

Town of Sussex Signage Requirements

January 1

2016

The information is provided to Developers / Property Owners, Sign Suppliers, proposing a new sign application within the Town of Sussex. The Town's expectations of Developers / Property Owners, Sign Suppliers constructing within the municipal boundaries of the Town of Sussex are as outlined in this document, which may or may not be specific to your project and / or development, or proposed sign but are intended to provide guideline information on the Town's sign approval processes.

The following information is provided to Developers / Property Owners, Sign Suppliers proposing a typical sign application within the Town of Sussex. The Town's expectations of Developers / Property Owners, Sign Suppliers erecting or placing a sign, conforming to Town By-laws within the municipal boundaries of the Town of Sussex are as outlined below. These expectations may or may not be specific to your sign project proposal and does not constitute any form of acceptance by the Town of Sussex, nor does it constitute any form of the acceptance or approval by the Council of the Town of Sussex for your sign, infrastructure, development and / or rezoning proposal.

Applicable Town of Sussex By-laws: Available online at <http://www.sussex.ca/town-office/by-laws>

- Municipal Plan By-law 704-10.
- Zoning By-law 1350-10.
- Building By-law: 151-09.

The Town is currently in the early stages of conducting a legislated five (5) year review of its Municipal Plan By-law, and Zoning By-law to implement a planning document consistent with the views of the community for the next number of years. It is envisioned that the Town will implement a new Signage Bylaw as a result of this review and remove the signage text from the Zoning By-law for clarity and administration. As part of this review the Town will seek the views of our commercial property owners to develop a new signage by-law that meets their needs while maintaining the character of the Sussex community.

What are the general requirements for signage in Town?

The requirements for conforming signage in the town of Sussex is currently detailed in Section 360 of the Town's Zoning By-law 1350-10 and is attached to this document for information and completeness.

Call us today and we can provide assistance to you on your signage questions, remove the perception of "red tape" and to assist your development in understanding the Town's Municipal Plan, development policies and signage requirements in Sussex, to assist in your application for your new sign. Your business success and your signage needs are essential for your valued business serving our residents in the Town's centre of business activity in our region. We are here to assist and we are a simple phone call away to help you with your important application. Please contact us today at **(506) 432-4540**.

What are the details on Commercial Signage approval?

The Developer / property owner shall obtain approval from the Planning Advisory Committee, and prior to the Town issuing a building permit, for signage pertaining to a development and adhering to the signage allowances as outlined in the Zoning By-law 1350-10, Section 360 (copy attached) of The Town of Sussex, specifically:

- i. a fascia sign placed flat against the front of a building indicating the ownership or nature of the business carried on therein provided the gross surface area of such sign does not exceed five point five (5.5) square metres for either an illuminated or non-illuminated sign with lettering not exceeding thirty-six (36) centimetres in height;
- ii. an illuminated or non-illuminated free-standing sign not exceeding three (3) square metres in gross surface area and the maximum height of the free-standing sign shall not exceed three (3) metres; and
- iii. the illumination of any free standing sign shall cease at 23:00 hours daily, and;
- iv. a mural is permitted subject to terms and conditions imposed by the Planning Advisory Committee.

What is the Town's Policy on "Day-Glow" portable signage?

The Town requests all persons or organizations requiring this type sign placements to be vetted through the Planning Advisory Committee (PAC) for the Town each time an event is held and the necessary information to be provided to that committee shall consist of the following, but not limited:

- Letter or application outlining the dates of the event and what is proposed.
- The dates the sign will be placed and when it will be removed.
- A color rendering of the signage proposed. Inclusive of the sign size as well as letter size with enough information that an analysis of the conformance to the Zoning By-law 1350-10, Section 360, can be undertaken.
- The wording of the proposed message.
- The Town will not approve "Day-glo" type signage.
- Permission by letter of the landowner where the placement is contemplated if that land is not owned by the applicant.

The Planning Advisory Committee (PAC) meets once a month and anything that is required to go for their review on any given month needs to be in the Town's possession

prior to the First Wednesday of any month. This will provide enough time for Town staff to produce the necessary report and analysis of the application.

PAC Meets the second Wednesday of every month at Town Hall at 4:30 PM. It is not necessary an applicant attend, but it is highly recommended.

For your insight, the Town will revamp its requirements similar to the attachment to better regulate these types of temporary signage. It will likely become more restrictive to curb the proliferation of these requests. It is envisioned signage in Town Parks will be strictly regulated as well as Town residential properties.

How important is Landscape when detailing the size location and application for approval for a new Sign?

The Town believes the aesthetic quality of your sign proposal is an important factor for any applicant to consider when developing your signage needs. Remember the primary purpose of the sign is to attract new business and to personally identify your business to the community at large. It is your first chance to make a lasting impression on your potential clients and how it looks is important to many.

The Developer / Land Owner is required to obtain approval from the Planning Advisory Committee, and prior to the Town issuing a building permit for a sign and it may be necessary to identify its location on a landscape plan for the development on your property and subject to the provisions of Section 360 of the Town's zoning By-law, copy attached.

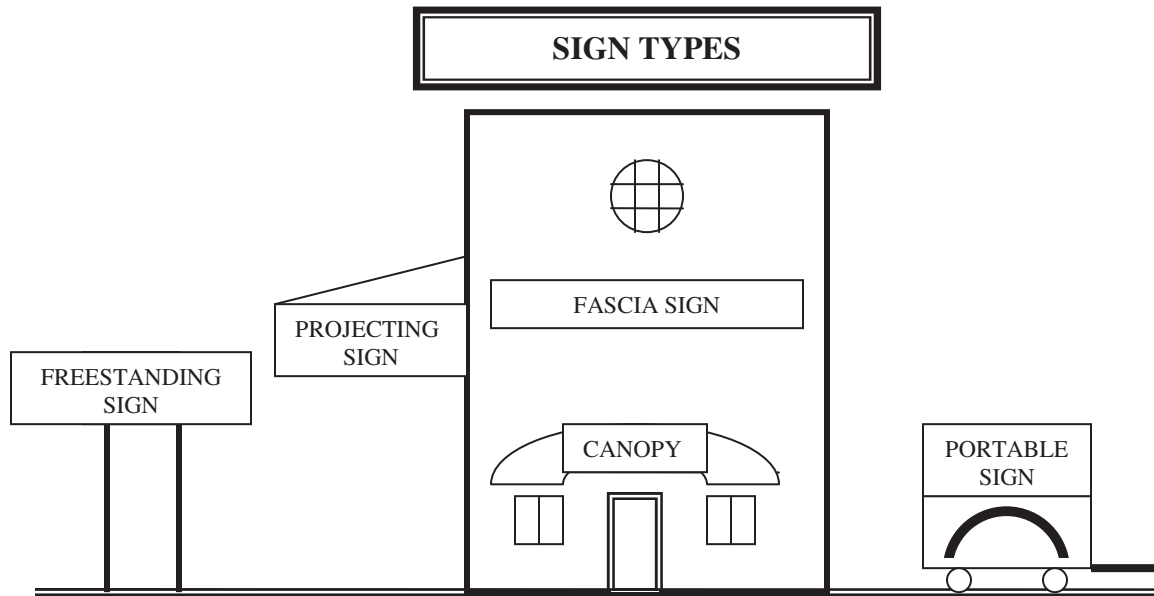
Consider the following simple landscape items when considering your signage needs:

- i. Locate in a grassed boulevard, or landscaped area of at least three (3) metres in width, along the property line which affronts the Street;
- ii. Consider the location in relation to street trees and the visibility issue that can conflict with your signage needs.
- iii. Consider how to light the signage and how to incorporate control of the lighting where necessary.
- iv. Identify the areas where the signage can be effectively located on your property while maintaining the setback requirements of Section 360 of the Town's Zoning By-law 1350-10.

- v. Consider ingress and egress of your customers and maintain a visibility triangle so as not to interfere with the unobstructed traffic views while your customers are entering and exiting your business property.
- vi. Call before you install to provide our service providers to locate any underground utilities such as power, water and sewer, that may interfere with your installation location plans.

Call us today and we can provide assistance to you on your signage questions. Your business success and your signage needs are essential for your valued business serving our residents in the Town's centre of business activity in our region. We are here to assist and we are a simple phone call away to help you with your important application. Please contact us today at **(506) 432-4540**.

360 SIGNS



1.0 No sign may be placed, erected or displayed on any land, building or structure, except in conformity with this Section and with a permit from the Building Inspector, except for signs permitted in all Zones.

2.0 In this Section, the following definitions shall apply:

“sign” means any structure, device, light, painting or other representation or natural object which is used to identify, advertise or attract attention to any object, place, activity, person, institution, organization, firm, group, commodity, profession, enterprise, industry or business or which displays or includes any letter, work, model, banner, flag, pennant, insignia, device or representation used as an announcement, direction or advertisement and which is intended to be seen from off the premises or from a parking lot, except any “poster” which is affixed to the inside of a window or glass door;

“billboard sign” means a free-standing sign or fascia sign which is not related to any business or use located on the lot;

“canopy sign” means a sign attached to or forming part of a permanent building projection, projecting or fixed structural framework which extends outward from the exterior wall of a building;

2.0 (*cont'd*)

“fascia sign” means a sign placed flat against the face of a building and projecting not more than 0.5 metres;

“free-standing sign” means a sign, other than a mobile or portable sign or sandwich sign, supported independently of a building and permanently fixed to the ground;

“illuminated sign” means a sign lighted from within the sign or by a light shining externally upon the sign by design or intention but does not include signs illuminated intermittently;

“mobile and/or portable sign” means a structure which is located on the ground but not permanently mounted on a foundation, which is capable of being easily relocated, which contains or holds a sign and which may have one or more faces;

“mural” means a painting, design or artistic work applied to an exterior wall surface or to a fence, for purposes other than advertising.

“projecting sign” means a sign attached to a building projecting more than 0.5 metres but less than 2.0 metres for either illuminated or non-illuminated signs with lettering not exceeding 36 centimetres in height;

“painted wall sign” means a sign painted on the side or rear wall of a building advertising goods, products or services but does not include roof or fence surfaces; and

“sandwich sign” means a two-sided A-frame style, self-supporting sign which is not permanently affixed to the ground and is designed to be moveable.

3.0 ZONES

3.1 The following non-illuminated signs shall be Permitted In All Zones and no permit shall be required for their erection:

- (a) any sign which does not exceed 0.6 square metres in area and which identifies the name and address of a resident or permitted secondary use conducted within a dwelling;
- (b) any sign which does not exceed 0.3 square metres in area and which regulates the use of property, as do “No Trespassing” signs;

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3.0 (*cont'd*)

- (c) any real estate sign which does not exceed 0.75 square metres in area in any residential Zone or 3 square metres in any other Zone;
- (d) any sign which does not exceed 0.6 square metres in area and which regulates or denotes the direction or function of various parts of a building or premises, including parking and traffic areas;
- (e) any sign which does not exceed 4.65 square metres in area and which is incidental to construction;
- (f) any sign which does not exceed 4.65 square metres and is erected by or under the direction of a government body as are signs identifying public buildings, giving public information or regulating traffic or safety;
- (g) any flag, insignia, notice or advertising of any charitable, religious or fraternal organization which does not exceed 0.6 square metres in area in a residential Zone or 3 square metres in any other Zone;
- (h) any memorial sign, plaque or tablet; or
- (i) any sign that announces a candidate for public office in a municipal, provincial or federal election which shall be removed within the seven (7) days after the elections.

- 3.2 (a) In a Residential Zone, non-illuminated free-standing and non-illuminated projecting signs are permitted for the following purposes:
- (i) advertising the sale, rental or lease of land, building or structure;
 - (ii) identifying by name a residential property or residents thereof;
 - (iii) warning against trespassing.
- (b) Only one sign is permitted per purpose and shall have a maximum area of:
- (i) 0.75 square metres for purpose (a) (i) herein, and
 - (ii) 0.3 square metres for purposes (a) (ii) and (a) (iii) herein.
- (c) The maximum height of a non-illuminated free-standing sign shall not exceed 1.5 metres.

- 3.3 In an Institutional Zone, illuminated or non-illuminated fascia signs and non-illuminated projecting signs are permitted for the following purposes:

- (a) identifying by name an institutional property or building;
- (b) advertising the sale, rental or lease of land, building or structure; and

- (c) a mobile and/or portable sign in accordance with subsection 4.7 of this Section.

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3.3 (cont'd)

- (d) Only one sign is permitted per purpose, and shall have a maximum area of:
 - (i) in the case of a free-standing sign, 4 square metres; and
 - (ii) for all other signage types, 0.6 square metres.
- (e) The maximum height of a free-standing sign shall not exceed 1.5 metres.

3.4 In a Park Zone, the following signs are permitted:

- (a) all signs permitted in subsection 3.2 of this Section;
- (b) fascia, projecting or non-illuminated free-standing signs with a maximum area of 4.5 square metres per use; and
- (c) a mobile and/or portable sign in accordance with subsection 4.7 of this Section.

3.5 In a Green Belt Zone, the following signs are permitted:

- (a) all signs permitted under subsection 3.4 of this Section.

3.6 In a Rural or Agricultural Zone, the following signs are permitted:

- (a) all signs permitted under subsection 3.2 of this Section;
- (b) billboard signs in accordance with subsection 4.3 of this Section;
- (c) non-illuminated free-standing signs, not exceeding 4 square metres in gross surface area, indicating the name of the farm; and
- (d) a mobile and/or portable sign in accordance with subsection 4.7 of this Section.

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3.7 In an Industrial Zone, the following signs are permitted:

- (a) a canopy sign, in accordance with subsection 4.4 of this Section;
- (b) a fascia sign, indicating the ownership or nature of the business carried on therein, provided the gross surface area, of such sign does not exceed 5.5 square metres, for either illuminated or non-illuminated signs, with lettering not exceeding 36 centimetres in height;
- (c) an illuminated or non-illuminated free-standing sign not exceeding 7 square metres in gross surface area to indicate the name of the business and the maximum height of a free-standing sign shall not exceed 11.0 metres;
- (d) a mobile and/or portable sign, in accordance with subsection 4.7 of this Section; and
- (e) a sandwich sign, in accordance with subsection 4.9 of this Section.

3.8 In Commercial Zones, the following signs are permitted:

- (a) a canopy sign, in accordance with subsection 4.4 of this Section;
- (b)
 - (i) a fascia sign, indicating the ownership or nature of the business carried on therein, provided the gross surface area of such sign does not exceed 5.5 square metres for either, an illuminated or non-illuminated sign, with lettering not exceeding 36 centimetres in height,
 - (ii) a fascia sign on a shopping center shall not exceed 35 square metres;
- (c) an illuminated or non-illuminated free-standing sign, not exceeding 7 square metres in gross surface area and the maximum height of the free-standing sign shall not exceed 11.0 metres;
- (d) a painted wall sign, not exceeding 5.5 square metres, with lettering not exceeding 36 centimetres in height;
- (e) a projecting sign, illuminated or non-illuminated, subject to the following conditions:
 - (i) sign area shall not exceed 0.85 square metres,
 - (ii) the sign shall not project more than 2.0 metres beyond the store front, and
 - (iii) the bottom of any projecting sign shall not be less than 3.0 metres above the finished elevation of the sidewalk;
- (f) a mobile and/or portable sign, in accordance with subsection 4.7 of this Section;
- (g) a sandwich sign, in accordance with subsection 4.9 of this Section; and

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3.8 (cont'd)

- (h) a mural is permitted subject to terms and conditions imposed by the Committee and which may be prohibited, by the Committee, where compliance with terms and conditions imposed by it cannot be reasonably expected.

4.0 GENERAL

- 4.1 The gross surface area permitted for any sign shall be the sum of the areas of all faces of the sign.
- 4.2 Unless otherwise provided, signs may be non-illuminated or illuminated. Illumination shall not be intermittent or flashing.
- 4.3 Billboard signs shall only be permitted in Industrial and Rural or Agricultural Zones, provided that no billboard sign shall:
 - (a) exceed a maximum height of 10 metres;
 - (b) exceed 18 square metres in gross surface area; and
 - (c) exceed a maximum of one sign for up to 30 metres of frontage and one additional sign for each 30 metres of additional frontage.
- 4.4 Canopy signs shall only be permitted in Commercial and Industrial Zones, provided that no canopy sign shall:
 - (a) be placed, erected or altered unless the sign is attached to, painted or placed upon a canopy or an awning;
 - (b) exceed the length of the wall of the building upon which the canopy or awning is placed; and
 - (c) be placed, erected or altered unless the canopy or awning is placed on the building at the height of at least 3.0 metres above finished grade.

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4.4 (cont'd)

4.5 With respect to construction signs:

- (a) subject to clause (b) of this subsection, such signs which identify the architects, engineers, contractors and other individuals or firms involved with the construction (but not advertising any product) or announcing the character of the building, enterprise or the purpose for which the construction is intended, may be placed, erected or displayed on the site of the construction; and
- (b) signs mentioned in clause (a) of this subsection
 - (i) shall not, in total, exceed 28 square metres in area, and
 - (ii) shall be removed within 14 days of the building's occupation.

4.6 All free-standing signs shall be located no closer to a street right of way line than the lesser of:

- (a) 3 metres; or
- (b) the required front yard for the Zone, and no closer to the side or rear property line than 1.5 metres.

4.7 Mobile and/or portable signs shall:

- (a) be placed only on private property;
- (b) not exceed 5 square metres in total surface area and must be non-illuminated;
- (c) not be located within the triangular area formed by the intersecting street right of way lines and a line joining points on each street right of way line, 9.0 metres from said intersection of the street right of way lines;
- (d) not be located closer than 3.0 metres from the edge of a traveled vehicular driveway which provides access to a lot at the point where it abuts a front property line;
- (e) not be located closer than 3.0 metres from the front property line;
- (f) be limited to one per street frontage; and
- (g) a mobile and/or portable sign shall be limited to one occasion only on a lot per year for a time period not exceeding thirty (30) days.

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4.8 All real estate signs which offer property for sale shall be removed within 7 days after the property is sold.

4.9 Sandwich signs are permitted in all Commercial and Industrial Zones provided that no sandwich sign shall:

- (a) exceed a single-faced area of 0.5 square metres;
- (b) exceed one in number per business;
- (c) obstruct pedestrian traffic on any sidewalk; nor
- (d) be placed on any right of way save and exempt a sidewalk and/or median.

5.0 SPECIAL CONDITIONS & STANDARDS

5.1 No person shall erect a sign other than in compliance with the following conditions and standards:

- (a) no sign may create a hazard to public safety or health;
- (b) no sign may, for any reason, obstruct the vision of drivers leaving a roadway or driveway or detract from the visibility or effectiveness of any traffic sign or control device on public streets;
- (c) no sign shall obstruct free ingress to or egress from a fire escape door, window or other required exit;
- (d) no sign shall be located at or near a sharp road curve or below the crest of a hill, except a sign erected by a government body;
- (e) no sign other than a traffic control sign erected by a government may use words such as “Stop”, “Look”, “Danger”, “One Way” or “Yield” or any similar words, phrases, symbols, lights or characters used in a manner which may mislead, confuse or otherwise interfere with traffic along a public road;
- (f) no sign may incorporate a searchlight or other illuminating device which may interfere with pedestrian or vehicular traffic;

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5.1 (*cont'd*)

- (g) any signs which no longer advertise a bona fide business conducted or a product sold shall be deemed to be obsolete signs and shall be removed by the owner or occupant of the property upon which they are erected within sixty (60) days of the date of discontinuance of the business or product sold; and

- (h) no sign, except for a sandwich sign, mobile and/or portable sign, shall be placed or erected on a property unless the sign is permanently set into the ground or permanently affixed to a building.

5.2 The following signs are exempt from the requirements of this By-Law:

- (a) traffic control devices as defined by the Motor Vehicle Act;
- (b) window name and temporary sale signs inside commercial premises;
- (c) real estate signs offering property for sale or rent, less than 2 square metres in area;
- (d) special event signs provided the sign does not exceed 3 square metres in area and is erected no sooner than 7 days prior to the start of the event and is removed within 7 days after the event; and
- (e) political signs, provided the sign does not exceed 3 square metres in area, and is not erected prior to nomination day and is removed within 7 days after election day.

6.0 NON-CONFORMING SIGNS

6.1 The provisions of this By-Law with respect to existing signs which do not conform to the By-Law at the time of its effective date shall not be construed to have a retroactive effect except that relocation or removal of any such non-conforming signs shall render such signs subject to the provisions of this By-Law. The provisions of this Section 360 of General Provisions shall not exempt the owner of a non-conforming sign from the obligations for proper maintenance of such sign.

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7.0 ABANDONED & UNLAWFUL SIGNS

- 7.1 (a) No person being the owner or lessee of property, upon which a sign is located, shall permit such sign, its faces, supports, electrical systems or anchorage to become unsightly, dilapidated or unsafe.
- (b) Every sign and all parts thereof including framework, supports, background, anchors and wiring systems shall be constructed in compliance with the National Building Code, the Building By-Law requirements and relevant fire and electrical codes.