

Resort Municipality

Signage Bylaw 2005

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Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish, and North Rustico

Signage Bylaw Amendment

Be it enacted by the Community Council of the Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish, and North Rustico, pursuant to Section 61 of the Municipalities Act, R.S.P.E.I. 1988, Cap. M-13, that the:

Resort Municipality Signage Bylaw(s) are hereby amended as attached hereto:

First reading, the 18th day of July, 2005.

Second reading, the 21st day of July, 2005.

Chairperson

Administrator
(Community Seal)

Pursuant to Section 60 of the Municipalities Act, R.S.P.E.I. 1988, Cap. M-13, I hereby filed the bylaws attached hereto and initialled by my hand.

Date

Hon. Elmer MacFadyen
Minister, Community and Cultural Affairs

***** Insert letter from Community and Cultural Affairs

RESORT MUNICIPALITY OF STANLEY BRISGE, HOPE RIVER, BAYVIEW,
CAVENDISH, AND NORTH RUSTICO

COMPREHENSIVE SIGNAGE BYLAW

1. Purpose

To regulate the location and use of signage having due regard to:

- i) the promotion of the health, safety, aesthetics, and general welfare of the Municipality;
- ii) the preservation of amenities and natural beauty;
- iii) the promotion of good quality signage in the natural environment and the built environment; and
- iv) the effective implementation of the Official Plan and development bylaws in the best interest of the community as a whole.

To preserve or enhance the unique character of the Resort Municipality by requiring new and replacement signage which is:

- creative and distinctive within the framework of the bylaw;
- compatible with the surroundings;
- appropriate to the type of activity to which it pertains;
- expressive of the identity of the individual proprietors or of the community as a whole;
- appropriately sized in its context, so as to be easily legible.

This bylaw is adopted pursuant to Part VIII, s.30(v) of the Municipalities Act, R.S.P.E.I. 1988, Cap M-13.

2. Definitions:

For the purpose of this Bylaw, the following definitions shall apply:

Administrator, Community, Council, Planning Board As defined by the Municipalities Act, R.S.P.E.I. 1988, Cap M-13.

Business: A commercial or industrial establishment engaged in a commerce or trade which operates in the municipality and occupies a space of 500 square feet or separate entity with its own staff, cash drawer/ register, and accounting system. An establishment that does not meet these criteria shall be prohibited from displaying a business sign.

Business entity: Part of a business which appears to stand alone from the rest of the business by way of name, logo, decoration, and physical boundaries.

Planning Board: as defined under the Planning Act.

Premises: The building and property on/in which the business conducts commerce.

Property owner: The person, corporation, or entity whose name appears on the Provincial tax record for that property.

Sign: Any display of lettering, logos, colours, lights, or illuminated neon tubes visible to the public from outside of a building or from a traveled way, which either conveys a message to the public, or intends to advertise, direct, invite, announce, or draw attention to, directly or indirectly, a use conducted or goods, products, services provided or facilities, either on the premises or on any other premises, excluding window displays of merchandise.

3.0 General

3.1 Permitted Uses

Only signs which refer to a permitted use or an approved conditional use as set forth in this Bylaw are permitted.

3.2 Prohibited Signs

The following signs are prohibited under this Bylaw:

- (a) signs larger than allowed under this Bylaw;
- (b) signs for a business which is not located within the resort boundaries; or signs erected on a property which advertise a business on another property; (Except as detailed in Section 6.2)
- (c) flashing signs; a sign which electrically flashes or changes intensity or colour;
- (d) internally lit signs
- (e) inflatable signs
- (f) signs which rotate or contain moving parts;
- (g) signs containing “Day-Glow” or florescent colours;
- (h) cloth or fabric banners;
- (i) balloons, pennants, streamers, or similar small flags;
- (j) neon signs except for those displaying the message “open” or “closed”;
- (k) a permanent or temporary sign, affixed, painted on or placed in or upon any vehicle, or parked vehicle device capable of being driven, moved or towed, which is displayed in public view where the primary purpose of the said display is to attract the attention of the public rather than to serve the business or the owner thereof in the manner which is customary for such a vehicle;

- (l) painted wall signs;
- (m) signs advertising or identifying a business which is either defunct or is no longer located on the premises;
- (n) signs which contain misleading or false advertising;
- (o) signs which, are hazardous to road traffic by reason of siting, colour, animation, illumination, or structural condition;
- (p) signs that are made to resemble traffic signs such as “stop”, “caution”, “yield”, “danger”, etc.;
- (q) signs that are not of a quality or design suitable to the image and character of the municipality;

Signs should be professionally designed and fabricated by a recognized sign company and Council may refuse signs which are considered homemade, amateurish, or poorly executed.

4.0 Signs which do not require permits:

The following signs do not require permits but they must conform to the specific restrictions as outlined in this Section. Signs in this Section must also adhere to all other aspects of this Bylaw unless specifically exempt in this Section. Where stated, restrictions to size, placement, and number of signs are the maximums and if exceeded, the sign will no longer be exempt from requiring a permit and will be counted in the maximum allowable signs for the business.

4.1 Address Sign: *A sign displaying the street number or name, or both, of the occupant of the premises.* An address sign may include identification of an on-premises professional office or customary home occupation. The sign may not exceed four (4) square feet. The number of permitted address signs is limited to one (1) per premises.

4.2 Bulletin Boards: *Such signs and similar displays, which are erected in connection with any church, museum, library, school, or similar public or semi-public structure.* Bulletin Boards may not exceed twenty (20) square feet in display area. One (1) per premises.

4.3 Construction Sign: *Signs advertising the name, address and other pertinent information of the contractor, architect, and or engineer working on a job site.* These signs may be maintained on the building or property for the period of construction, and not more than seven (7) days following the completion of said construction. Construction signs shall not exceed twelve (12) square feet in area, and shall be set back at least ten (10) feet from the front lot line. One (1) per premises.

4.4 Election Signs: *Such signs are permitted if they are stationary, unlit, and temporary.* Such signs shall be permitted to be displayed from the time of an election is first called until 5 days after the voting day. Such signs may not exceed four (4) square feet in area. A maximum of

two signs per lot is allowed. Signs erected by the official agent of a party may exceed the above if allowed by Provincial regulations.

4.5 Floral Signs: *Signs of floral arrangements consisting of letters and/or symbols in the form of a landscape feature of living plant and natural material.* Such signs may be permitted at the discretion of the Council.

4.6 Patron Information Signs: *Signs which are designed to give directions or identify facilities or features to patrons within the confines of a property.*

4.7 Private Property Signs: *Signs prohibiting trespassing, snowmobiling, hunting or fishing etc.* Private property signs shall not exceed two (2) square feet in area and be limited to one every 100 feet.

4.8 Public Directory Board: *Sign Plazas, map stops, and similar signs erected by Provincial, Municipal governments, or approved community organizations.* These may contain small identification signs, maps, and listings and may be erected where they can be harmoniously integrated with the environment.

4.9 Public Safety Signs: *Signs erected or posted and maintained for public safety and welfare or pursuant to any governmental function, law, bylaw, or other regulations.*

4.10 Public Service Signs: *Such signs necessary for public information and convenience providing directions towards parking, restrooms, telephone, etc.; containing no advertising material.* The display area shall not exceed two (2) square feet.

4.11 Realty Signs: a maximum of two (2) such signs may be maintained on any property being sold or rented, and they shall be removed by the owner or agency within seven (7) days of the closing of sale, rent, or lease. Such signs shall not exceed six (6) square feet.

4.12 Shoulder Season Signs: *Small signs which are securely fastened in place and contain advertising messages such as "Open", sales, specials etc.* Shoulder season signs are allowed to be displayed in the shoulder season prior to July 15 and after August 15. Preferred placement is firm attachment to an existing sign structure or a permanent post erected for which the sign is to be slid on and off. Such signs may not exceed six (6) square feet in area, and have a maximum of one (1) sign per business, or three (3) per property is permitted.

4.13 Special Event Sign: *A sign intended to be used for a period of not more than seven (7) days, and no more frequently than once for every 30 day period.* Businesses which have daily entertainment or events may be granted a special permit for the season.

4.14 Window Sign: *Any sign which is painted, etched, or mounted onto a window pane, or which is hung directly inside the window.* Such signs are permitted to advertise menus, specials etc. to the walking public in the vicinity of the building. Such signs shall not be larger than eight (8) square feet and no more than two (2) may be displayed in one business. If the signs are of such a size or a design that they can be read from the roadway then they are considered signs under the definition of this bylaw and must be counted as a primary or secondary sign.

5.0 General Standards:

5.1 Number of Signs

Except as limited in Section 6.1 Multiple Signs, any business or premises may have one primary sign and no more than two secondary signs for the purpose of advertising the business or premises. One of these may be an off-premises sign as described in Section 6.2. Also see Section 6.1 Multiple Signs and Section 6.4 Reader Boards.

5.2 Illumination Standards

No person may erect a sign which electrically flashes or changes intensity or colour.

Strings of lights of a single colour or spotlighting may be used to illuminate a building or permanent structure.

Signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare. Illuminated signs shall not be permitted to shine onto residential properties and travelled ways.

No person may erect a sign that constitutes a hazard to pedestrian or vehicular traffic because of intensity or direction of illumination.

The use of gas filled neon light tubes is limited to the inside of a window. The primary purpose is to identify whether the premises is open or closed. Neon signs are prohibited in all other instances.

5.3 Placement Standards (General)

No person may erect a sign which is affixed to a utility pole, tree, shrub, or other natural object. Signs may be posted on fences or rocks if they are an integral part of the sign design. Also see specific placement standards 6.0 for specific types of signs.

Projecting signs shall have a clearance of at least thirteen (13) feet above a vehicular way, or eight (8) feet above a pedestrian way.

5.4 Safety Standards

No person may erect a sign which:

- obstructs free entrance or exit from a required door, window, or fire escape;
- obstructs light or air or interferes with proper functioning of the building;
- is structurally unsafe;
- is capable of causing electrical shock or personal injury;
- constitutes a hazard to public safety and health by reason of inadequate maintenance, dilapidation or abandonment.

5.5 Size and Measurement of Signs

Except as limited in Section 6.1 Multiple Signs, no primary sign shall be larger than 32 square feet and no secondary sign shall be larger than 24 square feet unless set back from the roadway.

Except as limited in Section 6.1 Multiple Signs, the size of the primary and secondary signs may be increased in area (over allowable size) by one (1) square foot for every linear foot set back from the edge of the property line to a maximum of 80 square feet for the primary sign and 32 square feet for the secondary sign.

Sign measurement shall be based upon the entire area of the sign, as computed by normal mathematical methods.

For the letters and elements applied directly to a building, awning, or marquee, the area of the sign shall be considered to include all lettering, and accompanying designs or symbols, together with any background of a different colour than the natural colour, or finish of the surface to which it is applied. Also see Section 5.7.

The area of supporting framework (e.g. brackets, posts, etc.) shall not be included in the area if such framework is incidental to the display.

Individual self-supporting signs, mounted in a fixed location and not attached to any building or other structure, shall have a maximum overall vertical height of sixteen (16) feet above the surface of the ground. If the sign is constructed such that a person can walk under it, it must have a minimum ground clearance of eight (8) feet.

When a sign has two (2) or more faces, the area of all faces shall be included in determining the area, except where two faces are placed back-to-back, attached at one end or side, and where the unattached ends or sides are at no point more than six (6) feet from each other. In this case, the sign area shall be taken as the area of either face, and if the faces are unequal, the larger shall determine the area. Copy on both faces must be identical although slight variations in copy may be approved by Council.

5.6 Size of Numbers and Symbols

Signs containing prices which are not spelled out but are in the form of numerals, cannot contain numerals which exceed eight (8) inches in height. This restriction applies even if the logo or the name of the business contains prices in the form of numerals. Numerals shall not occupy more than 33% of any sign.

5.7 Individual Letters and Symbols

Individual letters or symbols may be attached to an awning, marquee, building wall, or signboard. In the case of a fabric awning, the letters or copy may be sewn or painted on directly. Letters or symbols shall not project more than six (6) inches from the mounting surface. Such letters and symbols shall not obscure the architectural features of the building to which they are attached. Such letters and symbols shall not extend higher than the roof line about the wall to which they are affixed nor beyond the ends of the wall to which they are attached, nor be painted or applied directly on a roof. See Section 6.5 Roof Signs, Section 6.6 Wall signs, and Section 5.5 to calculate size of sign.

6.0 Specific Types of Signs and Special Restrictions:

6.1 Multiple Signs: *Such signs are defined as a group of signs clustered together in a single structure or composite unit. Multiple Signs are used to advertise several occupants or business entities of the same building or building complex.* When the number of occupants or business entities in the same building or building complex reaches three (3) the complex shall only be entitled to erect a single multiple sign at the road for all of the occupants at the roadway. The sign may contain separate Sections for the various business entities or the content may be combined into one design. A changeable Reader Board (Section 6.4) may be included as part of such sign. The total area of the sign shall not exceed eighty (80) square feet including the Reader Board. The size of the multiple sign may not be increased if set back from the edge of the road allowance. (See Section 5.5)

6.2 Side Road Sign: *Such signs are designated to businesses which are not located on Route 6 or 13 and are not readily visible from the thoroughfare.* These signs may be approved by Council depending on the circumstances at the intersection with regards to safety, design of the sign, number of signs at the intersection and impact of the sign or signs on the adjacent businesses and surroundings. If approved, signs must comply to the following conditions.

These signs may only be erected at the intersection on private property, beside the road which leads from the main road to the business.

The signs must be self-standing and must not be affixed to buildings or structures.

The signs are not to be erected in any part of a road allowance or right-of-way and must be erected only on land adjacent to the roadway.

Sign may only be erected on land owned by the establishment or permission must be granted by the landowner where the sign is to be erected and a signed lease of not less than five years must be obtained and it must be renewed on an on-going basis.

Under normal circumstances, such signs cannot exceed a size of 32 square feet and may not be increased if set back from the roadway. Depending on circumstances as described in the first paragraph, Council may, however, down-size the maximum to something less than 32 square feet.

At an intersection where the road leads to two or more businesses, Council shall require the operators to erect a multiple sign as defined in Section 6.1.

6.3 Painted Wall Signs: *This is defined as a sign which is painted directly onto the wall of a building.*

6.4 Reader Board/ Changeable Copy Sign: *Such signs are characterized by changeable letters which are used to advertise changing retail specials, entertainment or events occurring at the place of business or to post non-advertising types of messages such as "welcome", "congratulations", etc.* May be combined with a primary or secondary sign to form a combined sign.

6.5 Roof Signs: *Such signs shall not be placed closer than one (1) foot of the front edge of roof or veranda roof and shall be mounted vertically on the roof.* The top edge of such signs shall not extend about the peak of the roof to which it is attached. Roof signs shall not be painted directly on a roof nor may individual letters be attached to a roof in any fashion. No signs are permitted to be mounted on a flat roof.

6.6 Wall Signs: *This is defined as any sign which is affixed to the wall of a building.*

Such signs:

- shall not project more than six (6) inches from the building surface;
- shall not obscure architectural features of the building, not limited to features such as arches, sills, moldings, cornices, and transoms;
- shall not extend higher than the roof line above the wall to which it is affixed;
- shall not extend beyond the ends of the wall to which it is attached;
- shall not extend above the top of the parapet wall of the building to which it is affixed.

7.0 Administration

7.1 Permits

No person shall erect, display, alter, or enlarge a sign without first applying for and receiving a permit from Council. Applications shall be on forms prescribed by Council, and may be filed by the owner of the land or building, or any person to whom the owner has given authority to erect a sign on the premises. All applications must be approved by the owner of the land or building as he owner has he ultimate responsibility for compliance with the Bylaw. All sign applications shall include a scale drawing specifying dimensions, materials, illumination, letter sizes, colours, support systems, and location on land or buildings, with all relevant measurements. The Administrator shall advise the applicant if the application is deficient in information.

The Administrator shall, within fourteen (14) days of receipt of the application, issue a permit for a proposed sign if it meets all provisions of the appropriate Sections of this bylaw. Any sign permit application requiring Council's discretion shall be received by the Planning Board for their review and recommendation to Council within twenty-eight (28) days of receipt of the application by the Administrator. Planning Board shall review the application and forward their recommendation(s) to e received by Council within twenty-eight (28) days from the receipt of the signed application from the Administrator. Council shall, within fourteen (14) days of receipt of the sign application from Planning Board review the sign application and render a decision to approve, approve with conditions or to deny the sign application. In the case of a denial of the sign application by Council, the applicant shall be informed, in writing, of the reasons for the denial.

The Administrator shall issue an approved sign permit only upon receipt of the appropriate sign permit fee. A schedule of fees shall be established by Council.

Sign permits to erect a sign will be in effect for a period of one year from the date of issue and if not erected within that time period, the permit shall be null and void. Once a sign is erected, the permit remains in effect until revoked by Council.

7.2 Non-Conforming Signs and Sign Structures

With the implementation of this Bylaw, all future signs and sign structures must conform to the new standards. Also, all existing non-conforming signs and sign structures previously permitted to remain under the provisions of Section 3.8 of the Resort Municipality Signage Bylaw, 1996 must be removed or otherwise brought into conformance with this Bylaw. Any illegal signs not removed or brought into conformance by the property owner within fourteen (14) days of the enactment of this bylaw, can be ordered removed under Section 7.4 of this Bylaw.

7.3 Unsafe or Poorly Maintained Signs

All signs shall be maintained in a secure and safe condition. If a sign is not secure, is unsafe, or not in a good state of repair, written notice of this fact shall be given to the property owner. If the defect in the sign is not corrected by the property owner within fourteen (14) days, the sign can be ordered removed, under Section 7.5 of this Bylaw.

7.4 Removal of Signs

Any sign which the Administrator has ordered removed and has not been removed within fourteen (14) days may be removed by the Municipality and the cost of removal shall be borne by the property owner. A sign or sign structure removed by the Municipality shall be held for not more than thirty (30) days, during which period it may be recovered by the property owner upon payment of any imposed fine. The sign shall not be re-erected until the property owner applies for and received a new permit from the Municipality.

7.5 Penalties

Violation of any provision of this Bylaw or any lawful order of the Administrator, on behalf of Council, respecting this Bylaw shall be subject to a fine of \$100.00 per day up to the maximum allowable under the provisions of the Municipalities Act.

8.0 Guidelines

8.1 Fabrication

Signs should be professionally designed and fabricated by a recognized sign company.

8.2 Materials

Signs should be made of, or resemble, natural materials. If plywood is to be used, it should be of sign quality (MDO) and have a weather resistant surface. Materials and surfaces should be

selected for their durability and wear. Frames, poles, etc., should be harmonious with the sign and surrounding structures. Landscaping under and around signs is encouraged.

8.3 Colours

Colours should be chosen to compliment, not clash with the façade of the building. Signs should normally not contain more than three colour, except in the instances of an illustration. Dark backgrounds with light coloured lettering represent a more traditional style. Preferred traditional background colours are: burgundy, red, forest green, chocolate brown, black, charcoal, and navy blue. Preferred lettering colours are: ivory, white or gold. Other colour combinations including dark lettering over light background also encouraged.

9.0 Repeal

9.1 Effective Date

This Bylaw shall come into force effect _____.

9.2 Repeal: The Comprehensive Signage Bylaw by the Resort Municipality 1996 is hereby repealed.

Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish, and North Rustico

**SIGNAGE BYLAW
AMENDMENT No. 1**

An Amendment to address Public Lamp Post Banner Signs

May 2008

BACKGROUND

Resort Municipality Council is in receipt of a request to allow for lamp post banners in the community.

The lamp post banners are proposed for to be located within the core area. The lamp post banners will be to provide information for upcoming events happening in the municipality and shall not be for individual businesses to advertise on.

Resort Municipality Signage Bylaw

AMENDMENT No. 1

Additions to the two following Sections of the Bylaw are shown in **bold text**.

Section 2 – DEFINITIONS:

Public Lamp Post Banners – means metal or concrete pole holding a light and a piece of cloth with some design or words on it, attached by its upper and lower edge to a pole or staff.

Section 3 – APPLICATIONS:

All lamp post banner applications must be accompanied by the following supporting information:

- 1) Event Name
- 2) Event Date
- 3) Lamp Post Banner Display duration
- 4) Lamp Post Banner shall only be allowed on the public lamp posts within the community
- 5) The quantity of lamp posts for the display of banners
- 6) The name of a person in charge, mailing address, contact number, fax number, and e-mail address for issuance of approval letter.
- 7) Final artwork and copy shall be approved by Council, prior to the banners being installed

Section 3 – BANNER DESIGN

- 1) The size of the banner shall not be larger than 1 ½' X 3'.
- 2) The name or logo of a commercial sponsor must not exceed 15% of the banner/ design space. All sponsor and organiser logos are to be displayed at the bottom section of the banner.
- 3) A minimum space of 50% should be allocated for key message/ event name.

- 4) The design and colour of the banner should not be similar to any road related signs, traffic signs, or traffic lights to avoid confusion to motorists.
- 5) Banners should not contain too much text as this would result in the banner being too cluttered and hence will be ineffective in communicating key event information.
- 6) Banners should contain the following information:
 - i) Name of event
 - ii) Date of event
 - iii) Venue of event
 - iv) Welcome to the event
- 7) Commercial messages such as, information on ticket prices, products are not allowed in the banner design. However, informational messages such as, website address specific to the event can be included, along with the date of the event.
- 8) The duration for the display of event banners shall be no longer than one calendar month per event.
- 9) The starting day for the display of banners shall not be more than 1 month before the commencement date of the event.
- 10) Lamp post banners shall not obstruct any road facilities, pedestrian footpaths, walkways, streetlights, or traffic lights.

RESORT MUNICIPALITY OF STANLEY BRIDGE, HOPE RIVER, BAYVIEW,
CAVENDISH, AND NORTH RUSTICO

Signage Bylaw Amendment

Be it enacted by the Community Council of the Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish, and North Rustico,, pursuant to Section 61 of the Municipalities Act, R.S.P.E.I. 1988, Cap M-13, that the:

Resort Municipality Signage Bylaw(s) are hereby amended as attached hereto:

The first reading of the Signage Bylaw Amendment was approved by Council meeting held this 16th day of June, 2008.

The second reading of the Signage Bylaw Amendment was approved by Council meeting held this 17th day of June, 2008.

Donald McKearney, Chairman

Brenda MacDonald, Administrator

Pursuant to Section 60 of the Municipalities Act, R.S.P.E.I. 1988, M-13, I hereby filed the bylaws attached hereto and initialed by my hand.

Date

Filed on behalf of the Minister of Communities, Cultural
Affairs and Labour according to s. 60(c) of the
Municipalities Act.

Signed

Dated