

9.0 SIGNAGE

9.1 Definitions

For the purposes of this Section of the Design Guideline, the following definitions shall apply:

Alteration – shall mean any change to a sign structure or sign face excepting the changing of copy in compliance with this by-law or the replacement of similar parts for maintenance purposes.

Copy – shall mean the graphic content of a sign surface in either permanent or removable letter, pictorial, symbolic, or numeric form.

Day Light Triangle – shall mean a triangle area formed within a corner lot by the intersecting street lines or the projections thereof and a straight line connecting them 6.0 meters from their point of intersection. A corner lot is a lot situate at the intersection of, and abutting, two streets, or parts of the same street, the adjacent sides of which street or streets (or in the case of a curved corner, the tangents of which) contain an angle of not more than 135 degrees.

Sign – shall mean any surface, structure and other component parts, which is used or capable of being used as a visual medium or display to attract attention to a specific subject matter for identification, information or advertising purposes and includes an advertising device. Without limiting the generality of the above, the definition of sign includes, but is not limited to, the following types of signs:

- a) **Electronic Messaging Display Sign** – shall mean a sign which is electronically controlled and which displays information in a pre-arranged sequence.
- b) **Fascia (Wall) Sign** – shall mean a sign which is attached and parallel to the surface of an exterior wall of a building or structure and includes a horizontal sign attached and parallel to the perimeter surface of a canopy.
- c) **Flashing Sign** – shall mean a sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of illumination or an externally mounted light source, but does not include an automatic changing sign or electronically controlled message board.

- d) **Projecting Sign** – shall mean a sign attached or affixed perpendicular to or at an angle of greater than 5 degrees from the surface of a façade of a building.
- e) **Sandwich-board Sign** - shall mean a temporary A-frame sign which is any portable sign, triangular in shape, designed with no less than two sides of similar length forming its apex allowing it to stand freely on the ground and is placed out at the beginning of the business day and taken in at the end of the business day.

Sign Clearance – shall mean the vertical distance from grade directly below the sign to the bottom of the lowest attached component of the sign.

9.2 General Sign Provisions

9.2.1 This Guideline shall not apply to:

- a) signs within an enclosed structure, except window signs;
- b) signs installed by or on behalf of the Municipality, United Counties of Leeds and Grenville, the Province of Ontario or the Government of Canada, and any local boards or commissions;
- c) plaques placed by historical agencies of the Municipality, United Counties of Leeds and Grenville, the Province of Ontario or the Government of Canada;
- d) election proclamations or notices under any Election Act;
- e) Elections signs for candidates of federal, provincial and municipality elections;
- f) Real estate signs; and
- g) charitable fund-raising events.

9.2.2 Signs shall not be erected or displayed upon any property without the written consent of the owner of such property.

9.2.3 No person shall erect, display, alter, cause or permit to be erected, displayed or altered any sign within the designated areas, except in accordance with the Heritage Design Guidelines.

9.2.4 Signs shall not:

- a) obstruct pedestrian or vehicle traffic;

- b) obscure clear visibility of normal approaching pedestrian or vehicular traffic;
- c) be erected or displayed so as to be, by nature of the colour, shape or location thereof, confused with any traffic control sign, signal or device, or obscure the visibility or effectiveness of a traffic control sign, signal or device;
- d) be located within the Day Light Triangle as defined herein, so as to obstruct visibility;
- e) be flashing signs;
- f) be Electronic Messaging Display signs or signs with mechanically moving parts;
- g) be located within any road allowance, without the express written approval the appropriate road authority; or
- h) contain images or messages which may be considered offensive.

9.2.5 No person shall attach or affix or cause to be attached or affixed in any manner, any hand-bill, flyer, notice or advertisement to any utility pole, transformer, construction fence, tree, bench, waste receptacle or any property owned by a public utility, local board, any level of government or the property of any third party, without the express written consent of the property owner. A copy of such written consent must be filed with the Municipality's By-law Enforcement Division prior to posting of such handbills, etc.

9.2.6 Signs shall not obstruct any fire escape, fire exit, standpipe, fire hydrant and fire access route.

9.2.7 Where there is a need for electrical power to be provided for a sign, the sign shall comply with the regulations for the local electrical inspection authority. Electrical wires accessory to signs are prohibited on the surface of parking lots, driveways and walkways.

9.2.8 Signs shall not project or encroach over or onto any road allowance or any other public property except as otherwise permitted by the Municipality.

9.2.9 Signs shall comply with, and be constructed and installed in accordance with the applicable provisions of the Ontario Building Code, the Municipality's Sign By-law No. 77-15 (as amended from time to time) and all other applicable law.

- 9.2.10 Unless otherwise noted in this Guideline, signs shall not be luminous, illuminated or back-lit. Lights used to illuminate a sign shall be installed directly above flat signs or to the side of projecting sign and shall be arranged to direct light away from adjacent premises and streets.
- 9.2.11 One sign shall be permitted per lot, provided all other provisions listed herein, can be satisfied.
- 9.2.12 No sign shall be installed such that the side farthest away from the building to which it is attached is more than 2.0 metres (6.6 feet).
- 9.2.13 No sign shall be installed such that the sign clearance is less than 3.0 metres (9.8 feet).
- 9.2.14 Lettering on all signs shall not exceed 50 cm (20 inches) in height.
- 9.2.15 Mobile, non permanent signs with illuminated or changeable lettering are not permitted.
- 9.2.16 Every sign in the Municipality shall be maintained in good structural condition at all times. All signs shall be clean and neatly painted, including all metal parts and supports. If any sign does not conform in any respect with the provisions of this Guideline, or any other By-law or Code applicable thereto, the Municipal By-law Enforcement Officer may give written notice to the owner of the sign. Such notice shall require that the sign be repaired, removed or brought into compliance with the Guideline and/or any other applicable law, within a period of time not exceeding fourteen (14) days. If in the opinion of the Municipal By-law Enforcement Officer any sign is in an unsafe condition, the Municipal By-law Enforcement Officer shall take immediate action pursuant to the Ontario Building Code. The cost of removal, repair, transportation and/or storage of any sign, may be recoverable from the owner by the Municipality in like manner as municipal taxes, pursuant to the provisions of the *Municipal Act*.

9.3 General Sign Design Guidelines

- 9.3.1 All signs within the downtown core of Kemptville and Hamlet areas will reflect an 'historic' appearance. Therefore, the following types of signs are deemed not to be in keeping with the historic character, and shall not be permitted:

- a) Flashing signs
- b) Neon signs
- c) Pylon signs
- d) Illuminated boxes / signs
- e) Illuminated awnings
- f) Permanent banners.

9.3.2 Approved materials to be used in the construction of signs include:

- a) Wood
- b) Iron
- c) Stained glass
- d) stone
- e) slate
- f) Modern materials which give the appearance of wood.

9.3.3 The Municipality's Heritage Advisory Committee may be consulted prior to approval of any proposed sign designs within the designated areas.

9.3.4 All signs shall not be erected or constructed until the appearance, shape, colour, design and content have been approved by the Municipality, and all other necessary approvals have been obtained, which may include the road authority approval.

9.4 Commercial Signage

9.4.1 Fascia Signs (Figure 5)

Fascia signs may be erected for each place of business provided they:

- a) do not extend beyond the extremity of the façade on which it is mounted to;
- b) do not extend beyond a point which is a maximum of 2 metres (6.56 feet) above the roof-line of a building.
- c) do not project more than 0.46 metres (18 inches) from the surface wall to which it is attached;
- d) do not project over Municipal property except in compliance with Section 32 of By-law 77-15.
- e) have a minimum clearance of 3 metres (10 feet).
- f) are parallel to the surface of the wall to which it is

attached it.

- g) are no longer than the horizontal measurement of the wall or building facade to which they are attached.

9.4.2 Projecting Signs (Figure 6)

Signs attached perpendicular to the wall of a building and which overhang a sidewalk or other pedestrian walkway may be erected in accordance to the following:

- a) the sign does not project more than 1.22 metres (4 feet) beyond the wall surface of a building; or
- b) the sign does not project beyond the limit of the property line of the lot;
- c) maximum area of the sign shall not exceed 1.5 sq. metres (16 sq ft.)
- d) the sign should be firmly anchored to a building face
- e) the sign shall not be closer to any sidewalk than 3.0 metres (10 feet)
- f) no located above the second floor of any building
- g) no projecting sign shall be constructed as a swing sign.

9.4.3 Sandwich Board Signs (Figure 3)

- a) Sandwich Board signs shall not:
 - i. be placed out prior to 7:00 am and after 11:00 pm;
 - ii. have a foot spread that exceeds 1 metres (3.3 feet);
 - iii. exceed 0.9 m (3 feet) in height;
 - iv. exceed 0.6 m (2 feet) in width.
- b) Sandwich Board signs are permitted in accordance to the following provisions:
 - i. when located on any sidewalk, at least two persons can walk abreast of each other with sufficient room for a third person to pass the other two without any one person having to step off the sidewalk.
 - ii. must maintain a minimum of 1.5 meters (5 feet) clearance between the sign and any building or fixed object, and must not interfere with road or sidewalk maintenance operations.
 - iii. may be located on any grassy area between the sidewalk and parking allowance on the near side nearest to the road edge provided it does not

- interfere with the movement of vehicles.
- iv. may only be located on or immediately adjacent to the property, to which it relates.
- v. proof of liability insurance for sandwich-board signs on third party property must be provided.
- vi. only one sandwich board is permitted per business.

9.4.4 Individual Lettering Signs (Figure 1)

Individual non-illuminated letters used to create a sign or logo are permitted provided:

- a) all letters are securely anchored to the building.
- b) the letters are fabricated from one or the following materials; cast metal, aluminum, bronze, flat cut-out metal, formed plastic, injection molded, sign foam carved, or wood carved.

9.4.5 Window Lettering (Figure 5)

Window lettering and graphics are permitted provided the design conforms to the historical theme, and in accordance with the following:

- a) painted lettering and graphics shall be used as temporary signs only.
- b) neon colours in paint or vinyl are not permitted for window lettering.
- c) vinyl window graphics are permitted on either front or back side of windows.
- d) gold leaf is permitted on either the front or back of windows.

9.4.6 Menu Boards (Figure 4)

Menu boards may be placed on the exposed face of a building or structure adjacent to the entrance of an eating establishment to display the menu or special(s) of the day, subject to the following provisions:

- a) menu boards shall be an enclosed case with a glass type door.
- b) the menu board and case should not be larger than 0.56 square meters.

9.4.7 Awnings (Figure 2)

- a) The use of awnings as signage within the designated areas shall be permitted provided no part of any awning shall be closer to the surface of any sidewalk than 3 metres (10 feet) nor extend more than 1.22 metres (4 feet) beyond the wall surface of a building.
- b) Only triangular or retractable awnings with scalloped or corbelled edges will be permitted. Existing awnings that do not comply with these provisions of the Guideline or for which no permit has been issued on the Signs By-law are not "grandfathered".
- c) All awnings should be compatible with those of the design period, in terms of colour, style and material.
- d) Retractable awnings are permitted.

9.5 Municipal Signage

9.5.1 The Municipality will replace street signs, signage to public parking and municipal facilities within the designated areas with signage that is compatible with the design concept.

9.5.2 Directional signage to the main streets of towns, villages and hamlets from major arterial routes such as County Road 43 and Highway 416 will be replaced and augmented with heritage style signage.

9.5.3 Gateway signage indicating entry to Old Town Kemptville will be created at the junction of County Road 43 at Rideau / Sanders street and Van Buren Street at Prescott Street.

9.6 Murals

9.6.1 The Municipality will encourage a program of creating murals on both privately and publicly owned properties within designated areas within the Municipality.

9.6.2 Murals must depict advertising in an historical manner.

9.6.3 If the mural is not advertising purposes, it must depict an event or business advertisement from Kemptville's past.

9.7 Banners

9.7.1 Banners may be erected and maintained subject to the following provisions:

- a) All canvas / nylon banners are to be temporary signs at any given time,
- b) The banner shall be firmly anchored to a building face or other stable structure,
- c) The banner may project over a Municipal sidewalk or highway from one side of the road allowance to the other with approval,
- d) No banner shall be put in place for more than thirty (30) days preceding the event it advertises and it shall be removed within one (1) calendar day following the event.

9.8 Plaques

9.8.1 All plaques are to be engraved on exterior materials only and mounted flush on a building or structure.

9.8.2 Cast iron and sandblasted stone such as slate or marble are also acceptable materials.

APPENDIX A

Examples of Sign Types

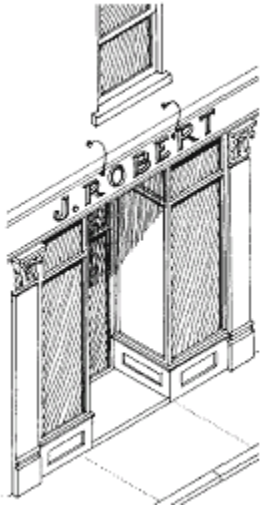


Figure 1: Individual Lettering Sign



Figure 2: Awning Sign

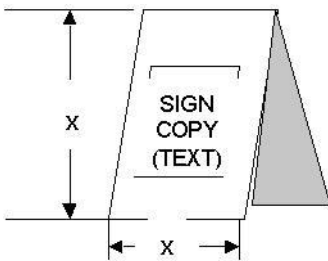


Figure 3: Sandwich-Board Sign

SERVICES OFFERED	
Shampoo & set	\$10.00
Hair cut	13.00
Style cut	17.50
Mens cut	6.00
Perm	38.00
SPECIALTIES	
Tints	\$25.00
Blow dry	4.50
Frosting	23.50
Color rinse	9.00

Figure 4: Menu Board Sign

