



# New Tecumseth

Alliston · Beeton · Tottenham

Town of New Tecumseth  
Sign By-law  
Information Session

- Community Associations
- Charitable Organizations
- Non-profit



# Overview of Presentation

- Definitions
- Prohibited signs
- Applicable signs that do not require a permit
- How to get approval for signs on Public Property
- Section 20.3 - Community Association, Non-Profit, and Charitable Organizations
- Short Term Signs
- Portable Signs
- Fees

# Illegal Signs

- In 2018, Municipal Law Enforcement Staff caused the removal of 528 signs posted on municipal property in contravention of the Sign By-law.
- In 2019, Municipal Law Enforcement Staff have caused the removal of 1,222 signs posted on municipal property in contravention of the Sign By-law.

# Sign By-law 2010-014, as amended

A by-law to Regulate Signs and Other Advertising  
Devices

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# Sign Definition

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- means any surface upon which there is printed, projected or attached any announcement, declaration or insignia used for direction, information, identifications, advertisement, business promotion or promotion of products, activities or services and includes a structure, whether in a fixed location or designed to be portable or capable of being relocated, or part thereof specifically designed for the foregoing uses. Furthermore, this includes banners, advertising devices or any fixed or portable object intended for advertising purposes.

# Other Definitions

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- “Community Association” means a group of persons organized for the advancement of activities of a civic, social, cultural or recreational nature and which activities are not conducted for monetary profit.
- “Charitable Organization” means an association of persons that is charitable under the laws of the Province of Ontario or of Canada.

# Prohibited Signs

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- A sign which does not comply with the provisions of this by-law S. 10.7;
- A sign which is located on public property unless expressly permitted by the by-law S.10.9;

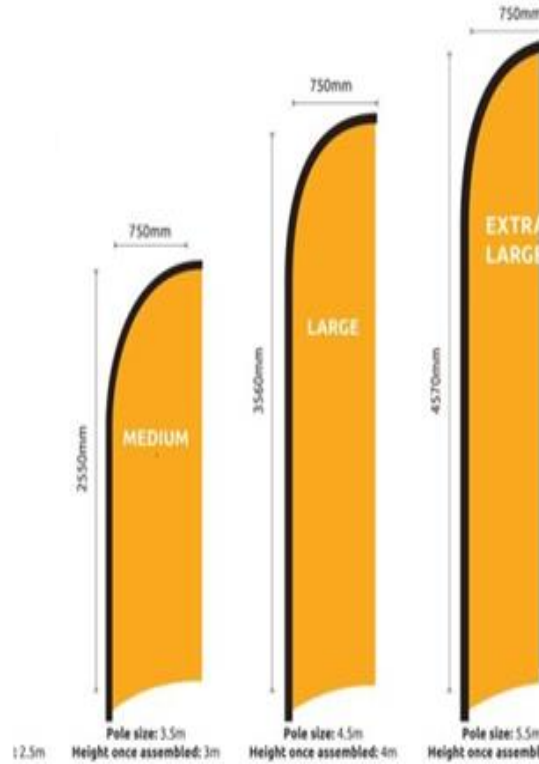
# Signs for which a permit is not required

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- Flags or Banners that are non-advertising or for non-profit organizations, of varying colour or that may bear the crest, name, insignia of a corporation, government agency or religious, charitable or fraternal organization. S. 9.6

NOTE: Although a permit is not required, compliance with section 20.14 of the by-law is required.





# Examples of Flags and Banners

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# How do you get approval for signs on Public Property?

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- Except for signs permitted by Sections:
  - 9.2 (Official Signs),
  - 9.3 (Public Safety Signs),
  - 20.2 (Real Estate Signs),
  - 20.3.2 (Community Association, Non-Profit and Charitable Organizations),

no sign shall be erected on or be permitted to project over any street sight triangle or public property unless approved by resolution of the Council of New Tecumseth, unless located at least 2.8 metres (9 feet) above the surface of such areas. Applicants of Blade Signs must enter into an Agreement for a Blade Sign with the Town.

# Community Association, Non-Profit and Charitable Organizations

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- 20.3.1 In any zone, ground signs, under the control of community associations, non-profit and/or or charitable organizations may be erected on a Town road allowance, subject to the following conditions:
  - 20.3.1.1 no such ground signs shall be located so as to impede or interfere with the safe operation of vehicular or pedestrian traffic as determined by the Director of Public Works;
  - 20.3.1.2 the maximum sign area of such ground signs shall be 1.5 square metres (16 square feet); and
  - 20.3.1.3 such ground signs shall be a minimum of 3 metres (10 feet) from any sidewalk, roadway or driveway.

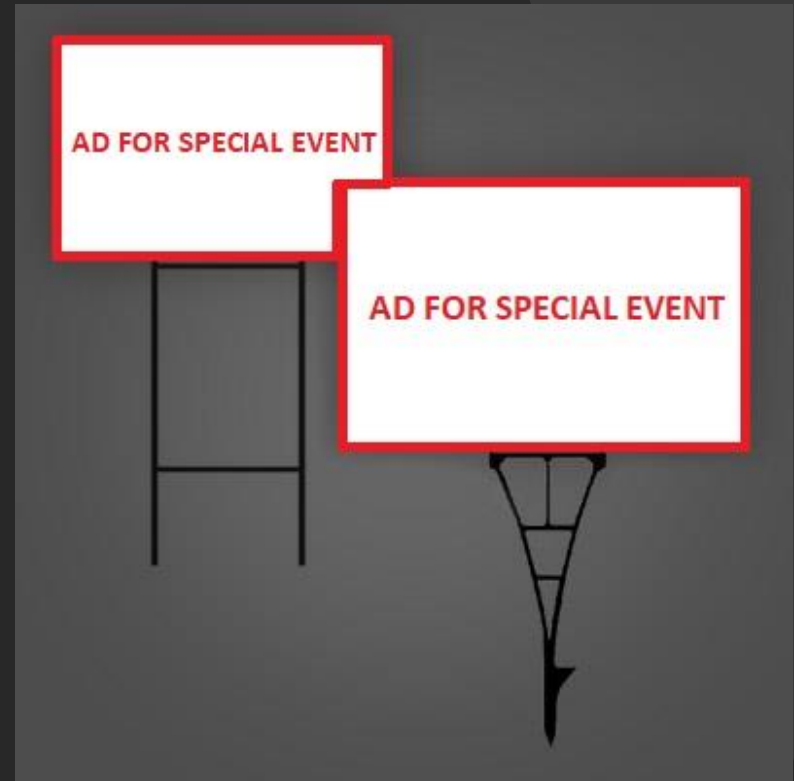
# Signs other than ground signs

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- 20.3.2 In any zone, signs may be erected by non-profit, charitable organizations or community associations for the purpose of advertising of events conducted or sponsored by such organizations provided that such signs shall:
  - 20.3.2.1 be removed not later than 7 days after the event or a 60 day display period, whichever comes first;
  - 20.3.2.2 not be erected without the consent of the owner of the property on which the sign is to be located; and
  - 20.3.2.3 not be greater than 4.5 square metres (48 square feet) in sign area

# Short Term Signs

- 20.8 Short Term Signs
  - 20.8.1 N/A
  - 20.8.2 No more than 3 Short Term signs shall be permitted on a lot.
  - 20.8.3 Short Term signs advertising an event not related to a business and not advertising a business may be located on a property other than that on which the event is to take place provided they are removed not later than 7 days after the event or a 45 day display period, whichever comes first.
  - 20.8.4 A Short Term sign shall not be erected in any public park or on any property owned or occupied by the Town.



# Portable Signs

- 20.9 Portable Signs
  - 20.9.1 Portable signs may be erected in any zone except Residential Zones provided that they are in full compliance with all other provisions of this by-law.
  - 20.9.2 N/A
  - 20.9.3 No more than 1 portable sign shall be permitted on a lot at any one time.
  - 20.9.4 N/A
  - 20.9.5 Portable signs advertising an event not related to a business and not advertising a business may be located on a property other than that on which the event is to take place provided they are removed not later than 7 days after the event or a 30 day display period, whichever comes first.



# FEES

7.2 Charitable organizations and community associations are exempt from the sign permit fees.



# Example Application Form

SIGN PERMIT APPLICATION Town of New Tecumseth Sign By-law No. 2010-014		FOR OFFICE USE ONLY APPLICATION NO:
<b>1. Project Information (Location of Proposed Sign)</b>		
Municipal Address: <i>Wellington St. N/S</i>	Size of proposed Sign: <i>0.2m<sup>2</sup></i>	
Postal Code:	Roll Number: <i>4324 020 003 068 50</i>	
Location: <input checked="" type="checkbox"/> Alliston <input type="checkbox"/> Beeton <input type="checkbox"/> Tottenham <input type="checkbox"/> Rural		
<b>2. Applicant Information</b> Applicant is: <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Agent <input type="checkbox"/> Non-Profit Community Group		
Name: <i>Malcolm McRae</i>	Corporation: <i>Town of New Tecumseth</i>	
Mailing Address: <i>10 Wellington Street East</i>	Non-Profit #:	
City/Town: <i>Alliston</i> Province: <i>ON</i>	Postal Code: <i>L9R 1A0</i>	
Phone No: <i>705-435-3900</i> Call No: <i>1895</i>	E-mail: <i>mcrac@newtecumseth.ca</i>	
<b>3. Property Owner Information (if different from Applicant)</b>		
Name:	Corporation: <i>Town of New Tecumseth</i>	
Mailing Address: <i>10 Wellington Street East</i>		
City/Town: <i>Alliston</i> Province: <i>ON</i>	Postal Code: <i>L9R 1A0</i>	
Phone No: <i>705-435-3900</i> Call No:	E-mail:	
<b>4. Sign Information</b>		<b>5. Portable (Mobile) &amp; Temporary Signs</b>
Type of sign to be erected: <input type="checkbox"/> Wall Sign <input type="checkbox"/> Portable (Mobile) Sign <input type="checkbox"/> Ground Sign <input type="checkbox"/> Sandwich Board Sign & <input type="checkbox"/> Development Sign Land Development "A" <input checked="" type="checkbox"/> Short Term Sign Frame Sign <input type="checkbox"/> Pylon Sign <input type="checkbox"/> Billboard Sign <input type="checkbox"/> Banner Sign <input type="checkbox"/> Other (Describe)		Term of Permit: Start Date: <i>November 26/19</i> End Date: <i>November 30/19</i> Sign permits for portable & temporary signs advertising a business shall be issued in time increments of 30 days. Consecutive occasions to a maximum of 90 days in any calendar year.
<b>6. Consent of Owner (if not the Applicant)</b>		
I, (we) _____, being the registered owner(s) of the subject <small>(Name(s) of owner, individuals or company)</small> lands, hereby authorize _____ to prepare and submit a <small>(Name of Agent)</small> Sign Permit Application for approval.		
Signature of Owner(s) _____		Date _____
<b>7. Declaration of Applicant</b>		
I, (we) <i>Malcolm McRae</i> , certify that: <small>(Owner or Authorized Agent)</small>		
1. The information contained in this application, attached schedules, attached plans and specifications and other attached documentation is true to the best of my (our) knowledge. 2. I agree to comply with the regulations of the relevant By-Laws for the Corporation of the Town of New Tecumseth and any amendments thereto.		
Signature <i>MM</i> _____		Date <i>November 26, 2019</i>



# Example Consent Form

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I FIRST AND LAST NAME, the registered owner of ADDRESS, in the Town of New Tecumseth, hereby give permission for NAME OF ORGANIZATION, to display a TYPE OF SIGN on my property to promote their TYPE OF EVENT.

Date:

Signature:

# Example Location Map

County of Simcoe - Web Map



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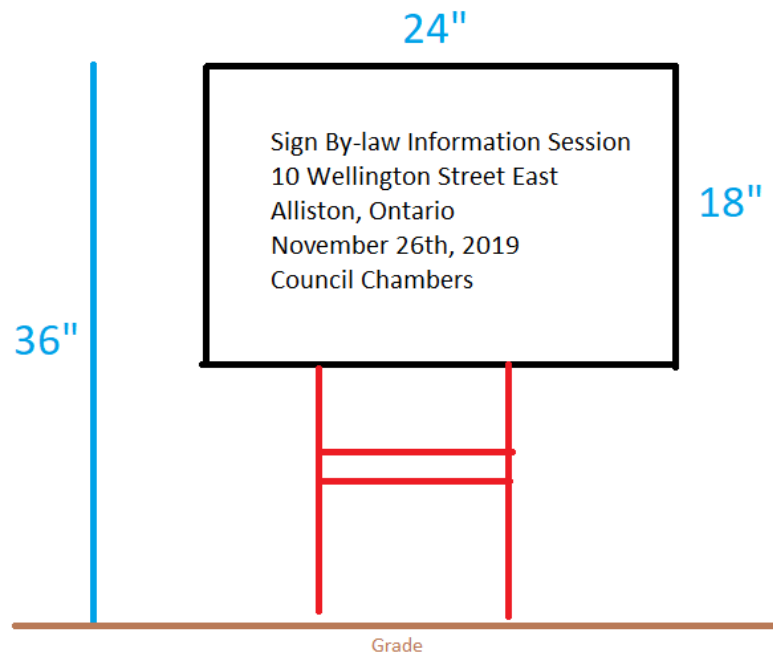
0 0.0125 0.025 0.05 km

1:564



November 25, 2019

# Example Drawings



## Specifications

Sign Material: Corrigated plastic  
Posts: Metal wire stakes

# The Application Form

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[www.newtecumseth.ca](http://www.newtecumseth.ca)

<https://www.newtecumseth.ca/en/living-in-our-community/resources/Documents/SIGN-PERMIT-AND-CHECKLIST-Aug-7-2019.pdf>

# Contacts - Sign By-law Inquiries

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705-435-3900 x 1265

Questions?

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