the Town or Region or any other Canadian Governmental Entity for the purpose of distribution by other parties, subject to prescribed conditions set out by the Town or Region or Canadian Governmental Entity in agreements with these parties;
o) Menu Board Signs located on lots commercially Zoned or where use for the Menu Board Sign is permitted under the Zoning By-Law. The Sign Area shall not be greater than 4 metres square with a maximum height of 3 metres;
p) Flags of corporations, educational, or religious organizations provided that not more than three (3) Flags are located at one (1) Premises; and
q) Emblems or insignia of patriotic, civic, educational, religious, charitable, or fraternal organizations. The approval of the Town's Planning Department is required when this Sign is located within ~~a~~ Village Core Areas of the Town.

PART 6 - SIGNS PROHIBITED IN ALL ZONES

6.1 Notwithstanding any other provision of this By-law, no Person shall Erect, install, post, display, maintain, or keep any of the following Signs on any Premises:
a) Signs that, due to their size, location, content, colouring, or method of Illumination, interfere with safe sight distances or obstruct the vision of motorists or pedestrians, or that obstruct or reduce the visibility or effectiveness of any traffic Sign or control device on public streets or roads;
b) Signs that use words, phrases, symbols, lights, or characters such as "Stop", "Look", "One Way", "Danger", "Yield", or similar terms in a way that may mislead or confuse traffic, unless such Signs are Erected by a public authority;
c) Signs that obstruct or block any required fire escape, fire exit, walkway, passageway, door, window, skylight, flue, air intake, or exhaust, or that hinder firefighters' access to any part of a building;
d) Signs within three (3) meters of a fire hydrant;
e) Signs painted on, attached to, or supported by any tree, stone, or other natural objects;
f) Signs painted on the Exterior Walls of a building, unless classified as a Mural and approved by the Town;
g) Roof Signs or Signs Erected, in whole or in part, above the roof surface of a building or structure;

h) Banners, pennants, spinners, streamers, or other Temporary Signs not expressly permitted;
i) Ground Signs exceeding 2.40 meters in height within 15 meters of a traffic light;
j) Obsolete Signs that no longer advertise an active business or product. Such Signs must be removed within 30 days of the closure of the business;
k) Signs unrelated to any business located on the lot, unless authorized as Third-Party advertising by the Town or exempt in any way under this By-law;
l) Signs that obstruct a required parking space or use such space for Sign placement;
m) Signs Erected, attached, or displayed on a vehicle or trailer that is parked or located primarily for the purpose of displaying the Sign;
n) Electronic Signs that do not comply with Part 19 of this By-law; and
o) Signs erected or attached to a fence.

PART 7 – GENERAL PROVISIONS FOR ALL SIGNS ON PRIVATE PROPERTY

The following provisions shall apply in all use categories:

7.1 Limit on Number of Signs

Subject to any other provisions in this By-law, the maximum number of Signs that may be Erected on a business is as follows:

a) Only one (1) of the following Sign types is permitted per Exterior Wall of the business:
    i. Wall Sign
    ii. Canopy Sign
    iii. Awning Sign
    iv. Window Sign
b) Only one (1) Ground Sign is permitted per lot, except where the following conditions are met:
    i. A second Ground Sign may be Erected on a lot with street frontage greater than 125 meters; and
    ii. If a lot abuts two or more streets, one (1) additional Ground Sign may be Erected on each street frontage, provided each street has a minimum frontage of 15 meters.

7.2 Compliance with Site Development Agreements

a) Signs that comply with the standards for signage outlined in an approved site plan shall be considered in compliance with this By-law.
b) Any variance to a Sign regulated by an approved site plan will be treated as an amendment to the site plan. A formal application for such a variance must be submitted to Development Services.

7.3 Compliance with Zoning By-Laws

Notwithstanding any other provisions of this By-Law, no Person shall Erect or maintain a Sign on any parcel of land or building unless the Sign is accessory to a use that is lawfully permitted on the property.

7.4 Mixed Uses

Where a building or part of a building contains multiple use categories, the Signs permitted shall correspond to the specific portion of the building designated for each use category.

7.5 Wall Signs

The following regulations shall apply to all Wall Signs:

a) no Wall Sign or any part thereof shall project more than 0.5 metres from the wall upon which it is mounted;
b) no Wall Sign shall extend beyond the extremities of the wall to which it is attached;
c) no Wall Sign shall extend around the corners of the wall upon which it is mounted except in the case of a corner Premises. Signs extending around the corner lawfully Erected under this section shall be deemed to be two (2) Signs for the purpose of calculating the permitted number of Signs and permitted Sign Area; and
d) no portion of any Wall Sign shall be less than 2.44 metres above the finished grade or floor level immediately below such Sign.
e) No portion of any Wall Sign exceed the building's roofline or parapet

7.6 Ground Signs

The following regulations shall apply to all Ground Signs:

a) no Ground Sign shall be located at a distance less than 3.05 metres from any side lot line and 1.52 metres from any other lot line;
b) a Ground Sign including any part of its structure shall not be located closer than 1 metre to any driveway. A curb 0.15 metres to 0.2 metres in height shall be constructed around the Ground Sign and 1 metre from its base where it is located in a parking area or adjacent to a driveway;
c) no Ground Sign shall be located within 15 metres of an intersection;
d) where the lot abuts a provincial highway, the approval of the Ministry of Transportation shall be required, and such Ground Sign shall be set back from the lot line abutting the Highway the distance required by the Ministry;
e) the maximum height of a Ground Sign shall not exceed 7.5 metres from the finished grade level at the base of the supporting structure of the said Sign;
f) a minimum clearance of 2.44 meters shall be maintained from the underside of any part of a Ground Sign located above a walkway; and
g) illuminated Ground Signs shall comply with section 7.11

7.7 Canopy Signs

The following regulations apply to all Canopy Signs:

a) a Canopy Sign must be designed as an integral part of the Canopy fascia;
b) no Canopy Sign shall extend beyond the boundaries of the Canopy fascia;
c) the lowest point of any Canopy Sign must be at least 2.44 meters above the finished floor level directly beneath the Sign;
d) a Canopy Sign shall not extend around the corners of the Canopy it is mounted on, except when a Premises is located at the corner of a building. In such cases, the Canopy Sign may extend around the corner. Signs extending around the corner will be treated as two (2) separate signs for the purpose of determining the total number of signs and Sign Area permitted.

7.8 Projecting Signs

The following regulations apply to all Projecting Signs:

a) the lowest point of a projecting Sign must be at least 2.44 meters above the finished grade or floor level directly beneath the Sign; and
b) the area of each Sign Face of a Projecting Sign must not exceed 1.0 square meter.

7.9 Readograph Signs

Readograph Signs must be designed as an integral component of either a Ground Sign or a Wall Sign.

7.10 Awning Signs

The following regulations apply to all Awning Signs:

a) no Awning Sign shall extend above the top of the roof surface;
b) no part of an Awning Sign shall project more than 0.5 meters from the wall to which it is mounted;
c) the lowest point of any Awning Sign must be at least 2.44 meters above the finished floor level directly beneath the Sign;
d) no Awning Sign shall extend beyond the outer limits of the wall to which it is attached;
e) no Awning Sign shall extend around the corners of the wall upon which it is mounted, except when a Premises is located at the corner of a building. In such cases, an Awning Sign may extend around the corner. Signs extending around the corner shall be treated as two (2) separate Signs for the purpose of determining the permitted number of Signs and the total Sign Area; and
f) Awning Signs shall only be located on the storey that has direct access to a street.

7.11 Illuminated Signs

The following regulations apply to all Illuminated Signs:

a) maximum Illumination level for Signs to 300 nits between sunset and sunrise and 5000 nits between sunrise and sunset;
b) Electric Illumination shall be installed in accordance with the requirements of Hydro or the authorized electricity provider;
c) Illuminated Signs shall be designed, Erected and operated so that the light from such Signs does not project onto any adjacent residential Premises; and
d) located no closer than 15 metres to the nearest traffic signal of an intersection or the nearest signal of a pedestrian crossing, and in the case of a corner lot this distance is measured to the intersection or projected intersection of the two lot lines abutting the streets.

7.12 Public Information Signs

Public Information Signs shall be erected and maintained in accordance with the Town's Planning Department Complete Application Sign Specifications.

PART 8 – SIGNS PERMITTED FOR RESIDENTIAL ZONES

Notwithstanding Part 5, no Person shall Erect, display, maintain, or allow the erection, display, or maintenance of any Sign on a lot or building used for residential purposes, except in accordance with the following provisions:

8.1 Single-Family, Semi-Detached, and Street Townhouse Dwellings

a) one (1) Sign containing the name, address, and profession of a resident or occupant is permitted in accordance with the Town's Zoning By-Law, provided it does not exceed 0.2 square meters in Sign Area and does not include any commercial advertising; and
b) one (1) special event or A-Frame Sign provided it does not exceed 0.2 square meters in Sign Area and does not include any commercial advertising. Such Sign shall be permitted to be displayed for a maximum of thirty (30) days prior to and shall be removed immediately after the event.

8.2 Multiple-Family Buildings, Block Townhouses, and Apartment Buildings

a) only one (1) Ground Sign per lot is permitted to identify a multiple-family building or other permitted use. This Sign must not exceed a height of 2.0 meters or an area of 2.4 square meters; and
b) in addition to the Ground Sign, one (1) Wall Sign may be permitted at the ground floor level of a permitted use, provided the Sign does not exceed 2.4 square meters in area, does not contain commercial advertising, and solely identifies the building.

PART 9 - SIGNS PERMITTED FOR COMMERCIAL AND INDUSTRIAL ZONES

Notwithstanding Part 7, no Person shall Erect, display, or maintain or allow the Erection, display or maintenance of any Sign on a lot or building used for Commercial Use or Industrial Use, except in accordance with the following:

9.1 Ground Signs

a) two (2) Ground Signs are permitted per lot where the minimum frontage is 89.91 metres, except where the lot has two or more road frontages and then three Signs shall be permitted with minimum separation of 45 metres;
b) where two (2) Ground Signs are permitted, they shall be no larger than 10 square metres in Sign Area on a single Sign Face, or 20 square metres of Sign Area for all faces combined; and
c) each Ground Sign Erected must prominently display the municipal address assigned to the property where the Sign is situated.

9.2 Wall Signs

a) Wall Signs shall not exceed twenty-five percent of the area of the wall to which the Sign is attached in the storey on which the Sign is located. In multiple occupancy buildings or Shopping Centres, the Sign Area for each business unit shall be proportional to the length of the Exterior Wall forming part of that unit.

9.3 Canopy Signs

a) a Canopy Sign shall not exceed 0.75 square meters for every linear horizontal meter of the Canopy on which the Sign is installed. In multi-tenant buildings, the Sign Area for each business Premises will be proportional to the length of the Exterior Wall associated with that Premises. However, regardless of the above, the total Sign Area per business Premises shall not exceed 20.0 square meters, nor be less than 2.0 square meters; and
b) a Canopy Sign installed as an integral part of a freestanding Canopy shall not exceed 2.0 square meters.

9.4 Awning Signs

Awning Signs may be installed either in accordance with the provisions for Wall Signs or as follows:
a) the area of an Awning Sign shall not exceed 1.0 square meter per linear horizontal meter of the building's Exterior Wall where the Sign is placed; and
b) the text area on an Awning Sign shall not exceed 0.5 square meters per linear horizontal meter of the building's Exterior Wall where the awning is located. In multi-tenant buildings or shopping centers, the Sign Area for each business Premises shall be proportional to the length of the Exterior Wall associated with that Premises. Notwithstanding the above, the total text area on an

Awning Sign for each business Premises shall not exceed 20.0 square meters, nor be less than 2.0 square meters.

9.5 Projecting Signs

All Projecting Signs shall comply with the provisions of in Section 7.8.

9.6 Shopping Centre Signs

In addition to the other provisions of this By-law, the following provisions apply specifically to shopping centers:

a) Ground Sign provisions are as follows:
    i. no individual business or enterprise within a shopping center may Erect or maintain a Ground Sign;
    ii. notwithstanding Section 9.1 concerning the maximum area of Ground Signs, if a shopping center is located on a lot greater than 1.0 hectare in size, the maximum area of Ground Signs may be increased to 20 square meters per single Sign Face or 40 square meters for all faces combined. This increased area shall only apply to Signs that are professionally designed to align with the architectural and design elements of the development;
    iii. a maximum of two Ground Signs shall be permitted on a lot which has 89.91 metres or more of frontage except where the lot has two or more road frontages on 89.91 metres or more of frontage then three Signs shall be permitted with minimum separation of 45 metres; and
    iv. a maximum of one (1) entrance Sign and one (1) exit Sign shall be permitted at each entrance to a Shopping Centre and each Sign shall not exceed 1.02 square metre and shall not exceed 2.01 metres in height.
b) an additional Wall Sign complying with Sections 8.5 and 10.2 may be permitted in lieu of a Ground Sign for Shopping Centre identification purposes only; and
c) all other Signs identifying each individual business Premises shall be Erected in accordance with the provisions of this By-law.

9.7 Window Signs

a) The total area of any permitted window Sign shall not exceed 25% of the surface area of a single window or 25% of the combined surface area of multiple windows.
b) A window Sign must not obstruct clear views of entrances or exits and must ensure that the interior of the Premises remains visible at all times.

9.8 Service and Gas Station Signs

In addition to the Signs permitted by Part 5 and Sections 10.6 of this By-law and subject to the provisions of Part 7, the following Signs shall also be permitted in association with service stations and gas bars:

a) a maximum of two (2) Signs displaying the price of gas not exceeding 1.02 square metres in Sign Area, shall be permitted on the facia of a Canopy associated with the pump islands provided that each such Sign is an integral part of the Canopy design and does not extend beyond the facia; and
b) Signs customarily displayed on gasoline pumps which are an integral part of the pump design are permitted.

9.9 Inflatable Signs

Notwithstanding provisions of section 16.7:

a) only one Sign per lot shall be permitted;
b) shall not exceed maximum area of 42.0 square metres;
c) shall not exceed maximum height of 7.0 metres and maximum width of 6.0 metres; and
d) shall advertise the First Party and Third-Party limited to the permitted uses of the zone.

PART 10 – SIGNS PERMITTED IN RURAL ZONES

10.1 In addition to Signs being permitted in Part 5 of this By-law and subject to the provisions of Part 7 the following Signs shall be permitted in rural Zones:

a) Wall Sign

Wall Signs shall not exceed twenty percent of the area of the wall to a maximum of 9.29 metres of Signage on the storey to which the Sign is attached. In buildings of multiple occupancy, the Signs shall be of uniform height and shall be part of the design of the building. Wall area is the area of the wall containing only the building or Premises to which the Sign refers. Wall Signs which are permitted must be incidental to the use carried on.

b) Ground Sign

A maximum of one (1) Ground Sign not exceeding 5.95 metres in area, indicating the business name or occupation of the property Owner or tenant if such Home Occupation or use is permitted on that lot by the Town's Zoning By-law.

PART 11 - SIGNS PERMITTED FOR AGRICULTURAL AND RECREATIONAL ZONES

Subject to the requirements in Part 7 and Section 18, no Person shall Erect, display, or maintain or allow the Erection, display or maintenance of any Sign on a lot or building used for Agricultural and recreational purposes, except in accordance with the following:

11.1 A maximum of two (2) Ground Signs shall be permitted, each having a maximum Sign Area of 5.0 square metres and a total Sign Area of 10.0 square metres. Such Signs shall advertise the name of the occupant of the Agricultural or recreational use.

PART 12 – SIGNS PERMITTED IN INSTITUTIONAL ZONES

Subject to Part 7 and 18, no Person shall Erect or maintain Signs on institutional properties except as follows:

12.1 Ground Signs

a) Ground Signs shall not exceed 4.0 square metres per Sign Face or 8.0 square metres for all faces combined; and
b) Ground Signs shall not exceed 4.0 metres in height above the finished grade.

12.2 Wall Signs shall not exceed 1.0 square metre per linear metre of building or Canopy wall, with a total Sign Area per Premises not exceeding 10.0 square metres and no less than 2.0 square metres.

12.3 Electronic Signs in accordance with Part 19 but shall not advertise or display any Third-Party Advertising.

12.4 Signs permitted in Part 5 are also allowed.

PART 13 – SIGNS PERMITTED IN VILLAGE CORE AREAS

Notwithstanding provisions in Parts 6, 7, and 8 the following regulations shall apply to all Signs located within a Village Core Areas. For the purposes of this bylaw, the areas identified in Schedules "A", "B", "C", and "D" attached hereto are designated as Village Core Areas.

13.1 General Provisions

a) All applications for Signs within Village Core Areas must be circulated to the Director of Planning or his/her designate for review and comment prior to the issuance of a Permit.
b) The following types of Signs are prohibited: Billboard, Banner, and Electronic Signs shall not be permitted in Village Core Areas.
c) No Sign Erected within a Village Core Area shall obstruct or interfere with any architectural detailing or features of a building.
d) Any Advertising Device that is permitted under this By-law shall be limited to only First-Party Signs.

13.2 Single-Use Building Ground Signs

a) Ground Signs for single-use buildings shall not exceed 1.5 square metres in area per Sign Face or 3.0 square metres for all faces combined.
b) Such Ground Signs, notwithstanding Section 7.6, shall not exceed a height of 3.0 metres.

13.3 Wall Signs

The area of Wall signs shall not exceed 0.25 square metres of Sign Area per linear horizontal metre of Exterior Wall upon which the Sign is located. No Wall Sign shall exceed 1.25 square metres in total Sign Area.

13.4 Canopy Signs

The area of Canopy Signs shall not exceed 0.25 square metres of Sign Area per linear horizontal metre of Canopy fascia upon which the Sign is located. No Canopy Sign shall exceed 1.0 square metre in total Sign Area.

13.5 Projecting Signs

Notwithstanding Section 5.9(b), no Projecting Sign shall exceed 0.75 square metres in area per Sign Face.

13.6 Window Signs

The maximum Sign Area for any window Sign shall not exceed 20% of the area of the window in which it is located, or 0.50 square metres, whichever is less.

PART 14 – PROHIBITED SIGNS ON PUBLIC LANDS

14.1 Notwithstanding any other provision of this Bylaw, no Person shall Erect, install, post, display, alter, maintain, or keep any of the following types of Signs on Public Property or within road allowances under the jurisdiction of the Town:

a) Signs incorporating any flashing or moving Illumination that varies in intensity or colour, as well as Signs with visible moving parts, mechanical movement, or other apparent movement achieved through electrical pulsations or wind current;
b) Signs that, due to their size, location, content, colouring, or method of Illumination, obstruct the vision of drivers or pedestrians, or obstruct or reduce the visibility of traffic Signs or control devices on public streets and roads, or are located within a Daylighting Triangle;
c) Signs that use words such as "Stop", "Look", "One Way", "Danger", "Yield", or any similar words, phrases, symbols, lights, or characters in a manner that could interfere with, mislead, or confuse traffic, unless they are Erected by a public authority;

d) Signs located in a manner that obstructs or impedes any required fire escape, fire exit, walkway, passageway, door, window, skylight, flue, or air intake/exhaust, or that prevent or impede free access for emergency personnel to any part of a building;
e) Signs on or over public lands, public rights-of-way, or road allowances, unless permitted by this By-law;
f) Signs painted on, attached to, or supported by trees, stones, natural objects, traffic sign posts, traffic sign poles, wooden utility poles, or Signs placed on any center median of any roadway or held by a person or moving or mobile device;
g) Banners, Feather Banners, pennants, spinners, streamers, or Signs that may require permits under this By-Law;
h) Election Signs and third-party Election Signs; and
i) Inflatable Signs.

PART 15 – SIGNS ALLOWED ON PUBLIC LANDS THAT DO NOT REQUIRE A PERMIT

Notwithstanding Sections 3 to 4, the following Signs are permitted on road allowances under Town jurisdiction, as specified below, and are exempt from permit requirements.

15.1 Public Information Signs as permitted.

15.2 Real Estate Open House Signs for properties for sale, rent, or lease are permitted under the following conditions:

a) displayed for a maximum of 72 hours for an active open house that is listed for sale or lease;
b) a maximum of five Signs per open house;
c) maximum Sign size: 0.60 metres x 0.60 meters, height: 0.60 meters;
d) setback a minimum of 0.3 metres from the street curb or sidewalk (or 3.0 meters from pavement edge and not within a daylighting triangle); and
e) must list the property address; and
f) not displayed on a traffic island or median or attached to a light standard or utility pole.

15.3 Home Builder A-Frame Signs

Home Builder A-frame Signs are permitted with the following conditions:

a) located within 1 km of the construction site, displayed Saturdays and Sundays only;
b) maximum of three (3) Signs per builder or project;
c) setback a minimum of 1.0 metre from curb/sidewalk or 3.0 metres from pavement edge;

d) maximum Sign Area: 1.0 metre square per side, height: 1.2 metre, width: 0.8 metre;
e) Signs within 20 metres of an intersection: max height of 0.6 metres;
f) not allowed on traffic islands; and
g) not permitted in Village Core Areas as identified in Schedules "A", "B", "C", and “D” unless such Signs are located on a development located within a Village Core Area.

15.4 Temporary Signs for Religious/Charitable/Community Organizations/Affiliated Community Groups

Temporary Signs for special events by Charitable, Community, Religious Organizations, or Affiliated Community Groups except Mobile Signs, are permitted under the following conditions:

a) the event that is advertised shall be located in the Town East Gwillimbury;
b) displayed for a maximum of 30 days before the event and must be removed immediately after;
c) maximum Sign Area: 0.60 metre square, unless authorized and approved by relevant authority;
d) setback a minimum of 0.3 metres from sidewalks, curbs, roadways, driveways, or other Signs;
e) not located in a Daylighting Triangle;
f) must be easily dismantled for maintenance or construction; and
g) Signs approved by Council or the Town.

PART 16 – MOBILE, A-FRAME, INFLATABLE, AND BANNER SIGNS

The following regulations shall apply to all Mobile Signs:

16.1 A maximum of one (1) Mobile Sign per lot is permitted except where a lot that abuts two or more Highways providing the Highway frontage for each Highway is more than 30 metres, a second Mobile Sign may be permitted.

16.2 Each Mobile Sign requires a separate application and Fee, as per the Fees and Charges By-law, as amended or its successor by-law.

16.3 A Mobile Sign permit shall be valid for thirty (30) days, starting on the date indicated on such permit. Every Mobile Sign shall:

a) have a maximum Sign Area of 4.4 square meters with a total Sign Area not to exceed 8.8 square metres;
b) have a maximum Sign height of 2.5 metres;
c) be located a minimum distance of within 15m of an intersection;
d) be located a minimum distance of nice of less than 3.05 metres from any side lot line, and 1.52 metres from the front lot line;
e) and it must be located entirely on Private Property;

f) be kept back 3.04 metres from the property line where a lot abuts a provincial highway as required by the Ministry of Transportation;
g) be located entirely on Private Property;
h) not be located in a parking space or driveway;
i) be located a minimum of 3.0 metres from a driveway;
j) not be located within a Daylighting Triangle;
k) not located within a minimum of 20 metres from a Mobile Sign located on an adjacent property;
l) comply with relevant Ontario Hydro, and CSA Standards; and
m) have the name of the Sign company affixed to it in a clearly visible location.

16.4 Notwithstanding the preceding, Religious Organization, Community Organization or Charitable Organization may Erect Mobile Signs advertising festivals and community events in accordance with the following provisions:

a) the Sign shall comply with Section 14 with respect to size, location and standards, unless otherwise specified by Town staff; and
b) a maximum of one (1) Sign shall be allowed per event by any one organization.

16.5 Notwithstanding the preceding, Commercial/Mix-Use/industrial/Employment Use's may Erect an A-Frame Sign on Private Property only in accordance with the following requirements:

a) the Sign contains no more than two (2) Sign Faces and each Sign Face does not exceed a maximum area of 0.6 m2;
b) the Sign does not exceed 0.6 metres in width and 0.9 metres in height;
c) the Sign is not illuminated in any manner;
d) the Sign is not located within 3 metres lateral distance from the closest edge of a sidewalk, driveway or road curb;
e) the Sign is not located within 10 metres lateral distance from any other A-Frame or Mobile Sign on the same lot or Premises;
f) the Sign shall be removed and stored indoors each evening at business close;
g) the number of A-Frame signs permitted on a lot shall be calculated based on the Highway frontage as follows:
    i) for Highway frontage of 15 metres (50 feet) to 50 metres (165 feet), one (1) Sign is permitted;
    ii) for Highway frontage of 51 metres (168 feet) to 100 metres (328 feet), two (2) Signs are permitted;
    iii) for Highway frontage of 101 metres (332 feet) to 300 metres (984 feet), three (3) Signs are permitted;
    iv) for Highway frontage of 301 metres (988 feet) or more, four (4) Signs are permitted; and
h) shall not obstruct a sidewalk or be placed in a parking space.

16.6 Notwithstanding the preceding, Feather Banner Signs on Commercial/Mix-Use/Industrial/Employment Use/and Village Core Area Premises may be erected in accordance with the following provisions:

a) each Feather Banner Sign shall:
    i. be located on Private Property;
    ii. have a maximum Sign Area of 3.5 square metres;
    iii. have a maximum Sign height of 2.4 meters above grade;
    iv. be setback 1.0 metre from all street lines; and
    v. not be located within 5.0 metres from any common lot boundary with an adjacent lot;
b) a maximum of six (6) Feather Banner Signs are permitted per Lot;
c) Feather Banner Sign permits shall be issued a Permit in time increments of 30 days; and
d) where Feather Banner Signs are located within a Village Core Area, applications for Sign permit(s) must be circulated to the Manager of Planning or his/her designate for review and comment prior to the issuance of a Sign permit.

16.7 Inflatable Signs

a) Permit shall be issued a Permit in time increments of 30 days;
b) not be erected or displayed on a roof;
c) shall be permitted for each Property at any one time;
d) before being issued a Sign Permit for an Inflatable Sign, the Applicant shall provide confirmation to the Town that a minimum of $2,000,000.00 of valid comprehensive general insurance is in effect and proof of insurance showing the Town has been named as an additional insured;
e) shall be properly secured to the satisfaction of the Town;
f) power cords and/or supporting devices for Inflatable Signs shall not be placed on or over Parking Areas, Parking Lots or pedestrian areas; and
g) shall not place or locate an Inflatable Sign:
    i. within 3.0 metres of any Property line;
    ii. within 3.0 metres of any driveway entrance and exit;
    iii. within 10.0 metres of any Ground Sign or Mobile Sign on the same Property or abutting Property;
    iv. within 92.0 metres of a residential Property, measured in a straight line; or
    v. within 50.0 metres of a traffic light standard.

16.8 A Banner Sign may only be displayed on Private Property in compliance with the following conditions:

a) the Banner Sign must not exceed 6m² in size; and
b) the Banner Sign may only be hung on the Exterior Wall of a building not extending beyond the wall of the building or business.

PART 17 – DEVELOPMENT SIGNS

Subject to the requirements in Part 5, no Person shall Erect, display, or maintain or allow the Erection, display or maintenance of any Development Sign, except in accordance with the following:

17.1 Development Signs

Provisions for on-site Development Signs are as follows:

a) subdivision Development Signs must be located on lands within the plan of subdivision. For all other developments, the Signs must be located on the subject lands;
b) such Signs may advertise only the development on the lands in which the Sign is located, and not the sale of lots elsewhere or the realtor's, developers, or property Owner's business in general; and
c) shall be erected and maintained in accordance with the Town's Planning Department Complete Application Sign Specifications.

17.2 Subdivision Development Signs on Sales Trailers and Sales Pavilions

a) one (1) Wall Sign advertising the sale of lots or dwellings may be Erected on a Wall of a sales trailer or sales pavilion provided it covers no more than 50% of one (1) wall of the sales trailer or sales pavilion; and
b) no part of the Wall Sign shall extend above the surface of the roof or beyond the extremities of the wall to which it is attached.

PART 18 – BILLBOARDS

18.1 Industrial, Commercial, Employment, and Rural and Aggregate Resource Zoned Lands

Notwithstanding Part 5 and Part 7, one (1) Billboard Sign may be permitted on a lot Zoned Industrial, Commercial, Employment, Rural, and Aggregate Resource Zoned lands in accordance with the following requirements:

a) Setback:
    i. a minimum of 5.0 metres from all street lines;
    ii. a minimum of 5.0 metres from any common lot boundary with an adjacent lot;
    iii. not be located closer than 1.0 metre to any driveway;
    iv. minimum of 600 metres from any other Billboard Sign;
    v. not be permitted within 250 metres from a building containing Residential dwelling units or lands Zoned Residential;
b) not be located within, and be setback 250 metres from, Village Core Areas;

c) not exceed a maximum Sign Area of 20.0 square metres for any single Sign Face with a total Sign Area of 40 square metres for all Sign Faces combined;
d) not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure;
e) shall not be placed within 400 m of any 400-series Highway unless permitted by the Ministry of Transportation Ontario Corridor Signing Policy, or successor policies; and
f) Third-party advertisements may be permitted subject to conditions outlined in Part 3 and 20.

18.2 Electronic Billboard Signs and Billboard Signs with Electronic Changing Copy shall:

a) in addition to Part 3 and 19 a Billboard Sign with electronic changing copy be accompanied by an Urban Design Impact Assessment, if requested by the Town's Planning Department, to evaluate the visual impact of a proposed Sign on the character of the context within which it is to be located;
b) be equipped with ambient light sensors and automatic dimming features to adjust the brightness in response to changes in ambient light conditions;
c) have a minimum message duration of 10 seconds;
d) have a maximum transition time between images of not more than 1 second;
e) have no visual effects or animation of any kind, including, but not limited to, fading, dissolving, blinking or the illusion of such effects, during the message transition or interval between successive displays;
f) have no message sequencing or text scrolling of any kind, over successive display phases on a single Electronic Billboard Sign or across multiple Electronic Billboard Signs;
g) have no interactive billboard messages that allow, promote, or encourage real-time communication with drivers. This includes, but is not limited to, Electronic Billboard Signs that respond to text messages, phone calls, or emails from passing drivers;
h) not increase light levels by more than 3.0 lux within 10.0 metres of the Sign;
i) level of brightness or illumination shall not exceed 25% when changing between message transitions;
j) not exceed light levels by 5,000 nits during the day, between sunrise and sunset;
k) not exceed light levels by 300 nits at night, between sunset and sunrise; and
l) Third-party advertisements may be permitted subject to conditions outlined in Part 3 and 20.

PART 19 – GENERAL PROVISIONS FOR ELECTRONIC SIGNS

19.1 Electronic Signs

Notwithstanding any other provisions in this Bylaw, the following provisions apply to Electronic Signs:

a) Ground, Billboard, projecting, and Wall Signs may be Electronic Signs;
b) Electronic Signs may only display static content;
c) transition time between images must not exceed one second;
d) messages must display for at least 10 seconds;
e) have no visual effects or animation of any kind, including, but not limited to, fading, dissolving, blinking or the illusion of such effects, during the message transition or interval between successive displays;
f) light must not project onto adjacent residential properties;
g) illumination must not increase light levels by more than 3.0 lux within 10.0 metres of the Sign;
h) illumination change between message transitions must not exceed 25%;
i) illumination must not exceed 5,000 nits during the day, between sunrise and sunset;
j) illumination must not exceed 300 nits at night, between sunset and sunrise;
k) Electronic Signs which are visible from within a habitable living space contained in a legal dwelling unit shall have its illumination extinguished by 2300 hours each day, and shall not be relighted before 0700 hours of the morning of the following day;
l) First-Party illuminated Signs associated with a lawful business may remain in operation while the business is operating lawfully;
m) certain facilities may remain illuminated at all times, including hospitals, power stations, public transit, emergency services, and communication facilities including radio and television stations;
n) the Sign must shut off if it malfunctions;
o) to obtain a permit, the Electronic Sign owner must produce third-party certification from an Electronic Sign expert, such as an Electronic Sign manufacturer, advising, that the Sign meets the requirements of the By-law;
p) in granting authorization for an Electronic Sign, the Town may attach additional restrictions or conditions that may deviate from any regulation as set out in this By-law, so long as such additional restrictions or conditions are intended to address the following matters:
    i. will not alter the essential character of the area;
    ii. will not adversely affect adjacent properties; and
    iii. will not adversely affect public safety.
q) not permitted in Village Core Areas as identified in Schedules "A", "B", "C", and “D”; and
r) be setback:
    i. 100 metres from street intersection;
    ii. 300 metres setback from other Electronic Billboards, parks, open space, environmental protection Zones;
    iii. 150 metres setback from a Billboard Sign;
    iv. 100 metres setback from: properties Zoned residential, institutional; designated heritage properties; and
    v. 100 metres from Village Core Areas as shown on Schedules "A", "B","C", and “D”.

PART 20 – FIRST-PARTY SIGNS AND THIRD-PARTY SIGNS

Notwithstanding Part 3 and any other provisions of this By-law:

20.1 Unless otherwise restricted by this By-law, an Advertising Device may either be a First-Party Sign or a Third-Party Sign.

20.2 No Third-Party Sign shall be installed unless a sign Permit has been issued for such Sign in compliance with Part 3.

20.3 Third-Party Advertisement shall be subject to permit requirements under Part 3 and shall be valid for a period of one (1) year from the date of issuance. The permit may be renewed annually, subject to compliance with all applicable requirements and the submission of any necessary documentation and fees.

20.4 With the exception of an Election Sign in accordance with other municipal by-laws and Part 5, no Third-Party Advertisement Sign(s) shall be Erected on a lot Zoned Residential, Institutional, Oak Ridges Moraine, Mixed Use, and Environmental and Open Space Zones by the Town's Zoning By-law unless otherwise approved by the Town.

20.5 Third-Party Signs shall not be permitted in Village Core Areas as shown on Schedules "A", "B", "C", and "D".

PART 21 - VARIANCES

An application for a variance shall be made on the form prescribed by the Town and shall be accompanied by the non-refundable variance application Fee.

21.1 An application for a variance will not be processed until:

a) the Applicant has submitted all required information to the Chief Building Official or his/her delegate;
b) the required Fee has been paid in full; and
c) authorization from the Owner of the property allowing the Applicant to apply on their behalf.

21.2 A variance from the provisions of this By-law may be granted where it is established that the proposed Sign is:

a) warranted based on physical circumstances and is applicable to the Property or Premises;
b) consistent with the architecture of the building or development of the Property;
c) consistent with surrounding properties: aligns with buildings and other features within 120.0 meters of the proposed Sign;

d) does not alter the essential character of the area;
e) does not adversely affect adjacent properties;
f) does not adversely affect public safety;
g) in the opinion of the decision maker, it is not contrary to the public interest; and
h) not expressly prohibited by this By-law.

21.3 The Chief Building Official or his/her delegate may circulate the application to the Property Owners of all abutting properties and/or the Property owners of any properties within 60 metres of the subject Property at his/her discretion, prior to the consideration of the variance.

21.4 Upon receiving an application for a variance from this By-law to permit the erection and display of a Sign, the Chief Building Official or his/her delegate may:

a) grant a variance;
b) grant a variance with conditions; or
c) refuse to grant a variance.

21.5 All variances for Signs that have been validly granted by the Town under a predecessor of this By-law and existing on the date of the enactment of this By-law shall be continued.

21.6 Appeals

Where an Applicant wishes to appeal their variance application decision, the Applicant shall in writing, deliver on the form prescribed by the Town accompanied by the non-refundable appeal Fee to Legislative Services within 14 days of being served with the decision.

21.7 The Secretary of the Appeal Committee shall give notice, or direct that notice be given, at least seven (7) days prior to the hearing by personal service delivery or mail to every owner of land shown on the last revised assessment roll abutting property owners of the subject property, and to anyone who submitted to the Legislative Services in writing a request for a variance.

21.8 Upon reviewing an application, the Appeal Committee shall consider:

a) whether the request is minor in nature;
b) whether it is in accordance with the general intent and purpose of the by-law;
c) whether the proposed variance is desirable and in keeping with the Signs in the area; and
d) would the approval of the variance result in any impacts to the health, safety or welfare of the public.

21.9 The hearing of every application shall be held in public, and the Appeal Committee shall hear the Applicant and every other Person who desires to be heard in favour of or against the application, and the Appeal Committee may adjourn the hearing or reserve its decision.

21.10 No decision of the Appeal Committee on an application is valid unless it is concurred by the majority of the members of the Appeal Committee that heard the application, and the decision of the Appeal Committee, whether granting or refusing an application, shall be in writing and shall set out the reasons for the decision, and shall be Signed by the members who concur in the decision.

21.11 Any authority or permission granted by the Appeal Committee may be for such time and subject to such terms and conditions as the Appeal Committee considers advisable and as are set out in the decision.

21.12 The Appeal Committee, upon hearing an application for a variance shall render a decision.

21.13 The Appeal Committee shall inform the Applicant, as well as any abutting neighbours that submitted objections, of its decision by way of written notice setting out the grounds for the decision with reasonable particulars.

21.14 A decision of the Appeal Committee is final and binding.

PART 22 – NON-CONFORMING SIGNS

22.1 Non-Conforming Signs

a) This By-law does not apply to a Sign lawfully Erected or displayed on or before the day this By-law comes into force if the Sign is not removed, enlarged or substantially altered.
b) If a non-conforming Sign is substantially altered, it must fully comply with the By-law.
c) Signs remain subject to all other applicable statutes, by-laws, or regulations.

PART 23 – MAINTENANCE

23.1 The Owner, permit holder, lessee or authorized agent of the lot or Premises upon which any Sign or Advertising Device is located shall maintain the Sign in good repair and condition, ensuring it remains safe, unsightly without missing parts, and not dangerous, to the satisfaction of the Town and in compliance with any applicable site plan agreements or undertakings.

23.2 All materials used in a Sign must comply with the Building Code and the relevant requirements of Hydro or Gas companies, depending on jurisdiction.

23.3 Signs must be designed and installed to safely withstand all loads and comply with the structural requirements of the Building Code.

PART 24 – PRESUMPTION CLAUSE

24.1 If a Sign in violation of this By-law is found on Private Property, the property Owner, manager, tenant, or Person in charge is presumed to have placed or Erected the Sign, unless proven otherwise.

24.2 If a Sign in violation is found on a Highway as defined under the *Highway Traffic Act R.S.O. 1990, c. H.8*. as amended, public land, right-of-way, or utility pole, the Person and company or organization named on the Sign is presumed to have placed, caused, allowed, or permitted it.

24.3 If a Sign lacks a name but has contact information (e.g., phone number, website, and email), the Person associated with that information is presumed to have placed or permitted the Sign, unless proven otherwise.

PART 25 – POWERS OF ENTRY AND INSPECTION

25.1 In accordance with Section 436 of the *Municipal Act, 2001*, as amended, an Officer, or any person authorized by the municipality, may enter upon land at any reasonable time for the purpose of inspecting the installation, maintenance, condition, or removal of any sign to determine:

a) Whether the provisions of this by-law are being complied with;
b) Whether an Order, direction, or other requirement under this by-law is being complied with; or
c) Whether there are reasonable grounds to believe that this by-law is being contravened.

25.2 For the purposes of an inspection the Chief Building Official, Inspector or Municipal Law Enforcement Officer may:

a) require the production for inspection of documents or things, including drawings or specifications, that may be relevant to a Sign;
b) require information from any Person concerning a matter related to a Sign;
c) be accompanied by a Person with special or expert knowledge to make necessary examinations of the Sign for the purposes of an inspection; and
d) inspection and re-inspection Fees may be applicable in accordance with the Town’s Fee’s and Charges By-Law or its successor By-Law.

PART 26 – ORDER TO COMPLY

26.1 An Order may be issued for Signs in breach of the By-law. The Owner must remove or bring the Sign into compliance within 7 days after receiving written notice from the Chief Building Official, Inspector, or Municipal Law Enforcement Officer.

26.2 If an Order has been issued under this By-Law, and the Order has not been complied with, the contravention of the Order shall be deemed to be a continuing offence for each day or part of a day that the Order is not complied with.

26.3 Fees may be applicable for the issuance of an Order to Comply in accordance with the Town's Fees and Charges By-Law or its successor By-Law.

26.4 If the Owner cannot be found, the Order will be sent via registered mail to the last known address or posted on-site. The Order to Comply is considered served 5 days after mailing or posting.

26.5 If the Order to Comply is not complied with, the Chief Building Official, Inspector, or Municipal Law Enforcement Officer can arrange for the removal of the Sign at the Owner's expense. Costs may be recovered like municipal taxes.

26.6 No Person shall fail to comply with any condition or term of an Order to Comply issued under this By-law.

26.7 No Person shall remove any Order that is posted on the lot or Premises without the approval of the Chief Building Official, Inspector, or Municipal Law Enforcement Officer.

PART 27 – SIGN REMOVALS

27.1 When a Sign is in contravention of a provision of this By-law, such Sign may be immediately removed, without notice and disposed of without compensation, if located on, over, partly on, or partly over, Public Lands and/or property under the jurisdiction of the Town.

27.2 When a Sign is located on property other than Public Lands, the Town may issue an Order to Comply by personal service or registered mail, to the Owner, Person, or their agents, or to the Person or agent having the use or major benefit of the Sign, requiring that the Sign be permanently removed within the time specified in the Order and thereafter not replaced with any Sign in contravention of this By-law.

27.3 If the Order to Comply is not complied with, the Town may require its employees, or an independent contractor enter upon the land and remove such Sign at the expense of the property owner or owner of the Sign.

27.4 Where a Sign constitutes a safety hazard or poses a safety concern, the Town may immediately remove the Sign without notice or compensation, regardless of whether the Sign is in compliance with this By-law.

27.5 Signs, other than those specified in Section~~s~~ 27.1, that are not in compliance with this By-law shall be removed and stored by the Town for a period of not less than 30 days, during which time the owner may be entitled to recover the Sign from the Town, subject to paying applicable Fees and submitting a signed acknowledgement and release on a prescribed form.

27.6 Where a Sign has been removed and stored by the Town, all costs and charges for the removal, care and storage under this By-law are a lien upon the Sign, which may be enforced by the Town in the manner provided by the *Repair and Storage Liens Act, R.S.O. 1990, c. R.24*, as amended.

27.7 Where a Sign has been removed by the Town and stored for a period of at least 30 days, and the Sign has not been claimed, the Sign may be destroyed or otherwise disposed of by the Town.

27.8 In the instance where the Town has issued an Order to Comply requiring the Owner of the land, leasee, or owner of the Sign where a Sign is located to remove the Sign, and the Owner fails to comply with the Order to Comply, the Town may remove the Sign and the cost incurred by the Town in removing a Sign may be added to the tax roll and collected in the same manner as municipal taxes. The cost incurred by the Town in removing a Sign under this part of the By-law is a debt payable to the Town.

PART 28 - OBSTRUCTION

28.1 In accordance with the provisions of the Municipal Act, 2001, Section 426(1), no Person shall hinder, interfere with or otherwise obstruct, either directly or indirectly, a Municipal Law Enforcement Officer, employee of the Town of East Gwillimbury and/or agent in the lawful exercise or power or duty under this By-law.

28.2 Any Person who has been alleged to have contravened any of the provisions of a By-law passed under the Municipal Act, 2001 shall identify themselves to the Municipal Law Enforcement Officer upon request. Failure to do so shall be deemed to have obstructed or hindered the Municipal Law Enforcement Officer in the execution of the Municipal Law Enforcement Officer’s duties.

PART 29 – FINES

29.1 Every Person or corporation including its Directors or Officers who contravene any provision of this By-law is guilty of an offence and on conviction is liable to a

fine and any other penalties imposed pursuant to the *Provincial Offences Act. R.S.O. 1990,c. P.33*, as amended (the "**Provincial Offences Act**").

29.2 In addition to Part 29.1 of this By-law, any Person or Corporation who is charged with an offence under this By-law, by the laying of an information under Part III of the Provincial Offences Act and is found guilty of the offence, is liable pursuant to the Municipal Act, 2001, to a minimum fine of $500 and a maximum fine of $100,000.

29.3 In the case of a multiple offence, for each offence included in the multiple offence, a minimum fine shall not exceed $500 and a maximum fine shall not exceed $10,000. However, despite paragraph 1, the total of all fines for each included offence is not limited to $100,000 pursuant to the Municipal Act, 2001.

29.4 In the case of a continuing offence, for each day or part of a day that the offence continues, a minimum fine shall not exceed five hundred dollars ($500) and a maximum fine shall not exceed ten thousand dollars ($10,000). However, the total of all the daily fines for the offence is not limited to one hundred thousand dollars ($100,000).

29.5 A special fine may be imposed in addition to a fine imposed under section 29.1 and 29.2 in circumstances where there is economic advantage or gain from the contravention of this By-law and the maximum amount of the special fine may exceed one hundred thousand dollars ($100,000) pursuant to the Municipal Act, 2001.

29.6 For the purposes of this By-law, "multiple offence" means an offence in respect of two or more acts or omissions each of which separately constitutes an offence and is a contravention of the same provision of this By-law.

Part 30 – ADMINISTRATIVE PENALTIES

30.1 Alternatively to laying a charge under the Provincial Offences Act for breach of any provision of this By-law, an Officer may issue an administrative penalty to the person who has contravened this By-law.

30.2 The Officer has the discretion to either proceed by way of an administrative penalty or a charge laid under the Provincial Offences Act. If an administrative penalty is issued to a person for the breach, no charge shall be laid against that person for the same breach.

30.3 The amount of the administrative penalty for a breach of a provision of this By-law, issued under this By-law, is fixed as set out in the Town's Administrative Penalty System By-law.

30.4 A person who is issued an administrative penalty shall be subject to the procedures as set out in the said Administrative Penalty System By-law.

30.5 An administrative penalty imposed on a person pursuant to this By-law that is not paid within fifteen (15) days after the day it becomes due and payable, shall constitute a debt due to the Town and may be added to a municipal tax roll and collected in the same manner as municipal taxes.

PART 31 - VALIDITY

31.1 If any provision or part of this By-law is declared by any court or tribunal of competent jurisdiction to be illegal or inoperative, in whole or in part, or inoperative in particular circumstances, the balance of the By-law, or its application in other circumstances, shall not be affected and shall continue to be in full force and effect.

31.2 This By-law comes into force and effect on the day it is passed.

PART 32 – EXEMPTIONS

32.1 The Town, the Region, or any other Canadian Governmental Entity are exempt from the requirements of the Town's Sign By-law, which extends to Signs developed by the Town or Region or any other Canadian Governmental Entity for the purpose of distribution by other parties, subject to prescribed conditions set out by the Town or Region or Canadian Governmental Entity in agreements with these parties.

PART 33 – BUILDING CODE AND GOVERNMENT REGULATIONS

33.1 Signs must comply with this By-law, the Building Code, and other applicable regulations, with the stricter requirements taking precedence.

PART 34 - LIABILITY

34.1 This By-law does not relieve or limit the liability of those who Erect or display Signs for personal injury, property damage, or other harm related to the Sign's installation, maintenance, or removal. The Town is not liable for approval or permit issuance.

PART 35 – INDEMNIFICATION

35. 1 The permit Applicant and permit holder, not limited to the advertiser or advertising agency, must indemnify the Town and its agents from any losses, damages, penalties, fines, costs, liabilities or claims resulting from the Sign's construction, maintenance, or removal.

PART 36 - INTERPRETATION

36.1 Where a provision of this By-law conflicts with a provision of this or any other By-law, statute or regulation, the provision that establishes the higher standard to protect the health, safety and welfare of the general public shall be applicable**.**

PART 37 - FEES

37.1 All fees are subject to the Town's Fees and Charges By-law.

PART 38 - SHORT TITLE

38.1 This By-law may be cited as the "Sign By-Law"

PART 39 - EFFECTIVE DATE & REPEAL OF PREDECESSOR BY-LAW~~S~~

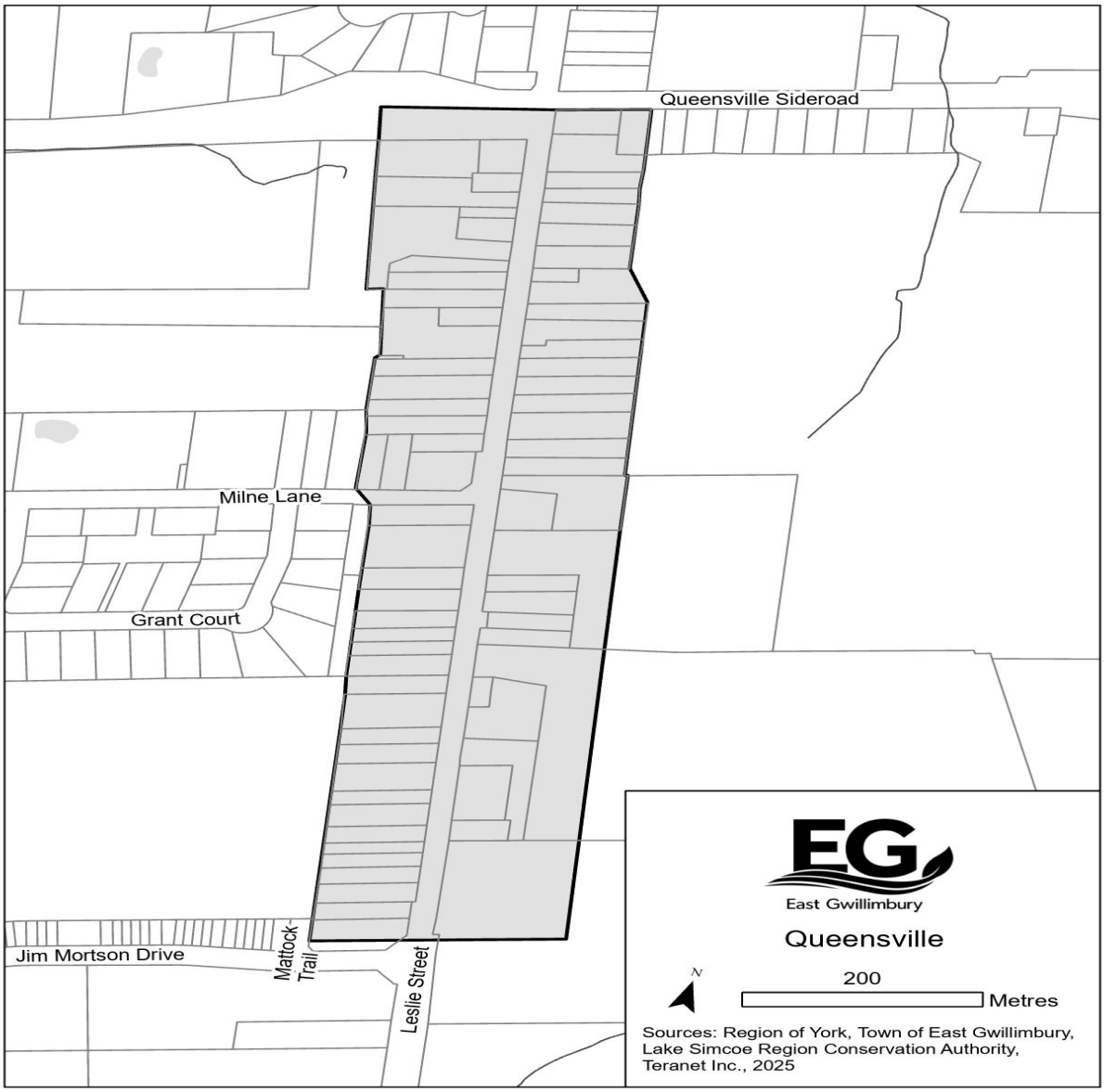
39.1 This By law shall come into force and effect upon its passage, at which time the Town's By-Law 1999-044 and amendments thereto shall be repealed.

Enacted and passed this 7th day of October, 2025.

Virginia Hackson, Mayor

Tara Lajevardi, Municipal Clerk

Schedule “A”


Queensville Sideroad
Milne Lane
Grant Court
Jim Mortson Drive
Mattock Trail
Leslie Street
East Gwillimbury
Queensville
N
200
Metres
Sources: Region of York, Town of East Gwillimbury, Lake Simcoe Region Conservation Authority, Teranet Inc., 2025

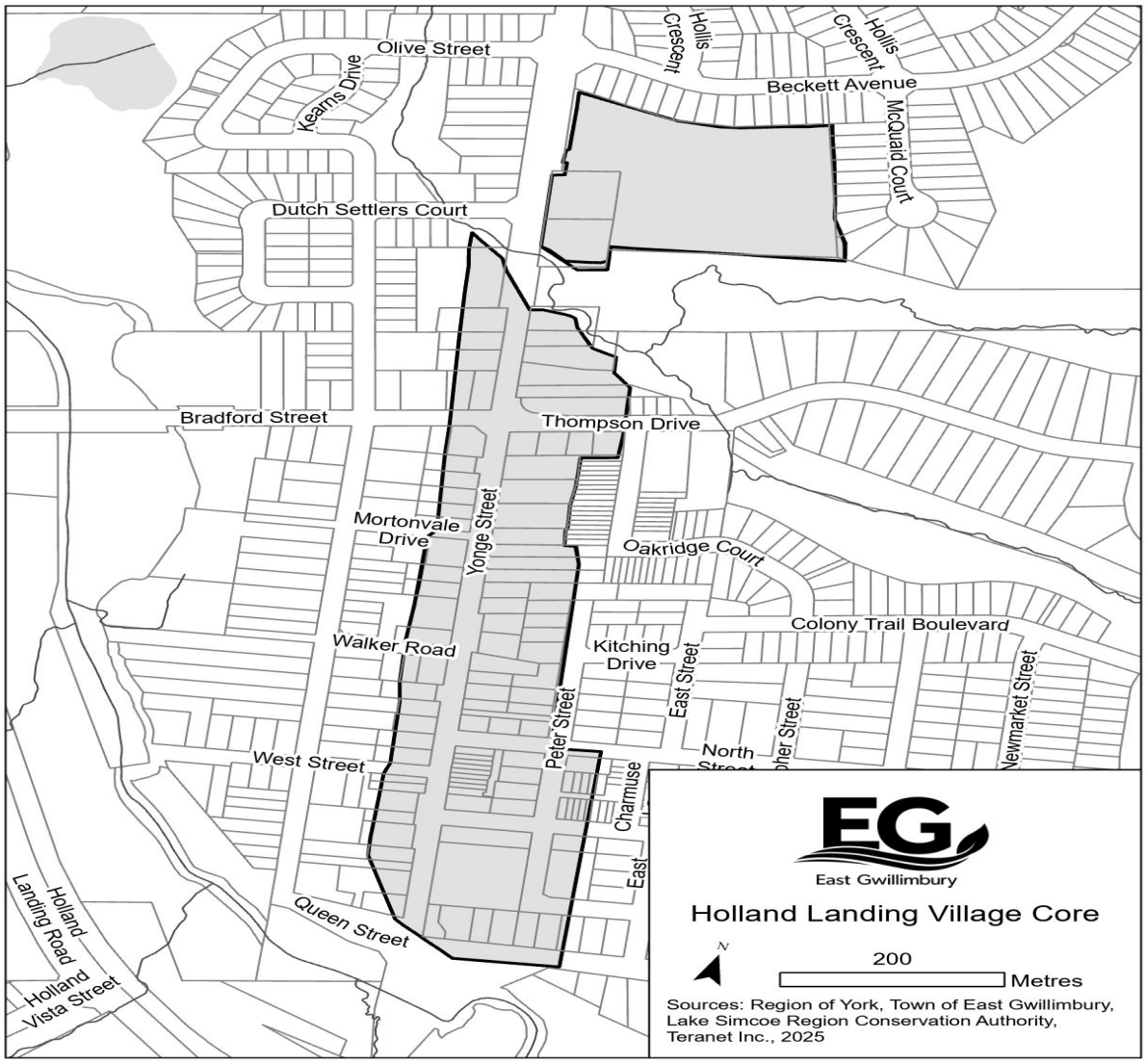
Schedule “B”


Judah Doan Way
Parnham Crescent
Beechborough Crescent
Walter Proctor Road
Beechborough Crescent
Temple Avenue
Mount Albert Road
Carrauck Street
Lane 3
Deer Pass Road
Charles Street
Morton Avenue
Charm Drive
Silver
Sharonview Crescent
Jennifer Crescent
Leslie Street
Briarfield Avenue
Ward Avenue
John Moore Road
John Weddell Avenue
Jessie Crescent
Dr. Pearson Court
Willow Wood Place
Sharon Creek Drive
David Willson Trail
East Gwillimbury
Sharon Village Core
N
200
Metres
Sources: Region of York, Town of East Gwillimbury, Lake Simcoe Region Conservation Authority, Teranet Inc., 2025

Schedule “C”


Mainprize Crescent
Lyall Stokes Circle
Lyall Stokes Circle
Andrew Knowles Lane
Battenberg Court
Shannon Road
Water Street
Mill Street
Bank Street
Main Street
Valley Mills Road
Alice Street
Elizabeth Street
Centre Street
Mount Albert Roa
East Gwillimbury
Mount Albert Village Core
N
150
Metres
Sources: Region of York, Town of East Gwillimbury, Lake Simcoe Region Conservation Authority, Teranet Inc., 2025

Schedule “D”


Olive Street
Kearns Drive
Hollis Crescent
Hollis Crescent
Beckett Avenue
McQuaid Court
Dutch Settlers Court
Bradford Street
Thompson Drive
Mortonvale Drive
Yonge Street
Oakridge Court
Colony Trail Boulevard
Walker Road
Kitching Drive
East Street
Peter Street
Newmarket Street
North
West Street
Charmuse
East
Holland Landing Road
Queen Street
Holland Vista Street
East Gwillimbury
Holland Landing Village Core
N
200
Metres
Sources: Region of York, Town of East Gwillimbury, Lake Simcoe Region Conservation Authority, Teranet Inc., 2025

Town of East Gwillimbury

The Corporation of the Town of East Gwillimbury

By-law 2026-077

Being a By-law to amend the Sign By-law No. 2025-52

WHEREAS Section 11 of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended, authorizes municipalities to pass by-laws respecting matters within the spheres of jurisdiction of the municipality;

Whereas on October 7th, 2025 Municipal Council of the Town of East Gwillimbury ("**Council**") enacted Sign By-law 2025-052 to regulate signs within the Town; and

Whereas Council deems it appropriate to amend the Sign By-law;

Now therefore the Municipal Council of the Corporation of the Town of East Gwillimbury Enacts as follows:

1. PART 2 – DEFINITIONS

1.1. The definition of "Billboard Sign" is deleted and replaced with the following definition:

"Billboard Sign" means a non-accessory sign displaying third party advertising and does not include an Electronic Billboard Sign.

1.2. Part 2 is amended by adding the following definition:

"Electronic Billboard Sign" means a Sign that displays advertising with images or copy that changes mechanically or electronically, including those that display information or images on an electronic screen, but does not include a Ground Sign as defined by this By-law.

1.3. The definition of "Electronic Sign" is deleted and replaced with the following:

"Electronic Sign**"** means a Sign that displays information or images on a digital or electronic screen except for limited-information electronic signs, including fuel price displays, time and temperature displays, drive-through menu boards, and service-based pricing boards.

1.4 Part 2 is further amended by adding the following definition of "Exterior Wall means the outside wall of a building forming part of the building envelope and exposed to the outdoors"

1.5. The definition of "Gas Station Sign" is deleted and replaced with the following:

"Gas Station Sign" means a Sign displaying the price of gasoline or diesel at a gasoline or diesel station.

1.6. The definition of "Ground Sign" is deleted and replaced with the following:

"Ground Sign" means a Sign directly supported by the ground without the aid of any other building or structure, other than the Sign structure, but does not include an Electronic Billboard.

2. PART 4 – PERMITS

2.1. Section 4.5 is deleted and replaced with the following:

Prior to the expiry of a Permit, the Permit Holder may apply in writing for an extension for an additional period of six (6) months, and the Town may, at its sole discretion, renew the Permit.

3. PART 9 – SIGNS PERMITTED FOR COMMERCIAL AND INDUSTRIAL ZONES

3.1. Section 9.5 is deleted and replaced with the following:

All Projecting Signs shall comply with the requirements set out in Section 7.8 of this By-law.

3.2. Opening paragraph of Section 9.8 is deleted and amended with the following:

”In addition to the Signs permitted by Part 5 of this By-law and subject to the provisions of Part 7, the following Signs shall also be permitted in association with service stations and gas bars:”

4. PART 17 – DEVELOPMENT SIGNS

4.1. The introductory paragraph of Part 17 is deleted and replaced with the following:

“Subject to the requirements in Parts 5 and 7, no Person shall Erect, display, or maintain, or allow the Erection, display, or maintenance of any Development Sign, except in accordance with the following:”

4.2. Section 17.1(c) is deleted and replaced with the following:

“c) the maximum Sign Area of such single-sided sign shall be 6.03 square metres (65 sq. ft.) and for a double-sided sign the maximum Sign Area shall be 11.98 square metres (130 sq. ft.). No part of the Sign shall be more than 7.5 metres (24 ft. 7 in.) above grade; and”

4.3. Section 17.1 is further amended by adding the following new subsection:

“d) Development Signs shall be removed when seventy-five (75%) of the lots in the subdivision have been occupied, except as may be provided by agreement with the Town.”

5. PART 18 – BILLBOARD SIGNS

5.1. Section 18.1(a)(iv) is amended by replacing: "minimum of 600 metres from any other Billboard Sign" with "minimum of 300 metres from any other Billboard Sign."

5.2. Section 18.2 is amended by replacing: "Electronic Billboard Signs and Billboard Signs with Electronic Changing Copy shall:" with "Electronic Billboard Signs shall:"

5.3. Section 18.2(a) is deleted and replaced with the following:

“In addition to Parts 3 and 19, an Electronic Billboard Sign shall be accompanied by an Urban Design Impact Assessment, if requested by the Town's Planning Department, to evaluate the visual impact of a proposed Sign on the character of the context within which it is to be located.”

5.4. Part 18 is further amended by adding the following subsection:

“(m) Be setback 100 metres from street intersections.”

6. PART 19 – ELECTRONIC SIGNS

6.1. Section 19.1(r)(i) is deleted and replaced with the following:

i. 100 metres for an Electronic Billboard Sign from a street intersection;

6.2 Section 19.1(r)(iv) is deleted and replaced with the following:

iv. 100 metres setback from: properties zoned, institutional, and designated heritage properties;

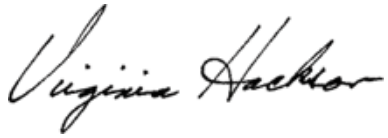
6.3. Section 19.1(r) is further amended by adding the following new subsections:

vi. 30 metres for Wall, Ground, or Projecting Signs from street intersections; and

vii. not be permitted within 250 metres from a building containing Residential dwelling units or lands Zoned Residential

7. That this By-law shall come into force and effect on the date of its passing and enactment.

Enacted and passed this 23rd day of July, 2026.



Virginia Hackson, Mayor



Tara Lajevardi, Municipal Clerk