

#### 4.0 GENERAL REGULATIONS:

- 4.1 With the exception of that which is stipulated in Section 4.6 of this Bylaw, no person shall cause, suffer or permit any sign to be placed, constructed, erected, altered or relocated except as provided for in this bylaw.
- 4.2 Signs do not require a sign permit; however, at the discretion of the Senior Building Official, a building permit may be required for structural alterations or additions intended to accommodate a sign.
- 4.3 Signs shall be located on the premises containing the establishment to which they direct attention.
- 4.4 Externally illuminated signs are permitted in all Sign Districts, provided that the lighting is downcast.
- 4.5 In Sign Districts C (Downtown Commercial) and E (Industrial) signs may be internally illuminated provided that only the Copy of the message is illuminated, either directly or through a halo effect, and the remainder of the sign is opaque. The Copy area of illuminated letters and symbols may not exceed 50% of the Display Area on internally illuminated signs.
- 4.6 The following signs are permitted in all Sign Districts, subject to the regulations of this bylaw:
  - a. One Real Estate sign, pertaining to the sale, lease, rental or viewing of the property on which the sign is displayed;
  - b. Any sign displayed pursuant to the Highways Act, the Motor Vehicle Act, the Local Government Act, or to any other statute of the Legislative Assembly or pursuant to any regulation, order, or bylaw made there under;
  - c. Signs on private land directed toward the prevention of trespassing;
  - d. Any sign displayed for the purposes of a Federal, Provincial or Municipal election, provided that:
    - i. For a Municipal election, the candidate has filed his or her nomination papers with the Returning Officer;
    - ii. The sign does not exceed an area of 1.5 square metres;
    - iii. The sign is located on private property with the permission of the owner or on the municipal boulevard fronting private property, but only with the permission of the owner in front of whose private property the sign is placed;
    - iv. Notwithstanding Section 4.6.d.iii above, no sign may be placed in a location which may create a safety hazard to pedestrians or vehicles;
    - v. The sign shall not be posted on public property nor on a boulevard fronting public property;
    - vi. All signs shall be removed within three days after the date of the election.
  - e. Any sign displayed from a dwelling, bearing the street number and name of the person residing in the dwelling, provided that the Display Area does not exceed 0.2 square metres (2.2 square feet); and
  - f. Any sign with the purpose of directing pedestrian, vehicle and other traffic or parking on private property including any sign denoting access and parking for the disabled provided that the sign does not exceed 0.56 square metres (6 square feet).