



By-law 18-2026

THE CORPORATION OF THE MUNICIPALITY OF WEST PERTH

Being a By-law to repeal and replace By-law 080-2010, a By-law to regulate the erection of signs and other advertising devices in the Municipality of West Perth

WHEREAS Section 11 of the *Municipal Act, 2001* authorizes a municipality to pass bylaws respecting structures including fences and signs;

AND WHEREAS Section 446 of the *Municipal Act, 2001* provides that a municipality may recover the costs of bringing a property into compliance with a by-law and that such recovery may be from the person directed or required to do it by action or by adding the costs to the tax roll and collecting them in the same manner as property taxes

AND WHEREAS the Council for the Municipality of West Perth has previously adopted By-law 080-2010 to regulate the erection of signs and other advertising devices in the Municipality of West Perth;

AND WHEREAS Council for the Corporation of the Municipality of West Perth deems it expedient to update and modernize the regulation of signs to reflect current land use patterns, safety considerations, and administrative best practices;

NOW THEREFORE be it resolved that the Council of the Corporation of the Municipality of West Perth enacts as follows:

PART I – TITLE, INTERPRETATION & SEVERABILITY

1.1. Short Title

1.1.1. This By-law may be cited as the “Sign By-law” Scope

1.2. Scope

1.2.1. This By-law shall apply throughout the whole of the Municipality of West Perth, here and after called “the Municipality”.

1.2.2. Schedules attached to this By-law form a part of the By-law.

1.3. Conflict

1.3.1. Where there is a conflict between a provision of this By-law and a provision in any other By-law of the Municipality, it shall be at the discretion of the Chief Building Official to determine which By-law shall apply. Any provincial or federal legislation or regulation that imposes a higher standard shall supersede this By-law.

1.3.2. If any court of competent jurisdiction finds that any of the provisions of this By-law are ultra vires the jurisdiction of Council, or are invalid for any reason, such provision shall be deemed to be severable and shall not invalidate any of the other provisions of the By-law which shall remain in full force and effect.

PART II – DEFINITIONS

2.1. **Area** shall mean the total textual or character message of any sign. The border or frame surrounding the message and the supporting structure required for a pole sign shall not be included in the calculation of “area”. In the event the sign consists of individual letters/characters, painted or affixed to a building, the area shall be defined as the length of all the letters/characters multiplied by the average height of the

letters/characters.

- 2.2. **Animated** shall mean any sign that includes action or motion within the sign area. For purposes of this by-law the term does not refer to flashing, rotating or automatic changing signs;
- 2.3. **Awning** shall refer to a sheet of plastic, canvas or metal extended on a retractable frame used to provide shelter to a storefront which, when retracted is flush with the façade of the building.
- 2.4. **Building Sign** shall mean any structure that is attached to or forms part of any building.
- 2.5. **Billboard** means a ground or wall Sign, which has Copy fastened in such a manner so as to permit its periodic replacement, which is owned and Maintained by a Person engaged in the rental or leasing of the Sign Face Area for advertising goods, products, services or facilities that are not present or sold on the Property on which the Sign is located.
- 2.6. **Election Sign** means any sign, image, words, picture, device, notice or visual medium, or any combination thereof, including Third Party Advertisements, advertising support or opposition for a candidate, a political party, or a “yes” or “no” answer to a question on the ballot in a municipal, school board, provincial or federal election
- 2.7. **Fascia Sign** means a sign affixed to the wall of a building or structure.
- 2.8. **Height** shall mean the highest point of any sign and shall be measured from the ground level to the highest point.
- 2.9. **Home Occupation Sign** shall mean a sign identifying a home occupation as permitted in Section 4.3.c of this By-law and as defined by the Zoning By-law.
- 2.10. **Lot** shall mean a parcel of land the description of which is registered in a registry office as a separate parcel of land and as such could be sold without the consent of any public body.
- 2.11. **Mobile Sign** shall mean any sign or sign structure which was expressly designed for temporary placement or erection on site that is constructed to support, carry and display an area of changeable copy or a read-a-board sign.
- 2.12. **Municipal Addressing Sign** means any sign identifying the address and/or owner of a private lot on which the sign is located having an area not exceeding 0.5 square metres.
- 2.13. **Municipality** shall mean the Corporation of the Municipality of West Perth.
- 2.14. **Person** shall mean and include any person, firm, corporation or organization.
- 2.15. **Pole Sign** shall mean any sign that is supported by its own structure and is permanently affixed to the lot on which it is located.
- 2.16. **Public Roadway** shall mean any highway or street assumed by the Municipality, the Corporation of the County of Perth, or the Ontario Ministry of Transportation which affords the principal means of access to any lot that abuts thereon.
- 2.17. **Registered Third Party** means an individual, corporation, or trade union that is registered as a third party advertiser with the Municipal Clerk during an election period.
- 2.18. **Sandwich Board Sign** shall mean a free-standing, double faced inverted V type sign.
- 2.19. **Setback** shall mean the distance from the base of any proposed sign to the property line.

- 2.20. **Sign** shall mean any device that is used to project an image, occurrence, name, product, time, place or business and is visible in whole or in part from any public roadway and shall include building signs, pole signs and mobile signs.
- 2.21. **Third Party Advertisement** means an Election Sign advertisement in any broadcast, print, electronic or related medium for the purpose of promoting or opposing a candidate, or in relation to a “yes” or “no” answer to a question appearing on the ballot.
- 2.22. **Vehicle Control Sign** shall mean a sign regulating private on-site traffic movements.
- 2.23. **Window Sign** shall mean a sign located within a building storefront, visible from the street and may be mounted, painted or etched on the inside of any window.
- 2.24. **Zone** shall mean the zone more particularly located and described in the Municipality of West Perth Comprehensive Zoning By-law as amended.
- 2.25. **Zoning By-law** means the comprehensive Zoning By-law in effect within the Municipality and passed pursuant to Section 34 of the *Planning Act, 1990* as amended.

PART III – ADMINISTRATION

3. Sign Permit Required

- 3.1. The provisions of this section apply to all signs set out in Part V of this by-law,pt as otherwise provided in this By-law, no person shall erect, alter or relocate a sign without first obtaining a sign permit from the Chief Building Official.

3.2 Application

An application for sign permit must be filed with the Chief Building Official.

A complete application shall include the following:

- a) A completed application form;
- b) The applicable application fees;
- c) A complete set of drawings and specifications detailing the construction of the sign and support structure. Where applicable, this will include drawings stamped by a registered professional engineer;
- d) A plan indicating the lot dimensions, frontage and setback requirements and proposed location of the sign on site;
- e) All written approvals (e.g., County of Perth, Ministry of Transportation), as required. Signs within 400m and visible to a Provincial highway require a ministry permit.

If an application is deemed incomplete, the application and all its supporting documentation shall be returned to the applicant.

3.3 Permit Exemptions

A permit shall not be required for:

- a) Municipal signs erected by a public authority;
- b) Municipal Addressing Signs;
- c) Election signs, subject to Part 11;
- d) Portable signs, subject to Part 8;
- e) Sandwich Board Signs, subject to Part 9;
- f) Inflatable signs, subject to Part 10;
- g) Real estate signs, subject to Part 12;
- h) Window signs.

- 3.4 The Chief Building Official of the Municipality may grant variances to this by-law from time to time as is deemed necessary providing that the variance is minor in nature and such variance does not erode or interfere with the integrity of this by-law.
- 3.5 Every sign permit issued under this By-law shall be for the lifetime of the sign, providing it conforms to the specifications established in the application for the sign permit, and providing the sign has not undergone any changes. Should any changes be made to the sign, the Municipality reserves the right to revoke any sign permit if the Chief Building Official deems the sign is not being maintained in a safe and satisfactory manner. Any sign permit revoked under this Section shall be subject to the Chief Building Official notifying the affected party by registered mail setting out the defects in the sign and providing the affected party a minimum of 10 days in which to correct the deficiencies to the satisfaction of the Chief Building Official.

PART IV – GENERAL PROVISIONS

4. General

4.1. Existing Signs

- a) Any sign that is in use in any zone within the Municipality prior to the passing of this by-law may continue to be used subject to the following conditions and stipulations:
- (i) Any application to modify any sign and/or signs excluding the advertising area shall only be permitted if the alterations will cause the sign and/or signs to comply with the appropriate provisions of this by-law.
 - (ii) Nothing in this provision shall be deemed to permit any sign erected prior to the passing of this by-law if the owner and/or lessee of the sign have been notified of its non-conformity to previous by-laws.

4.2. Location

- a) No sign shall be located on any lot in the municipality save and except the lot to which the advertising of the sign pertains.

4.3. Prohibited Signs

No person shall erect or maintain:

- a) A sign on municipal property, except as permitted by this By-law;
- b) A sign that obstructs sightlines or creates a traffic hazard;
- c) A sign affixed to a roof or utility pole;
- d) Any billboard sign (anchored to the ground) located in any zone other than Agricultural.
- e) A sign containing wording, characters, or images that could be considered obscene, profane or offensive content.

4.4. Building Signs

- a) No building signs shall extend beyond the end of the building or portion occupied by the business.
- b) No building sign shall hang or protrude more than 30 cm from the building surface.

4.5. Awning Signs

- a) Maximum width shall not exceed the width of the storefront.

- b) The lowest point of any awning shall be at least 2.5 m above the sidewalk and no higher than 5.0 m at the point of attachment.
 - c) No merchandise, flags, or signs shall be attached to an awning.
 - d) No awning shall project more than 1.8 m from the façade; a minimum 1.5 m sidewalk width must remain.
- 4.6. No sign shall obstruct any window, door, fire escape, or skylight to prevent firefighting access.
- 4.7. Temporary signs for subdivisions or developments are permitted until substantial completion.
- 4.8. No sign shall exceed height, area, or setback requirements unless a variance is approved.
- 4.9. Signs in or near natural heritage or resource lands must not disturb protected features.
- 4.10. Lighting Illuminated signs shall be arranged so that light is not directed toward adjacent residential uses or public roadways.
- 4.11. All signs shall be maintained in good repair and free from unsafe conditions.
- 4.12. The provisions of this section apply to all signs in this by-law.

PARTS V–VII – SIGN STANDARDS BY ZONE

5. Residential

The following provisions apply to all signs in any residential zone as defined by the Zoning By-law:

- 5.1. A maximum of one ground, fascia, or post sign identifying a home occupation permitted under the Zoning By-law, indicating not more than the name, occupation, and operating hours of the occupant, shall be permitted and any such sign shall:
- a) Not exceed 0.4 square metres in area;
 - b) Not be illuminated, flashing, or animated;
 - c) If a ground or post sign, not exceed 1.2 metres in height from grade to the top of the sign; and
 - d) Not be closer than 3.0 metres to any property line.

6. Agricultural Signs

The following provisions apply to all signs in any agricultural zone as defined by the Zoning By-law:

- 6.1. A maximum of one ground, post, or fascia sign identifying a home occupation permitted under the Zoning By-law and indicating not more than the name, occupation, and operating hours of the occupant shall be permitted and any such sign shall:
- a) Not exceed 0.4 square metres in area;
 - b) If a ground sign, not exceed 1.8 metres in height from grade to the top of the sign; and
 - c) Not be closer than 3.0 metres to any property line.
- 6.2. In addition to the sign referred to in Subsection 6.1, one additional ground, post, or fascia sign for the purpose of advertising a farming business shall be permitted and

the sign shall:

- a) Not exceed 4.5 square metres in area;
- b) If a ground or post sign, not exceed 2.4 metres in height from grade to the top of the sign; and
- c) Not be closer than 3.0 metres to any property line.

6.3. The requirements of Section 7 shall apply to properties located within an agricultural zone where the Zoning By-law permits commercial, industrial, or institutional uses.

6.4. One billboard sign may be permitted and shall comply with the requirements of Section 13 of this By-law.

7. Commercial, Industrial, and Institutional Signs

The following provisions apply to all signs in any commercial, industrial, or institutional zone as defined by the Zoning By-law.

7.1. A fascia sign shall be permitted with a maximum area of 1.0 square metre per linear metre of building frontage on a street and in accordance with the following:

- a) For buildings fronting on more than one street, the building frontage on each street shall be deemed separate building frontages for the purpose of calculating the permitted areas of signs and shall not be combined;
- b) Where letters or symbols are used as a sign, then the sign shall be deemed to be the area contained within a line surrounding all of the letters or symbols.

7.2. In an industrial zone, the provisions of Subsection 7.1 shall apply except that the maximum permitted sign area will be 1.5 square metres for each linear metre of building frontage.

7.3. A post or ground sign may be erected and such sign shall:

- a) Not be greater than 8.0 metres in height from grade to the top of the sign;
- b) Not be closer than 3.0 metres to any property line, except that a post or ground sign may be three tenths of a metre from a property line provided its height from grade to the top of the sign is not more than three metres;
- c) Have a maximum area of:
 - i. 25.0 square metres if the sign is within 60.0 metres of the street;
 - ii. 35.0 square metres if the sign is greater than 60.0 metres from the street; or
 - iii. 55.0 square metres if the sign is greater than 150.0 metres from the street.

PARTS VIII–XIII – SIGN STANDARDS BY TYPE

8. Portable Signs

8.1. In addition to the requirements contained in Part 4, the requirements of this section shall apply to all portable signs.

8.2. Only one portable sign shall be permitted per property at any one time except where a property has frontage exceeding 150.0 metres, an additional portable sign shall be permitted provided that no portable sign shall be located closer than 75.0 metres from any other portable sign.

8.3. Portable signs shall:

- a) Not require a permit;

- b) Not have an area greater than 6.0 square metres;
- c) Not be closer than 0.3 metres to any lot line;
- d) Not occupy any space required for off-street parking required by the Zoning By-law;
- e) Not be permitted in a residential zone;
- f) Have permanently affixed to it, in a visually prominent location, the name and phone number of the sign owner.

9. Sandwich Board and Pedestal Signs

- 9.1. In addition to the requirements contained in Part 4, the requirements of this section shall apply to all sandwich board signs and pedestal signs and include any wind-activated attention devices.
- 9.2. Only one sandwich board or pedestal sign shall be permitted for each business with a maximum of two sandwich board signs, pedestal signs, or combination of both permitted per property.
- 9.3. Sandwich board signs and pedestal signs shall:
 - a) Not have an area greater than 1.0 square metre per sign surface and a height not exceeding 1.2 metres;
 - b) Not be closer than 0.3 metres to the curb line;
 - c) If placed on a public sidewalk or walkway, require a minimum 1.5 metre wide unobstructed pedestrian corridor;
 - d) Not be placed in a location that will interfere with parking spaces, parking meters, crosswalks, landscape planters, street furniture, trees, utility poles, and fire hydrants;
 - e) Not create an obstruction to vehicle or pedestrian traffic or a hazard to public safety;
 - f) Only be displayed during the business hours of the premises; and
 - g) Not be illuminated.

10. Inflatable Signs

- 10.1. In addition to the requirements contained in Part 4, the requirements of this section shall apply to all inflatable signs.
- 10.2. Only one inflatable sign shall be permitted per property unless the property has a frontage exceeding 90.0 metres, in which case an additional inflatable sign shall be permitted provided that no inflatable sign may be located closer than thirty metres to any other inflatable sign or portable sign on the same property.
- 10.3. Notwithstanding Subsection 10.2, if there is a portable sign on the property, then only one inflatable sign is permitted.
- 10.4. An inflatable sign shall only be located on the property to which the sign refers.
- 10.5. Inflatable signs shall:
 - a) Not require a permit;
 - b) Not be placed closer than 3.0 metres to a public sidewalk, or where there is no public sidewalk, no inflatable sign shall be located within the public right-of-way;

- c) Not occupy any space required for off-street parking required by the Zoning By-law;
- d) Not create an obstruction to vehicle or pedestrian traffic or a hazard to public safety.

11. Election Signs

- 11.1. No person shall affix, erect, or otherwise display an election sign or permit election signage to be erected, affixed, or otherwise displayed prior to the set nomination day in an election or by-election.
- 11.2. Election signs must be removed no later than twenty-four hours following voting day in an election or by-election.
- 11.3. Election signs shall not be placed on municipal property of any type (including but not limited to fire halls, administration buildings, arenas, parks, and community centres).
- 11.4. Election signs shall not be permitted within the road allowance adjacent to a municipal property as noted in 11.3 above.
- 11.5. Further to sections 11.1 through 11.4, and the general provisions found in Part 4, no person shall place an election sign which:
 - a) Exceeds 1.5 square metres per side, 2.0 square metres in height above the surrounding ground, or a total area greater than six square metres;
 - b) Is in or on a roadway;
 - c) Is within 10.0 metres of another election sign of a candidate running for an office in the same election;
 - d) Obstructs the visibility of pedestrians, vehicles, traffic control devices, or other regulatory signage, including placement of signage in a sight triangle as defined in the Municipality's Comprehensive Zoning By-law;
 - e) Is attached to a public utility pole, light standard, any official sign or official sign structure, utility box, public bus shelter, planter, bench, waste receptacle, newspaper box, or mailbox.
- 11.6. Where election signs are removed by an officer, such officer shall advise the candidate or an agent of the candidate of sign removal and such signs shall be retained by the officer until twenty-four hours following an election, after which the signs may be disposed of.

12. Real Estate Signs

- 12.1. In addition to the requirements contained in Part 4, the requirements of this section shall apply to all real estate signs.
- 12.2. Real estate signs shall:
 - a) Not require a permit;
 - b) Not be closer than three tenths of a metre to any property line; and
 - c) Not create an obstruction to vehicle or pedestrian traffic or a hazard to public safety, including placement of signage in a sight triangle as defined in the Municipality's Comprehensive Zoning By-law.

13. Billboard Signs

- 13.1. In addition to the requirements contained in Part 4, the requirements of this section shall apply to all billboard signs.

- 13.2. Billboard signs shall only be permitted on properties zoned agricultural, industrial, and highway commercial as defined by the Zoning By-law.
- 13.3. Only one billboard sign shall be permitted on a property.
- 13.4. A billboard sign shall not be closer to the road allowance than the setback requirements for that zone. The maximum area of such billboard sign shall not exceed 24.0 square metres.
- 13.5. Notwithstanding 13.4, the area of a billboard sign may be a maximum of 30.19 square metres provided that the sign is not closer than 46.0 metres to the centerline of an adjacent roadway.
- 13.6. Notwithstanding 13.4 and 13.5, the area of a billboard sign may be a maximum of 60.39 square metres provided that the sign is not closer than 84.0 metres to the centerline of an adjacent roadway.
- 13.7. Notwithstanding 13.4, 13.5, and 13.6, the area of a billboard sign may exceed 60.39 square metres provided that the sign is not closer than 400 metres to the centerline of an adjacent roadway.
- 13.8. A billboard sign with an area greater than 18.60 square metres shall not be located within 200 metres of another billboard sign with an area greater than 18.6 square metres.
- 13.9. A billboard sign shall not be located within 100 metres of a residential use.
- 13.10. All billboard signs shall be maintained in a neat and clean manner free from any loose materials at all times.

14. PART XV - ENFORCEMENT

- 14.1. The Chief Building Official or designate may enter upon any land at any reasonable time to inspect all signs for the purpose of determining or effecting compliance with this By-law
- 14.2. If after an inspection, the Chief Building Official or designate is of the opinion that a sign has been erected in contravention of any of the provisions of this By-law or of other conditions of a permit issued pursuant to this Bylaw, or that a sign has not been maintained in accordance with this by-law or has been found abandoned, the Chief Building Official or designate may issue an order requiring the Owner to remedy such contraventions as may be outlined in the order.
- 14.3. An order issued under Subsection 14.2 shall contain:
 - a) The municipal address and/or the legal description of the property on which the non-complying sign was erected;
 - b) A description of the By-law and/or permit provisions that have not been complied with;
 - c) A statement that the sign must be brought into compliance with the provisions of this By-law and/or the conditions of the permit issued for the sign or to remove the sign within the time specified; and
 - d) A statement that if the order is not complied with, the sign may be removed and disposed of by the Municipality at the expense of the owner.
- 14.4. An Order issued under Subsection 14.3 shall be served personally on the property owner or by prepaid registered mail to the last known address of the property owner as shown on the municipal tax roll.
- 14.5. Any costs incurred by the municipality may be recovered in like manner and with the same priority as municipal taxes.



14.6. Any sign erected contrary to any provision of this by-law, or on property owned by the Municipality or property managed by a public utility or local board without the consent of the Municipality, public utility or local board, may be removed and disposed of by the Municipality without prior notice at the expense of the owner of the sign or property.

14.7. No person shall obstruct an employee or any agent of the Municipality while they are carrying out their duties under this by-law.

14.8. Every person who contravenes any provision of this by-law is guilty of an offence and upon conviction is liable to a fine as provided for under the Provincial Offences Act.

15. PART XV FORCE AND EFFECT

15.1. By-law 080-2010 is hereby repealed;

15.2. This By-law shall come into full force and effect on the date of passage.

Read a first and second time this ___ day of _____ 2026.

Read a third and final time and finally passed this ___ day of _____ 2026

Mayor Walter McKenzie

Clerk James Hutson