

BY-LAW NO. 191-03

of the

CORPORATION OF THE CITY OF CAMBRIDGE

Being a by-law of the Corporation of the City of Cambridge to prohibit or regulate signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within the City of Cambridge or on land abutting any defined highway or part of a highway and to repeal By-law No. 129-92.

WHEREAS s. 9(2) of the Municipal Act, 2001, S.O. 2001, c. 25 (the "Act") provides that s. 8 and s. 11 of the Act shall be interpreted broadly to include rather than exclude municipal powers that existed on December 31, 2002;

AND WHEREAS, on December 31, 2002, the Municipal Act, R.S.O. 1990, c. M.45, as amended, authorized the prohibiting or regulating of signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within any defined area or areas or on land abutting any defined highway or part of a highway;

AND WHEREAS s. 11(5) of the Municipal Act, 2001, S.O. 2001, c. 25 (the "Act") provides as a non-exclusive sphere of jurisdiction for lower and upper tier municipalities, structures, including fences and signs;

AND WHEREAS the Council of the Corporation of the City of Cambridge deems it desirable to prohibit or regulate signs and other advertising devices or any class or classes thereof and the posting of notices on buildings or vacant lots within any defined area or areas or on land abutting any defined highway or part of a highway;

AND WHEREAS, pursuant to s. 99(1) of the Municipal Act, 2001, S.O. 2001, c. 25, public notice was given and a public meeting was held at which any person who attended was given the opportunity to make representation with respect to the matters herein;

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE CITY OF CAMBRIDGE ENACTS AS FOLLOWS:

SECTION 1

**SHORT TITLE**

This by-law shall be known as "The Sign By-Law".

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## SECTION 2

### **DEFINITIONS**

In this by-law,

Access Driveway means the area between the traveled portion of a roadway and a parking lot used by motor vehicles for access to and from the parking lot;

Animated Sign means any sign that includes action or motion of all or any part of the sign but does not include colour changes;

Awning Sign means a non-illuminated identification sign or logo painted or affixed flat to the surface of an awning that does not extend vertically or horizontally beyond the limits of such awning.

Banner Sign means a sign produced on cloth, fabric or other lightweight material.

Billboard Sign means a third party, non-accessory sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located.

Building Face means the total area of a building contained between the finished surface of the ground and the eaves;

Canopy means any structure projecting from the building face having a rigid frame and being attached to a building in such a manner as not to become an integral part thereof, but does not include awnings;

Canopy Sign means a sign attached to, marked or inscribed on or erected or placed against the canopy of a building, but does not include awning signs;

Changeable Copy Sign means a sign on which copy can be changed through the use of attachable letters, numerals and pictorial panels or automatically by electronic switching of lamps or illuminated tubes and shall be deemed not to mean time and temperature messages;

Copy Area means the entire area within a single square or rectangle or a combination of squares or rectangles that enclose the extreme limits of the advertising message, declaration, announcement or logo;

Development Sign means a non-illuminated sign which is installed or affixed to the ground on the site of the subdivision or project where the purpose of the sign is to provide information on the development and, without limiting the generality of the foregoing, shall include one or more of the following, the name of the subdivision or project, prices and the names and addresses of architects, consultants, developers, builders and related personnel to the development;

Directional Sign, Free Standing means a sign supported independently of and visibly separated from a building or structure and permanently fixed to the ground and shall be used for the direction of pedestrian and/or motor vehicle traffic but shall not be used for identification or advertisement;

Driveway means the improved land on a road that provides vehicular access from the roadway to adjacent land;

Fascia Sign means a wall sign and every sign attached to, marked or inscribed on, or erected or placed against a wall forming part of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and may project from the face of such wall and shall include a painted wall sign and a banner sign and a banner sign;

Fascia Industrial Directory means a fascia sign specifically intended for an industrial mall building of at least three distinct tenant units which may include the municipal street number and address and shall include a complete list of each individual tenant or occupancy by company name and/or logo for identification purposes but which does not display product or business advertising;

Flashing Sign means a sign or advertising device which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source but does not include an automatic changing sign such as time and/or temperature and/or date sign or electrically controlled message centre;

Free Standing Sign means any sign, except a billboard, supported independently of and visibly separated from a building or other structure and permanently fixed to the ground;

Free Standing Industrial Directory Sign means a free standing sign specifically intended for an industrial mall building of at least three distinct tenant units which may include the municipal street number and address and shall include a complete list of each individual tenant or occupancy by company name and/or local for identification purposes but which does not display product or business advertising;

Frontage means the length of the property line of any one premises parallel to and along each legally accessible public street, excluding a lane or alleyway, that it borders;

Gas Bar Weather Canopy means a permanent free standing roof structure erected for the purpose of sheltering gasoline service pumps from the weather. Such structure shall not be enclosed and may be attached to a building;

Height of Sign means the vertical distance measured from the highest point of the sign to the finished grade immediately below such sign and shall include any support structure;

Home Occupation Sign means a non-illuminated sign installed, erected or displayed for a home occupation identifying the business and containing no other message or advertising;

Institutional Directional Sign means a sign erected on a road allowance to inform the public of the location of Business Improvement Areas, public buildings, institutions, recreational or educational facilities or service clubs but shall not be used for advertising.

Institutional Event Sign means a sign installed, erected or displayed for public educational institutions, public hospitals and public libraries and other civic organizations (but does not include places of worship) consisting of permanent lettering identifying the establishment and address, which includes changeable copy as an integral part of a free standing or fascia sign;

Menu Board means a free standing sign used to display food and beverages available and may include the price of such item for drive-thru food services establishments only;

Mobile Read-A-Board Sign means any sign or sign structure designed for temporary placement or erection on a site and constructed to support, carry or display an area of changeable copy but is not permanently attached to the ground or a building and/or any sign or sign structure designed for the temporary placing of copy, letters or messages;

Model Home Real Estate Sign means a non-illuminated sign that is permanently installed or affixed to the ground where the purpose of the sign is to direct attention to model homes;

Municipal Act means chapter M.45 of the Municipal Act 2001, S.O. 2001, c.25, as it may from time to time be amended or replaced;

Municipal Election Sign means a sign, including a mobile read-a-board sign, used to advertise any person or political party participating in an election for public office, but excluding Provincial and Federal office;

Mural means an artistic painting on or against a building face but does not include a fascia sign or a mural sign or include any advertising or promote any business or product;

Mural Sign means a sign that is a combination of a mural and a fascia sign;

Non-Illuminated Plate Identification Sign means a wall sign having the exposed face on a plane parallel to the plane of such wall, which sign shall not be internally illuminated and shall be used only for identification, direction and liability notices;

Outer Boulevard means:

- (a) where there is a sidewalk, that part of a road lying between the property line and nearest edge of the sidewalk; or
- (b) where there is no sidewalk and there is a shoulder, that part of a road lying between the property line and nearest edge of the shoulder; or
- (c) where there is no sidewalk or shoulder, that part of a road lying between the property line and the nearest edge of traveled part;

Owner means the person, corporation or agent controlling the property on which the sign is located;

Painted Wall Sign means any sign painted upon any outside wall or other integral part of the building, without the use of independent supports or frames thereof;

Park means a property owned by or made available by lease, agreement or otherwise, to the Corporation, that is or hereafter may be established, dedicated, set apart or made available for passive and active recreational use as a public park or garden, or that has been or hereafter may be placed under the jurisdiction of the Commissioner of the Community Services Department on behalf of Council including any and all buildings, structures, facilities, erections and improvements located in or on such property, for so long as such property is so established, dedicated, set apart, made available or under the jurisdiction of the City of Cambridge, as the case may be;

Planning Commissioner means the Commissioner of Planning of the City of Cambridge or his/her designate for administrative purposes;

Portable Sign means a non-illuminated portable sign, which may include an A-frame sign, which is not permanently installed or affixed to the ground but does not include a mobile read-a-board sign;

Projecting Sign means a single or double-faced sign which projects perpendicular to the building wall and such wall is used as the main source of support.

Public Services Advertising means signs installed by or authorized by the City of Cambridge, the Region of Waterloo, or on behalf of the Province of Ontario or the Government of Canada including signage for community and charity functions by or on behalf of non-profit organizations.

Real Estate Sign means a non-illuminated sign installed, erected or displayed for the notification that a premises or portion thereof is for sale, rent or lease, or that such premises has been sold, rented or leased and which may include information such as to whom a person should enquire with regard thereto;

Religious Event Sign means a sign installed, erected or displayed for a place of worship consisting of permanent lettering identifying the place of worship and address and shall include changeable letters for the hours of services, studies, name of pastor and other similar items;

Road means a road allowance under the jurisdiction of the City of Cambridge;

Roadway means that part of the road that is improved, designed or ordinarily used for vehicular traffic, but does not include the shoulder and, where the road includes two or more separate roadways, the term roadway refers to any one roadway separately and not to all of the roadways collectively;

Roof Line means the line made by the intersection of the wall of the building with the roof of the building;

Roof Sign means any sign above the roofline or upper limit of any parapet;

Rotating Sign means any sign or portion of a sign that moves in a revolving or similar manner but not including motionaography and other multiple-prism signs;

Shoulder means that part of the road immediately adjacent to the roadway and having a surface that has been improved for the use of vehicles with asphalt, concrete or gravel;

Sidewalk includes all parts of a road set aside for use by pedestrians;

Sign means and includes any surface, structure or frame made or designed for printing, projecting or attaching any outdoor announcement, declaration, device, demonstration or insignia used for direction, information, identification, advertisement, business promotion or promotion of products, activities or services offered upon the premises and may include a logo or product identification sign;

Sign Area means the entire area of a sign on which copy could be placed, including any frame or embellishment that forms an integral part of the display. In the case of a double face or a multiface sign, all sign faces will be counted in the sign area calculation. The area of individual letter signs shall be calculated on the basis of the smallest square or rectangle that will enclose the individual letters or features of the sign;

401 Sign means a fascia sign on a building wall facing Highway 401, a free standing sign and/or a billboard sign located on a lot where such building and/or lot abuts Highway 401;

Street or Highway means a common and public walkway, street, avenue, parkway, driveway, square, place, bridge, viaduct or trestle, designed and intended for, or used by, the general public for the passage of vehicles and having, for the purposes of this by-law, a minimum road allowance of 12.0 metres;

Street Line means the limit of the street or highway allowance and is the dividing line between a lot and a street;

Subdivision means an entire plan under a Region of Waterloo subdivision file and not an individual phase of registration;

Temporary Construction Sign means a non-illuminated sign which is temporarily installed or affixed to the ground where the purpose of the sign is to provide information on the project and, without limiting the generality of the foregoing, shall include one or more of the following, the name of the project, the names and addresses of contractors, architects, engineers, consultants and related personnel to the project;

Temporary Open House and Model Home A-Frame Real Estate Sign means non illuminated signs which are not permanently installed or affixed to the ground and forms a double faced inverted V-type sign and where the purpose of the signs is to direct attention to a real estate open house or model home event taking place at a location other than the location of the signs. For the purpose of this by-law, a temporary residential sales office for the sale of residential dwelling units shall be considered as a model home;

Third Party Advertising means advertising by an establishment or other activity that is not conducted on the land on which the sign is installed, erected or displayed;

Traffic Control Device means a sign or pavement marking installed by the City of Cambridge for the purpose of regulating or guiding traffic and pedestrians and includes traffic control signals;

Transit Shelter Sign means a third party, non-accessory sign attached to a wall of a public shelter provided by or for the Corporation of the City of Cambridge for the comfort and convenience of patrons of the public transit system;

Wall Sign means a sign attached to, marked or inscribed on, or erected or placed against a wall forming part of a building and shall include an awning sign and a painted wall sign;

Weather Canopy Sign means a sign located on any face or side of a weather canopy, which is a permanent unenclosed roof structure erected for the purpose of sheltering persons from the weather when using facilities which include, but are not limited to, automated teller machines, fuel pumps etc.

Yard means any open, uncovered space appurtenant to a building and, without limiting the generality of the foregoing, includes any such land used for such purposes as landscaping, parking access, etc.;

Yard, Front means a yard extending across the full width of the lot between the front lot line and the nearest part of any building or structure on the lot, as illustrated on Schedule B attached hereto;

Yard, Rear means a yard extending across the full width of the lot between the rear lot line and the nearest part of any building or structure on the lot, as illustrated on Schedule B attached hereto;

Yard, Side means a yard extending from the front yard to the rear yard between the side lot line and the nearest part of any building or structure on the lot, as illustrated on Schedule B attached hereto;

Yard, Side, Exterior means a side yard that immediately adjoins a public street, as illustrated on Schedule B attached hereto;

Yard, Side, Interior means a side yard other than a side yard that immediately adjoins a public street, as illustrated on Schedule B hereto attached.

SECTION 3**ESTABLISHMENT OF THE CLASS OF SIGNS**

Signs shall be permitted only in the area as set forth below for each class of sign. These classes of sign shall apply in the zone classes established by the City of Cambridge Zoning By-Law as shown below. In the case of a compound zone, as established by the City of Cambridge Zoning By-law, the sign(s) shall conform to the regulations as set out in the zone class where the use is permitted.

Residential Signs

- R Zone Class
- RR Zone Class
- RS Zone Class
- RM Zone Class
- R Zone Class With the (CO) Suffix
- RS Zone Class With the (CO) Suffix

Agricultural Signs

- A Zone Class

Institutional Signs

- N Zone Class

Open Space Signs

- OS Zone Class

Commercial Signs

- C Zone Class
- CS Zone Class

Industrial Signs

- M Zone Class except for areas designated Industrial Park

Industrial Park Signs

- M Zone Class in areas designated Industrial Park

NOTE:

For the purposes of this by-law, Industrial Park lands shall be in an industrial use class zone and be located:

- (a) specifically in an M1 zone of the City of Cambridge Zoning By-Law;
- (b) within the area outlined by a heavy black line on Schedule E (Parts 1 to 5) attached to and forming part of this by-law.

SECTION 4**PERMITTED SIGNS BY THE CLASS OF SIGN SUBJECT TO THE REGULATIONS WITHIN EACH SECTION**

RES: Residential  
 AGR: Agricultural  
 INST: Institutional  
 IND: Industrial

IND/PK: Industrial Park  
 COM: Commercial  
 OS: Open Space  
 HCD/DP: Heritage Conservation District  
 Designated Property: See Section 24 for details.

PERMITTED: •

TYPE	SECTION	RES	AGR	INST	OS	COM	IND	IND PK	HCD/ DP	PERMIT REQ'D
Awning	5	•	•	•	•	•	•	•	•	yes
Billboard	20					•	•	•		yes
Canopy	6			•	•	•	•	•		yes
Changeable Copy	11					•	•	•	•	yes
Development	18	•	•	•	•	•	•	•	•	yes
Directional	21	•	•	•	•	•	•	•	•	no
Fascia	8	•	•	•	•	•	•	•	•	yes
Free Standing	9	•	•	•	•	•	•	•		yes
Home Occupation	23	•	•			•	•			yes
Institutional Event	12			•	•					yes
Menu Board	27.11					•				yes
Mobile Read- A-Board	10			•	See S. 10.7	•	•	•		yes
Model Home Real Estate	17	•	•			•	•	•		yes
Municipal Election Sign	25	See S. 25. 1(a)	•	•	See S. 25. 1(a)	•	•	•	•	no
Mural Sign	8.6			•	•	•	•	•		yes
Non- Illuminated Plate I.D.	22	•	•	•	•	•	•	•	•	no
Portable	14					•				no
Projecting	7			•	•	•	•	•		yes

TYPE	SECTION	RES	AGR	INST	OS	COM	IND	IND PK	HCD/ DP	PERMIT REQ'D
Real Estate	16	•	•	•	•	•	•	•	•	no
Religious Event	13			•	•				•	no
Temporary Construction	19	•	•	•	•	•	•	•	•	no
Temporary Open House and Model Home A- Frame Real Estate	15	•	•	•	•	•	•	•	•	no
Weather Canopy	24					•				yes

SECTION 5

**AWNING SIGN**

Means an identification sign or logo painted or affixed flat to the surface of an awning that does not extend vertically or horizontally beyond the limits of such awning.

Regulations

1. Lettering and logos on awnings shall be in accordance with the regulations prescribed in Section 8.1 of this by-law for fascia signs.
2. No other attachment to the awning will be permitted.
3. Minimum height of an awning above a sidewalk or finished grade shall be 2.0 m whichever is less measured from any part of the awning.
4. The upper limit of any awning sign shall not project above the roofline. In the case of a parapet wall, the awning sign shall not project above the parapet.

SECTION 6

**CANOPY SIGN**

Means a sign attached to, marked or inscribed on or erected or placed against the canopy of a building, but does not include awning signs.

Regulations

Canopy signs are permitted only in accordance with the regulations prescribed in section 8 of this by-law for fascia signs, except that all canopy signs shall have a clearance of more than 2.0 m from the sidewalk or grade, whichever is less.

## SECTION 7

### **PROJECTING SIGN**

Means a single or double-faced sign which projects perpendicular to the building wall and such wall is used as the main source of support.

#### Regulations

1. Maximum sign area: 0.6 m<sup>2</sup> per side
2. Projection from building face: 1.0 m
3. Minimum height above grade: 2.5 m
4. No establishment shall have more than one projecting sign for each street frontage.
5. No projecting sign installed or erected in a residential zone or facing a property line adjacent to any residential zone shall be illuminated.

SECTION 8**FASCIA SIGN**

Means a wall sign and every sign attached to, marked or inscribed on, or erected or placed against a wall forming part of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and may project from the face of such wall and shall include a painted wall sign and a banner sign.

Regulations

1.

<b>Location</b>	<b>a) Maximum Sign Area</b>	<b>b) Maximum Projection from Wall</b>	<b>c) Illumination</b>	<b>d) Number of Signs per Street Frontage</b>
residential and agricultural zones	0.8 m <sup>2</sup>	0.6 m	prohibited	one per street frontage
heritage conservation district and designated properties	see Section 26	see Section 26	see Section 26	see Section 26
401 Signs in commercial zones, Industrial Park and Industrial zones	1.2 times the width of the building face to a maximum of 23 m <sup>2</sup>	0.6 m	permitted	no restrictions
all others where the building face is not more than 15m from a property line measured perpendicular to the centre line of sign on such building face	1.2 times the width of the building face to a maximum of 15 m <sup>2</sup> for all fascia signs on such building face per tenant	0.6 m	permitted (see Section 8.5)	no restrictions
all others where the building face is more than 15m from a property line measured perpendicular to the centre line of sign on such building face	the maximum sign area may be increased 2.5 m <sup>2</sup> for each 5.0 m back from the 15 m setback to a maximum of 40 m <sup>2</sup> for all signs on such building face per tenant	0.6 m	permitted (see Section 8.5)	no restrictions

2. No fascia sign shall project into or cover any openings on any building face.
3. In the case of a building that has been constructed with a mansard style roof, a fascia sign shall be permitted against such roof and such sign shall be subject to all applicable regulations of this by-law.
4. The upper limit of any fascia sign shall not project above the roofline. In the case of a parapet wall, the fascia sign shall not project above the parapet. A sign may be located entirely above the roofline, provided however, that no part of the sign projects above the highest point of the roof or beyond the limits of a parapet wall.
5. No fascia sign installed or erected facing a property line adjacent to any residential zone shall be illuminated.
6. A mural sign may be marked or inscribed on, or erected or placed against a building face subject to the following additional regulations:
  - (a) notwithstanding Section 8.1(a), the copy area of a mural sign shall not exceed 20% of the total building face that the mural sign is on. The copy area may be increased to 40% of the total building face that the mural sign is on provided, however, there are no other types of signs permitted by the by-law installed on such building face.
  - (b) notwithstanding Section 4, a permit will not be required if the copy area of the mural sign does not exceed 0.4 m<sup>2</sup>.

NOTE: Any sign installed above the roofline pursuant to section 8.4 of this by-law shall comply with the provisions of the Building Code.

SECTION 9**FREE STANDING SIGN**

Means any sign, except a billboard, supported independently of and visibly separated from a building or other structure and permanently fixed to the ground.

Regulations

1.

<b>Location</b>	<b>(a) Front Yard Setback</b>	<b>(b) Exterior Side Yard Setback</b>	<b>(c) Minimum Distance between all Free Standing Signs, including Billboard s</b>	<b>(d) Maximum Height of Sign Above Grade</b>	<b>(e) Maximum Sign Area per Face</b>	<b>(f) Minimum Clearance of Sign Where it Projects Over Vehicular Traffic</b>
residential and agricultural zones	1.0 m	1.0 m	15.0 m	1.5 m	0.4 m <sup>2</sup>	N/A
institutional and open space zones	1.0 m	1.0 m	15.0 m	2.0 m	2.5 m <sup>2</sup>	N/A
commercial zones	1.0 m	1.0 m	15.0 m	10.5 m (see Section 27.10)	0.3 m <sup>2</sup> for each 1.0 m of frontage to a maximum of 20 m <sup>2</sup> per sign (see Section 9.2)	4.3 m
industrial zones	1.0 m	1.0 m	15.0 m	10.5 m (see Section 27.10)	0.15 m <sup>2</sup> for each 1.0 m of frontage to a maximum of 20 m <sup>2</sup> per sign	4.3 m

<b>Location</b>	<b>(a) Front Yard Setback</b>	<b>(b) Exterior Side Yard Setback</b>	<b>(c) Minimum Distance between all Free Standing Signs, including Billboard s</b>	<b>(d) Maximum Height of Sign Above Grade</b>	<b>(e) Maximum Sign Area per Face</b>	<b>(f) Minimum Clearance of Sign Where it Projects Over Vehicular Traffic</b>
industrial park	1.0 m	1.0 m	15.0 m	4.0 m	0.15 m <sup>2</sup> for each 1.0 m of frontage to a maximum of 20 m <sup>2</sup> per sign	N/A
401 signs in commercial zones within 60 m of the property line of 401	3 m from 401 property line	1.0 m	15.0 m	10.5 m	0.3 m <sup>2</sup> for each 1.0 m of frontage to a maximum of 46 m <sup>2</sup> per sign	4.3 m
401 signs in industrial park and industrial zones within 60 m of the property line of 401	3 m from 401 property line	1.0 m	15.0 m	10.5 m	0.15 m <sup>2</sup> for each 1.0 m of frontage to a maximum of 46 m <sup>2</sup> per sign	4.3 m

2. Notwithstanding section 9.1(e) (Maximum Sign Area) of this by-law, in a commercial zone, a free standing sign may be allowed a maximum sign area of 30 m<sup>2</sup> per face for each sign on a property in excess of 4 ha.
3. The total allowed sign area for a free standing sign, having more than two sign faces, shall be double the area permitted for one sign face.
4. Notwithstanding Section 9.1(e) (Maximum Sign Area) of this by-law, a free standing sign installed or erected on a lot occupied by an apartment house as defined in the City of Cambridge Zoning By-law may have a sign area not greater than 0.8 m<sup>2</sup> per face.
5. No free standing sign erected in a residential zone or within 15.0 m of an adjacent property that is zoned residential shall be illuminated.

SECTION 10**MOBILE READ-A-BOARD SIGN**

Means any sign or sign structure designed for temporary placement or erection on a site and constructed to support, carry or display an area of changeable copy but is not permanently attached to the ground or a building and/or any sign or sign structure designed for the temporary placing of copy, letters or messages.

Regulations

1.

(a)	Front yard setback	zero, but must be located on private property
(b)	Exterior side yard setback	zero, but must be located on private property
(c)	Interior side yard setback	5.0 m
(d)	Minimum distance between signs	50.0 m to another mobile read-a-board sign already displayed on the same property
(e)	Maximum height of sign	3.0 m
(f)	Maximum sign area per face	6.7 m <sup>2</sup>
(g)	Minimum distance from access driveway	no mobile read-a-board sign shall be located within the daylighting triangle, as determined in accordance with Schedule D
(h)	Minimum distance from the intersection of streets	no mobile read-a-board sign shall be located within the daylighting triangle, as determined in accordance with Schedule D

2.
  - (a) No permit shall be issued to permit a mobile read-a-board sign to be displayed on any one property for a period of less than one week or for a consecutive number of days longer than 60 days.
  - (b) No mobile read-a-board sign shall be erected or displayed for a cumulative period of more than 180 days in any calendar year, per applicant.
  - (c) No permit shall be issued more than 30 days in advance of the erection or display of any mobile read-a-board sign.
  
3. A Mobile Sign may be shared by multiple tenants as long as the tenants advertising on the sign have an establishment on the property where the sign is displayed. The tenant who obtains the permit shall also advertise on the sign at all times, while the sign is displayed.

4. No permit shall be issued to permit a mobile read-a-board sign unless written authorization for the placement of such mobile read-a-board sign is received by the Chief Building Official from the landlord/owner or any person on behalf of the landlord/owner of the property.
5. Notwithstanding any other provisions of this by-law, no mobile read-a-board sign shall be installed, erected or displayed on any public road allowance or other public lands.
6. Non-profit and charitable organizations may install, erect or display a mobile read-a-board sign provided such mobile read-a-board sign conforms to all the regulations of Section 4 and Section 10 of this by-law.
7. Notwithstanding Section 4 under the heading 'OS', organizations authorized by the Commissioner of Community Services may install, erect or display a mobile read-a-board sign in the following locations:
  - (a) Dickson Centre
  - (b) Duncan McIntosh Centre
  - (c) Galt Arena Gardens
  - (d) Hespeler Memorial Arena
  - (e) Karl Homuth Arena
  - (f) Preston Auditorium
  - (g) Riverside Park entrances at King Street and Speedsville Road
  - (h) Riverbluffs Park entrance at George Street
  - (i) GRCA, Clyde Road

## SECTION 11

### **CHANGEABLE COPY SIGN**

Means a sign on which copy can be changed through the use of attachable letters, numerals and pictorial panels or automatically by electronic switching of lamps or illuminated tubes and shall be deemed not to mean time and temperature messages.

#### Regulations

##### 1. Free Standing Changeable Copy Sign

- (a) the sign area shall have a total sign area not greater than the total sign area of the free standing sign erected under section 9 of this by-law and, in any event not greater than 6.7 m<sup>2</sup> for each sign face and such sign face may be provided in addition to the sign area of the free standing sign permitted in section 9 of this by-law.
- (b) the changeable copy sign shall be an integral part of the free standing sign.

##### 2. Changeable Copy Fascia Sign

- (a) the changeable copy sign shall have a total sign area that does not exceed the total area of the fascia sign erected for the same establishment under section 8 of this by-law and in any event, not greater than 6.7 m<sup>2</sup>.

## SECTION 12

### **INSTITUTIONAL EVENT SIGN**

Means a sign installed, erected or displayed for public educational institutions, public hospitals and public libraries and other civic organizations (but does not include places of worship) consisting of permanent lettering identifying the establishment and address, which includes changeable copy as an integral part of a free standing or fascia sign.

#### Regulations

1. Free Standing Sign

- (a) Front yard setback: 1.0 m
- (b) Exterior side yard setback: 1.0 m
- (c) Maximum sign area: 3.0 m<sup>2</sup> per sign face (6.0 m<sup>2</sup> total)
- (d) Maximum height of sign above grade: 2.0 m
- (e) Minimum distance between all free standing signs: 15 m

2. Fascia Sign

- (a) Maximum sign area: 3.0 m<sup>2</sup>
- (b) Sections 8.1(b), 8.3, 8.4 and 8.5 of this by-law shall also apply.

## SECTION 13

### **RELIGIOUS EVENT SIGN**

Means a sign installed, erected or displayed for a place of worship consisting of permanent lettering identifying the place of worship and address and shall include changeable letters for the hours of services, studies, name of pastor and other similar items.

#### Regulations

1. Free Standing Sign

- (a) Front yard setback: 1.0 m
- (b) Exterior side yard setback: 1.0 m
- (c) Maximum sign area: 3.0 m<sup>2</sup> per sign face (6.0 m<sup>2</sup> total)
- (d) Maximum height of sign above grade: 2.0 m
- (e) Minimum distance between free standing signs: 15 m

2. Fascia Sign

- (a) Maximum sign area: 3.0 m<sup>2</sup>
- (b) Sections 8.1(b), 8.3, 8.4 and 8.5 of this by-law shall also apply.

**SECTION 14****PORTABLE SIGN**

Means a non-illuminated portable sign, which may include an A-frame sign, which is not permanently installed or affixed to the ground, but does not include a mobile read-a-board sign.

**Regulations**

1. Maximum sign areas: 0.8 m<sup>2</sup> per sign face (1.6 m<sup>2</sup> total)
2. Maximum height of sign above grade: 1.0 m
3. Maximum number of signs: one sign for each property having 30.0 m of lot frontage or part thereof
4. No portable sign shall be placed which would obstruct the view of drivers of vehicles on the street or the movement of pedestrians on a sidewalk.

## SECTION 15

### **TEMPORARY OPEN HOUSE AND MODEL HOME A-FRAME REAL ESTATE SIGN**

Means non-illuminated signs which are not permanently installed or affixed to the ground and forms a double faced inverted V-type sign and where the purpose of the signs is to direct attention to a real estate open house or model home event taking place at a location other than the location of the signs. For the purpose of this by-law, a temporary residential sales office for the sale of residential dwelling units shall be considered as a model home.

#### Regulations

1. Maximum sign area: 0.8 m<sup>2</sup> per sign face (1.6 m<sup>2</sup> total)
2. Maximum height of sign above grade: 1.0 m
3. Maximum number of signs: four signs for each intersection for all owners of such signs for each street intersection
4. A temporary open house or model home A-frame real estate sign is allowed on a public road allowance provided such sign is not located on the sidewalk and in no case closer than 0.3 m from the curb or in the case where there is no curb 3.0m from the edge of the traveled portion of all streets.
5. No temporary open house or model home A-frame real estate sign shall be placed which would obstruct the view of drivers of vehicles on the street.
6. If a temporary open house or model home A-frame real estate sign is located on private property, written approval from the owner of the land will be required.
7. A temporary open house and model home A-frame real estate sign may not be placed more than 3 hours prior or after the event except on weekends such sign may not be placed more than 3 hours prior to the event on Saturdays and may remain until 3 hours after the event on Sunday.
8. Notwithstanding the definition of temporary open house and model home A-frame real estate sign in this by-law, a temporary open house sign may be located on the site of such open house in addition to other real estate signs and the regulations prescribed in sections 15.1 and 15.2 shall apply.

SECTION 16**REAL ESTATE SIGN**

Means a non-illuminated sign installed, erected or displayed for the notification that a premises or portion thereof is for sale, rent or lease, or that such premises has been sold, rented or leased and which may include information such as to whom a person should inquire with regard thereto.

Regulations1. Free Standing Sign

- (a) Residential, Institutional, Agricultural, Open Space Zones and all types of individual condominium units (excluding the RM zone classifications under the provisions of the City of Cambridge Zoning By-Law)
  - (i) Maximum sign area: 0.8 m<sup>2</sup> per sign face (1.6 m<sup>2</sup> total)
  - (ii) Maximum height of sign above grade: 2.0 m
  - (iii) Maximum number of signs: one sign for each street frontage
- (b) Industrial Park, Industrial, Commercial Zones and RM Zone Classifications (excluding all types of individual condominium units)
  - (i) Front yard setback: 1.0 m
  - (ii) Exterior side yard setback: 1.0 m
  - (iii) Maximum sign area:
    - (1) less than 30.0 m lot frontage: 4.5 m<sup>2</sup> per sign face (9.0 m<sup>2</sup> total)
    - (2) 30.0 m or more lot frontage: 0.15 m<sup>2</sup> per 1.0 m of street frontage per sign face (22.0 m<sup>2</sup> maximum)
  - (iv) Maximum height of sign above grade: 4.5 m
  - (v) Maximum number of signs: one for each street frontage

2. Fascia Sign

- (a) Residential, Institutional, Agricultural and Open Space Zones and all types of individual condominium units (excluding the RM zone classifications under the provisions of the City of Cambridge Zoning By-Law)
- (i) Maximum sign area: 0.8 m<sup>2</sup>
  - (ii) The regulations prescribed in sections 8.1(b), 8.2, 8.4 and 8.5 of this by-law shall also apply.
- (b) Industrial Park, Industrial, Commercial Zones and RM Zone Classifications (excluding all types of individual condominium units)
- (i) Maximum sign area: 4.5 m<sup>2</sup>
  - (ii) The regulations prescribed in sections 8.1(b), (c) and (d), 8.2, 8.3, 8.4 and 8.5 shall also apply.

SECTION 17**MODEL HOME REAL ESTATE SIGN**

Means a non-illuminated free standing sign that is permanently installed or affixed to the ground where the purpose of the sign is to direct attention to model homes.

Regulations

## Free Standing Sign

1. Front yard setback: 1.0 m
2. Exterior side yard setback: 1.0 m
3. (a) Maximum sign area on the site of a model home: 4.5 m<sup>2</sup> per sign face (9.0 m<sup>2</sup> total)  
(b) Maximum sign area not located on the site of a model home: 9.5 m<sup>2</sup> per sign face (19 m<sup>2</sup> total)
4. Maximum height of sign above grade: 4.5 m
5. Minimum rear yard: 7.5 m
6. Maximum number of signs:
  - (a) one sign on the site of a model home and
  - (b) one sign for each builder per subdivision not located on the site of a model home and the sign shall be located on vacant privately-owned land with written approval from the owner of such land
7. Minimum distance between all free standing signs: 15 m

## SECTION 18

### **DEVELOPMENT SIGN**

Means a non-illuminated free standing sign which is installed or affixed to the ground on the site of the subdivision or project where the purpose of the sign is to provide information on the development and, without limiting the generality of the foregoing, shall include one or more of the following, the name of the subdivision or project, prices and the names and addresses of architects, consultants, developers, builders and related personnel to the development.

#### Regulations

1. Front yard setback: 1.0 m
2. Exterior side yard setback: 1.0 m
3. Maximum sign area: 9.5 m<sup>2</sup> per sign face (19.0 m<sup>2</sup> total)
4. Maximum height of sign above grade: 4.5 m
5. Minimum rear yard: 7.5 m
6. Maximum number of signs: one sign for each street frontage (two maximum)
7. Minimum distance between all free standing signs: 15 m
8. All development signs shall be removed upon substantial completion of the subdivision or project.

## SECTION 19

### **TEMPORARY CONSTRUCTION SIGN**

Means a non-illuminated free standing sign which is temporarily installed or affixed to the ground which shall be located on the site of the development and where the purpose of the sign is to provide information on the project and, without limiting the generality of the foregoing, shall include one or more of the following, the name of the project, the names and addresses of contractors, architects, engineers, consultants and related personnel to the project.

#### Regulations

1. Front yard setback: 1.0 m
2. Exterior side yard setback: 1.0 m
3. Maximum sign area: 9.5 m<sup>2</sup> per sign face (19.0 m<sup>2</sup> total)
4. Maximum height of sign above grade: 4.5 m
5. Minimum rear yard: 7.5 m
6. Maximum number of signs: one sign for each street frontage (two maximum)
7. Minimum distance between all free standing signs: 15 m
8. All temporary construction signs shall be removed upon substantial completion of the project.

SECTION 20**BILLBOARD SIGN**

Means a third party, non-accessory sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located.

Regulations

1.

<b>Location</b>	<b>(a) Front, Exterior Side Yard &amp; Hwy. 401 Setback</b>	<b>(b) Rear &amp; Interior Side Yard Setbacks</b>	<b>(c) Minimum Distance between other Billboard Signs</b>	<b>(d) Minimum Distance from other Free Standing Signs</b>	<b>(e) Maximum Height of Sign Above Grade</b>	<b>(f) Maximum Sign Area Per Face</b>
commercial and industrial zones except industrial park	6 m	3.5 m	500 m, but if on the same street, see Schedule C (Part 1)	15 m	6 m	22 m <sup>2</sup>
industrial park	12 m	3.5 m	500 m, but if on the same street, see Schedule C (Part 1)	15 m	6 m	22 m <sup>2</sup>
401 signs in commercial zones, industrial zones and industrial park, within 60 m of the property line of Hwy 401	6 m	3.5 m	500 m, but if on the same street, see Schedule C (Part 1)	15 m	9 m	46 m <sup>2</sup>

2. Prohibited Locations: Notwithstanding any other provision of this subsection, no billboard sign shall be erected:
  - (a) on a lot upon which any other building or structure is erected;
  - (b) in any public park, conservation area or public open space;
  - (c) within 100 m of any residential, institutional, agricultural or open space zone established by the City of Cambridge Zoning By-Law, as illustrated in Schedule C (Part 2) attached hereto.
3. Removal: The owner of a billboard sign or of the lot upon which a billboard sign has been erected shall cause the billboard sign to be removed from the lot prior to the construction of any other building or structure on the same lot.
4. No billboard sign shall be on display at any one time at a ratio of more than one billboard sign for each 2000 persons in the population of the City of Cambridge.

## SECTION 21

### **DIRECTIONAL SIGN**

#### 1. Free Standing Directional Sign

Means a sign supported independently of and visibly separated from a building or structure and permanently fixed to the ground and shall be used for the direction of pedestrian and/or motor vehicle traffic but shall not be used for advertising, except for the logo or name of the establishment.

#### Regulations

- (a) Maximum sign area: 0.6 m<sup>2</sup> (0.3 m<sup>2</sup> per face)
- (b) Maximum height of sign above grade: 1.5 m

#### 2. Institutional Directional Sign

Means a sign erected on a road allowance to inform the public of the location of the Business Improvement areas, public buildings, institutions, recreational or educational facilities or service clubs but shall not be used for advertisement.

#### Regulations

- (a) Maximum sign area: 0.2 m<sup>2</sup>
- (b) Signs must be approved and erected by the Traffic Divisions of the City of Cambridge or the Region of Waterloo and if located on a provincial highway approval must be granted by the Ministry of Transportation.
- (c) Signs must be erected in compliance with Section 27.5 of this by-law.

## SECTION 22

### **NON-ILLUMINATED PLATE IDENTIFICATION SIGN**

Means a wall sign having the exposed face on a plane parallel to the plane of such wall, which sign shall not be internally illuminated and shall be used only for identification, direction and liability notices.

#### Regulations

1. A non-illuminated plate identification sign shall not exceed 0.4 m<sup>2</sup> in area for each tenant or occupancy and shall otherwise conform to the regulations prescribed in section 8 of this by-law.
2. One non-illuminated plate identification sign shall be permitted for each tenant or occupancy of any building or structure and shall not project more than 0.08 m from the face of such wall.
3. Non-illuminated plate identification signs will be allowed in addition to all other signs permitted by this by-law.

## SECTION 23

### **HOME OCCUPATION SIGN**

Means a non-illuminated sign installed, erected or displayed for a home occupation identifying the business and containing no other message or advertising.

#### Regulations

1. Free Standing Sign

- (a) front yard set back: 3.0 m
- (b) exterior side yard set back: 3.0 m
- (c) maximum sign area: 0.15 m<sup>2</sup>
- (d) maximum sign height: 1.5 m

2. Fascia Sign

- (a) maximum sign area: 0.15 m<sup>2</sup>, but may be increased 0.05 m<sup>2</sup> for each 3.0 m back from the 6.0 m setback to a maximum of 0.8 m<sup>2</sup>.

3. Projecting Sign

- (a) maximum sign area: 0.15m<sup>2</sup>, but may be increased 0.05 m<sup>2</sup> for each 3.0 m back from the 6.0 m setback to a maximum of 0.3 m<sup>2</sup>
- (b) projection from building face: 1.0 m
- (c) minimum height above grade: 2.5 m

SECTION 24**WEATHER CANOPY SIGN**

Means a sign located on any face or side of a weather canopy which is a permanent unenclosed roof structure erected for the purpose of sheltering persons from the weather when using facilities which include, but are not limited to, automated teller machines, fuel pumps etc.

1. A weather canopy sign shall be situated between the lower and upper limits of the canopy's roof structure fascia.
2. A weather canopy sign shall conform to the regulations prescribed in section 8 of the by-law for fascia signs on buildings.

SECTION 25**MUNICIPAL ELECTION SIGN**

Municipal Election sign means a sign, including a mobile read-a-board sign, used to advertise any person or political party participating in an election for public office, but excluding Provincial and Federal office.

Regulations:

1.

	<b>All signs except Mobile Read-a-Board Signs</b>	<b>Mobile Read-a-Board Signs</b>
(a) Permitted Locations	all zones except parks	all zones except Res. and OS zones
(b) Setback from outer edge of sidewalk on an outer boulevard	0.5 m	N/A
(c) Setback from outer edge of a shoulder on an outer boulevard where there is no sidewalk	0.5 m	N/A
(d) Setback from outer edge of a roadway on an outer boulevard where there is no sidewalk or shoulder	3.0 m	N/A
(e) Front yard and exterior side yard setback from street line	N/A	Zero
(f) Interior side yard setback	N/A	5.0 m
(g) Minimum distance between signs	N/A	50.0 m to another mobile read-a-board sign already displayed on the same property
(h) Maximum sign area per face on an outer boulevard of a road	1.5 m <sup>2</sup>	N/A
(i) Maximum sign area per face not located on a road	1.5 m <sup>2</sup> . If it exceeds 1.5 m <sup>2</sup> , the size must comply with the zone in which the sign is located.	6.7 m <sup>2</sup>
(j) Maximum height of sign on an outer boulevard of a road	1.5 m	N/A
(k) Maximum height of sign not located on a road	The height must comply with the zone in which the sign is located.	3.0 m
(l) Illumination	Allowed except in Res. and OS zones.	Allowed
(m) Daylight triangle at the intersection of streets and driveways	See Schedule D.	See Schedule D.

	<b>All signs except Mobile Read-a-Board Signs</b>	<b>Mobile Read-a-Board Signs</b>
(n) Obstruction	The election sign shall not obstruct the visibility of pedestrians, vehicles or traffic devices.	The election sign shall not obstruct the visibility of pedestrians, vehicles or traffic devices.
(o) Removal of signs	72 hours following the election date	72 hours following the election date

2. When a municipal election sign is placed on the outer boulevard of the road pursuant to section 25.1, approvals from the owner of the property adjacent to such municipal election sign will be required.

SECTION 26**HERITAGE CONSERVATION DISTRICTS AND DESIGNATED BUILDINGS**

1. (a) All proposed signs in Heritage Conservation Districts; see Schedule F, and on Designated properties, as summarized on Schedule H, shall be forwarded to the Heritage Planner for Cambridge Municipal Heritage Advisory Committee approval before being erected. However, the Cambridge Municipal Heritage Advisory Committee is not empowered to refuse to approve the plans or drawings of such signs referred to in this section of the by-law and shall refer such plans and drawings where refusal is recommended to the Council of the Corporation of the City of Cambridge.
- (b) All proposed signs in Heritage Conservation Districts and on Designated Properties shall be accompanied by scale drawings showing:
  - (i) the building(s) where the sign is to be located;
  - (ii) the type of sign;
  - (iii) the dimension of the sign along with any design or lettering;
  - (iv) materials and colour of which the sign is to be constructed;
  - (v) a cross-section of the sign showing the bracket and method of affixing the sign to the wall; and
  - (vi) any means of external illumination of the sign.
2. The regulations prescribed in sections 8.1(a), 11.2, 13.2(a) and (b), 22.1 and 22.3 shall not apply to the permitted signs in Heritage Conservation Districts and on Designated Properties and the following regulations shall apply in their stead:
  - (a) A wall sign shall have a total sign area not greater than 0.3 m<sup>2</sup> for each 1.0 m of linear frontage of the building wall upon which the sign is located and, in any event, not greater than 1.25 m<sup>2</sup> for each sign.
  - (b) No sign installed or erected in Heritage Conservation Districts and on Designated Properties shall be internally illuminated.
  - (c) No business establishment shall have more than one sign per storey for each building face of such establishment.
3. Notwithstanding Sections 26.2(a) and (b), an existing wall sign used in a previous location may be installed or erected in a Heritage Conservation District and on a designated properties for a period of time not exceeding 90 days.
4. Signs, other than wall signs, permitted pursuant to section 4 of this by-law shall comply with sections 11.1, 13.1, 15, 16.1(a), 16.1(b), 18, 19, 21 and 25.

SECTION 27**GENERAL PROVISIONS**

1. Spot and flood lights used to illuminate a sign shall be so arranged as to deflect light away from adjacent premises or streets.
2. All electrical signs shall conform to C.S.A. standards.
3. Flashing lights, animated signs, balloon signs, moving, swinging and revolving signs are not permitted in the City of Cambridge.
4. No third party advertising shall be permitted other than
  - (a) a sign erected or displayed by any person or agency, on lands, buildings or structures owned by the City of Cambridge provided such sign is approved by the Council of the City of Cambridge
  - (b) public service advertising
  - (c) billboards
  - (d) temporary open house and model "A" frame real estate signs
  - (e) free standing model home real estate signs
  - (f) a sign approved by the Regional Municipality of Waterloo or the Province of Ontario
5. No sign shall be located in such a manner as to materially impede the view of any lane, street or highway intersection or in such a manner as to materially impede the view of a street or highway with a railroad grade crossing.
6. This by-law shall be deemed not to prohibit the posting of signs or the painting of letters on the interior surface of any window or glass door in any building or the placing of any sign or advertising device in the interior of a building.
7. Except where permitted in this by-law, no sign shall be fixed, attached on or painted onto fences, boards, trees or utility poles.
8.
  - (a) Legal non-conforming uses that existed on the date of the passing of this by-law and/or any use allowed pursuant to section 4 of the City of Cambridge Zoning By-law shall be permitted to have signs as if the premises were located in a zone that such use would be permitted under the provisions of the City of Cambridge Zoning By-Law.
  - (b) Local Shopping Centres in industrial zones permitted pursuant to section 4 of the City of Cambridge Zoning By-Law and a hotel/motel permitted in the M1 zone shall be permitted to have signs as if the premises were located in a commercial zone.
9. Subdivision zoning map signs are required and must be erected pursuant to the City of Cambridge Subdivision Agreement. A permit is not required.
10. All signs shall be required to conform to the requirements set out in Part 3 and Part 4 of the Building Code.

11. Menu Boards that are under 2.5 m<sup>2</sup> in total area are exempt from the sign area calculations under the other provisions of this by-law.
12. In the event that any section of this by-law, including any section or part of any of the schedules, is declared by a Court of competent jurisdiction to be ultra-vires, the remaining parts shall remain valid and binding and shall be read as if the offending section had been struck out.
13. Signs that are not specifically permitted by this by-law are prohibited in the City.

## SECTION 28

### **INSPECTION AND APPROVAL FEES**

The fees payable for the inspection and approval of plans required pursuant to this by-law are those established by the City of Cambridge from time to time through the Annual Municipal Rate Review.

## SECTION 29

### **REPLACEMENT OF NON-CONFORMING SIGNS**

Any existing sign or other advertising device which does not conform to the provisions of this by-law shall not be relocated, rebuilt, reconstructed, altered, restored or replaced except in accordance with the provisions of this by-law and a permit therefor has been issued in accordance with Section 36 provided, however, that a change in the message displayed by a sign or other advertising device shall not in itself constitute an alteration such as to require the issuance of a permit.

## SECTION 30

### **MAINTENANCE**

The owner, lessee or agent of the land or premises upon which any sign or advertising device is located and the owner and lessee of the sign shall maintain, or cause such sign or advertising device to be maintained, in a proper state or repair so that such sign or advertising device does not become unsafe, unsightly, dangerous or defective and so that such sign shall be completely operative at all times.

## SECTION 31

### **LIABILITY FOR DAMAGES**

The provisions of this by-law shall not be construed as relieving or limiting the responsibility or liability of any person installing, erecting or displaying any sign or advertising device for personal injury or property damage resulting from the installation, erection or display of such sign or advertising device or resulting from the negligence or willful act of such person or his or her agents or employees in the construction, erection, maintenance, repair or removal of any sign or other advertising device installed, erected or displayed in accordance with a permit issued hereunder; nor shall the provisions of this by-law be construed as imposing upon the Corporation of the City of Cambridge or upon any officer or employee thereof any responsibility or liability whatsoever by reason of the approval of, or issuance of a permit for, a sign or other advertising device under the provisions of this by-law.

SECTION 32**REMOVAL OF SIGNS IN CONTRAVENTION OF THE BY-LAW**

1. Any person who has caused a sign or other advertising device to be erected, displayed or altered without first having obtained a permit to do so, or having obtained a permit, has caused a sign or other advertising device to be erected, displayed or altered contrary to the approved plans in respect of which the permit was issued, shall make such sign or advertising device comply with this by-law or shall remove such sign or other advertising device within 14 days of receipt of notice from the City that such sign or other advertising device is in contravention of this by-law.
2. Such notice may be served in any one of the following ways:
  - (a) by prepaid registered mail to the owner of the lands on which the sign or other advertising device is situate at the address of such owner shown on the last revised assessment roll; or
  - (b) by posting a conspicuous notice on or near the sign or other advertising device; or
  - (c) by personal service on any person apparently in occupation and control of the lands on which the sign or other advertising device is situate; or
  - (d) if a sign permit has been applied for, by prepaid registered mail to the owner of the lands named in the sign application.
3. Such notice shall be in writing, shall identify by municipal address the lands upon which the sign is situate and shall specify the particulars of non-compliance with this by-law.
4. Such notice shall be signed by the By-Law Enforcement Officer and shall state that the sign must be pulled down and removed at the expense of the owner of the sign on the expiry of 14 days from the date of service of the notice unless the sign is made to comply with this by-law before such time elapses.
5. Upon the expiry of such 14 day period, if the sign has not been made to comply with this by-law or has not been removed by the owner, the By-law Enforcement Officer may cause such sign to be pulled down or removed at the expense of the owner of the sign. Any costs incurred by the City may be recovered in like manner as municipal taxes on the property where the sign was located or may be recovered by action pursuant to the Municipal Act.
6. The remedies provided for this section may be proceeded with prior to and notwithstanding that no prosecution and conviction has been obtained under Section 32 of this by-law.

7. Notwithstanding paragraphs 1, 3, 4, 5 and 6 of this section, A-frame signs, portable signs, temporary open house signs, model home A-frame real estate signs and mobile read-a-board signs that are erected or displayed contrary to this by-law shall be removed by the owner thereof within two days after service of a notice from the City of Cambridge advising that such sign or other advertising device is in contravention of this by-law. Such notice shall be served in the manner provided by subsection 2 of this section. Such notice shall be in writing, shall identify by the municipal address the lands upon which the sign is situate and shall specify the particulars of non-compliance with this by-law.

If such sign or other advertising device has not been removed by the owner as required herein, the By-Law Enforcement Officer may cause such sign to be removed at the expense of the owner of the sign and any costs incurred by the City may be recovered in like manner as municipal taxes on the property where the sign was located or may be recovered by action pursuant to section 427 of the Municipal Act 2001, S.O. 2001, c.25. The remedies provided for hereby may be proceeded with prior to and notwithstanding that no prosecution and conviction has been obtained under section 32 of this by-law.

8. Notwithstanding paragraphs 1, 2, 3, 4, 5, 6 and 7 of this section, the removal of municipal election signs shall be as follows:
- (a) the Commissioner of Planning Services for the City of Cambridge is authorized to take down or remove or cause to be removed immediately without notice and at the risk of its owner, a municipal election sign that is placed in contravention of this by-law;
  - (b) a municipal election sign removed pursuant to this by-law shall be stored by the City of Cambridge for a period of not less than 45 days during which time the Owner or agent may retrieve the municipal election sign;
  - (c) where a municipal election sign has been removed by the City of Cambridge and stored for a period of at least 45 days and such sign has not been retrieved, the municipal election sign may be destroyed forthwith or otherwise disposed of by the City of Cambridge without any notice or compensation to the owner thereof.

SECTION 33**VIOLATIONS**

1. Any person who contravenes any of the provisions of this by-law is guilty of an offence and upon conviction is liable to a fine as provided for in the Provincial Offences Act.
2. The owner of the sign, the owner of the land, the owner of the building, the lessee of the land, the lessee of the building and the occupant of the property on which the sign is located, shall be deemed to commit the offence.

SECTION 34**EFFECTIVE DATE**

1. This by-law shall come into force and have effect on and from the date of its enactment and, subject to section 29, shall govern all signs erected or displayed on and after that date. By-Law 129-92 as amended continues in force and effect and governs all signs erected or displayed before the day this by-law is enacted.
2. If any portion of this by-law shall be found by a court of competent jurisdiction to be invalid for any reason, the said part shall be deleted herefrom and the remaining parts of the by-law shall remain in full force.

SECTION 35**APPLICATION OF BY-LAW**

1. No person shall erect, display, alter or permit to be erected, displayed or altered, any sign or advertising device which does not conform in all respects to the provisions of this by-law and every other by-law of the City applicable thereto.
2. Signs that are not specifically permitted by this by-law are prohibited in the City.
3. Every sign shall be maintained at all times in a safe condition and free from any defect whatsoever.
4. This by-law shall not apply to:
  - (a) a sign erected or displayed by any person or agency on lands, buildings or structures owned by the City of Cambridge and/or the Regional Municipality of Waterloo, where
    - (i) such sign(s) conforms to this by-law;
    - (ii) such sign(s) does not conform to this by-law and has been approved by the Commissioner of Planning Services or the Council of the City of Cambridge;

- (b) for public service advertising;
  - (c) street decorations installed or authorized by the City Engineer;
  - (d) signs permitted by an Elections Act or municipal election signs;
  - (e) banner signs installed or erected in the Business Improvement Areas, as established by the City of Cambridge, provided, however, that the installation or erection of such banner signs has been authorized by the Business Improvement Area Associations;
  - (f) subdivision zoning map signs required under the City of Cambridge Subdivision agreement;
  - (g) signs approved by the Regional Municipality of Waterloo and the Province of Ontario;
  - (h) murals but does not include a mural sign;
  - (i) protest signs.
5. Signs issued to "charitable organizations" shall be exempt from payment of sign permit fees but a permit will be required. Charitable organizations shall include:
- (a) places of worship (churches, cemeteries);
  - (b) public educational institutions (universities, public and separate schools, high schools);
  - (c) philanthropic educational or religious seminaries (for the purpose of learning of religion);
  - (d) public hospitals (under Public Hospitals Act);
  - (e) municipal property (under the Municipal Affairs Act);
  - (f) Boy Scouts and Girl Guides (under charter);
  - (g) industrial farms (used as refuge, institution for offenders, care of children, boys and girls homes);
  - (h) charitable institutions (Red Cross Society, St. John's Ambulance, Children's Aid Society, institutions conducted other than for profit or gain);
  - (i) scientific or literary institutions (Public Library, Agricultural or Horticultural Society);

(j) Navy League of Canada;

(k) Optimist Club.

6. All signs erected, displayed, altered or permitted to be erected, displayed or altered, shall conform in all respects to the provisions of this by-law save and except any signs located in a Heritage Conservation District and/or on any designated heritage building which shall also conform in all respects to section 26 of this by-law.

SECTION 36

**APPLICATION FOR PERMIT**

1. No person or persons shall erect, permit to be erected, display, permit to be displayed, alter or permit to be altered any sign or advertising device within the City of Cambridge without first obtaining a sign permit certifying to the approval of the sign from the Chief Building Official and, before the issuance of the said sign permit, all fees shall be paid and the plans shall be inspected for conformity to this by-law and every other by-law of the City of Cambridge and the Building Code Regulation 403/97, as it may be amended from time to time.
2. Such permit shall expire if work is not commenced within a period of 180 days from the date of its issuance.
3. A change in the message displayed by the sign or other advertising device does not in itself constitute an alteration so as to require a permit.

SECTION 37

**REPEAL OF BY-LAWS**

That By-Law 129-92 is hereby repealed.

READ A FIRST, SECOND AND THIRD TIME,

ENACTED AND PASSED THIS 24TH DAY OF NOVEMBER A.D., 2003.

\_\_\_\_\_  
"Doug Craig"

MAYOR

\_\_\_\_\_  
"David Calder"

CLERK