



TOWN OF STEADY BROOK

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OFFICE USE ONLY

Date Approved: _____

Motion #: _____

Permit #: _____

Required Fee: _____

Receipt #: _____

Date Denied: _____

Verified by: _____

SIGNAGE APPLICATION

FOR THE PLACEMENT OF ADVERTIZING SIGNS IN THE TOWN OF STEADY BROOK

A PERMIT UNDER THE TOWN'S DEVELOPMENT REGULATIONS IS SUBJECT TO AN APPEAL PERIOD OF 14 DAYS FROM DATE OF ISSUE. SHOULD THE DEVELOPER PROCEED WITH THE WORK BEFORE THE EXPIRY OF THE APPEAL PERIOD THEY DO SO AT THEIR OWN RISK. APPEAL CAN ALSO BE MADE TO THE WESTERN REGIONAL APPEAL BOARD.

1. Applicant / Property Information

Applicant: _____ Home Phone: _____

Mailing Address: _____ Work Phone: _____

_____ Fax #: _____

_____ Email: _____

Property Civic Address: _____

Property Owner: (If different from Applicant): _____

Contractor: _____ Contact Number: _____

2. Description of Sign to be Installed: (Include a drawing and materials list)

3. How will the sign be erected:

4. Location Requested: (Include a drawing of the location)

5. Estimated Cost of the Construction (Including materials and labour): _____

I, _____, hereby apply for permission to carry out the development, renovations, demolition, or other work described herein. I declare that all information given by me in connection with this application is true and correct to the best of my belief, and that the project described in this application will be carried out in accordance with the Building Code of Canada, and with all applicable laws and regulations of the Province and the Town of Steady Brook.

Date: _____ Signature: _____

SIGN REGULATIONS

31. Purpose - Signage provisions are multi-purpose and are meant to meet a range of community residential and business needs and concerns including the following:

- (1) Ensure that businesses, services, and other enterprises can effectively communicate to the public by the use of signs;
- (2) Provide for reasonable, orderly and effective display of outdoor advertising compatible with their surroundings;
- (3) Protect pedestrians and motorists from hazardous conditions that result from signs that are located improperly, structurally unsafe or obscure vision;
- (4) Preserve, protect and enhance the economic, scenic, historic and aesthetic values and objectives of the Community; and
- (5) Protect the quality of life and financial interests of homeowners from excessive signage of home based businesses that could have a negative impact on adjacent residents.

32. Definitions and Illustrations – the following definitions and illustrations shall apply to signs:

Sign - means a word, letter, model, placard, board, device or representation, whether illuminated or not, in the nature of or employed wholly or in part for the purpose of advertisement, announcement or direction and excludes those things employed wholly as a memorial, advertisements of local government, utilities, and boarding or similar structures used for the display of advertisements.

Canopy/Awning Sign means a sign that has a structure of rigid or non-rigid material on a framework sheltering an area or forming a sheltered walk.

Flush Mounted Wall Sign means a sign attached directly to a building wall, where the sign face is parallel to the wall of the building to which it is attached.

Ground Sign means a sign supported by one or more uprights, placed permanently in the ground.

Group Sign means a ground sign on which more than one activity, business, organization, enterprise, industry or service is being advertised.

Illuminated Sign means a sign that emits artificial light or is illuminated by a light focused upon, or chiefly directed at, the surface of the sign.

Multi-faced Sign means a sign that has more than two sign faces and shall be considered to be one sign.

Mural Sign means a large image, such as a painting or enlarged photograph, applied directly to a wall or ceiling.

Portable Sign means a sign designed to be mobile and not located permanently in a fixed location.

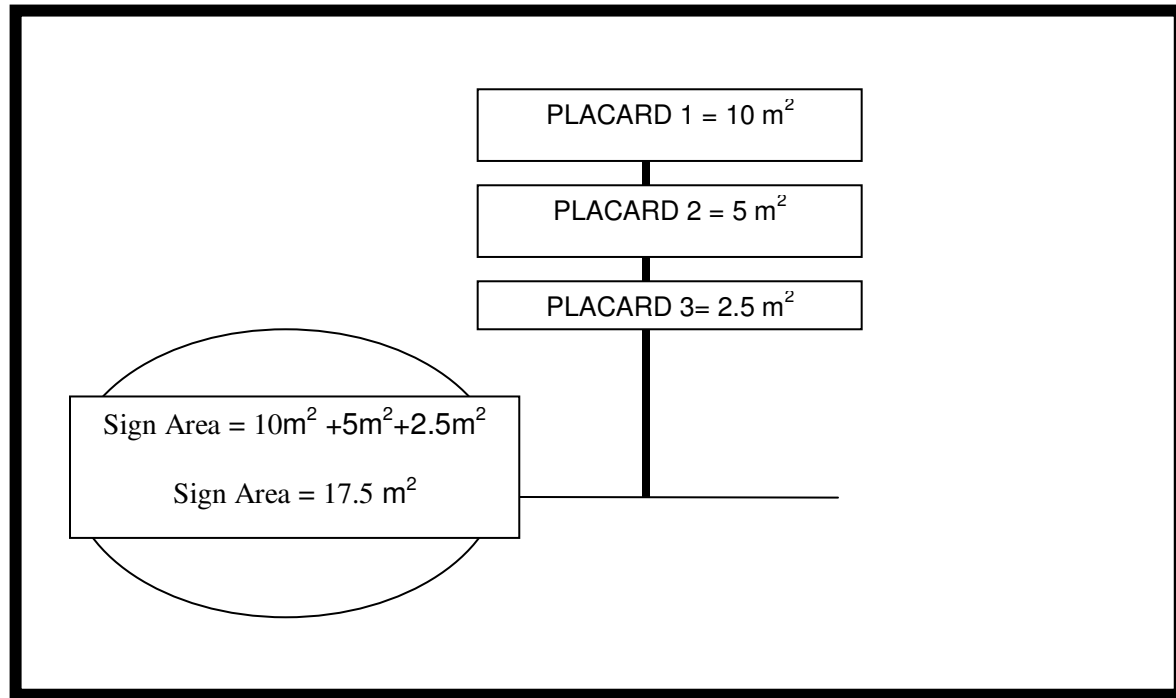
Projecting/Hanging Sign means any sign that is wholly or partly dependent upon a building for support and projects from the wall or face of a building or structure.

Roof Sign means a sign fixed, placed upon or supported by the roof of a building.

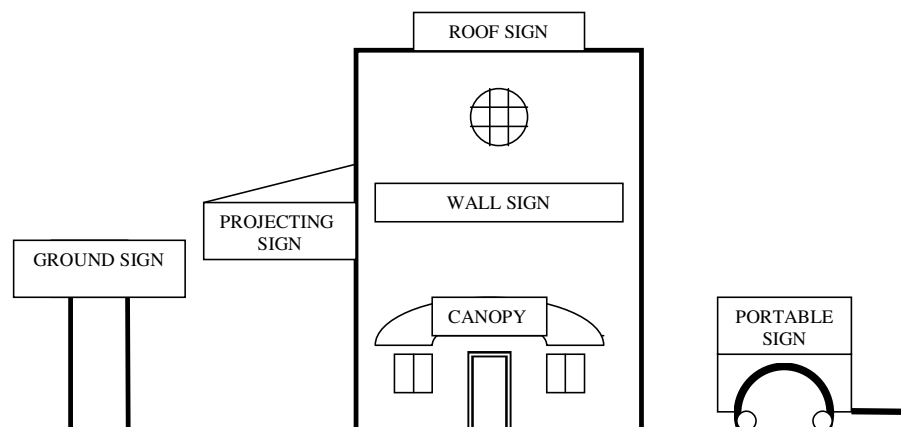
Sign Area means the area of the smallest rectangle, circle, or semi-circle that can enclose the surface area of the sign. Where a sign has two faces or more, the maximum area is permitted for each of the two faces.

Window Sign means a sign placed on or inside a window that faces outward and is intended to be seen from the outside.

Sign Area



SIGN TYPES



- 33. Permit Required** - Subject to provisions of Regulation 66, no sign shall be erected or displayed in the Planning Area unless a permit for the sign is first obtained from the Authority.
- 34. Provincial Highway Sign Regulations** - All signs or advertisements to be erected within the boundaries of the Town of Steady Brook must be approved in accordance with these Regulations. Where provisions of the Town of Steady Brook Development Regulations 2010-2020 are inconsistent with the regulations respecting advertising signs on or near public highways made or administered by provincial departments under the *Provincial Highway Sign Regulations*, the more restrictive regulations shall apply.

- 35. Form of Application** - Application for a permit to erect or display a sign shall be made to the Authority in accordance with Regulation 7.
- 36. Signs Prohibited in Street Reservation** – Unless otherwise permitted by these or other regulations such as the Provincial Highway Signs Regulations, no sign shall be permitted to be erected or displayed within, on or over any highway or street reservation.
- 37. Permit Valid for Limited Period** - A permit granted under these Regulations for the erection or display of a sign shall be for a period not exceeding two years, but may be renewed at the discretion of the Authority for similar periods.
- 38. Removal of Signs** - Notwithstanding the provisions of these Regulations, the Authority may require the removal of any sign which, in its opinion, is:
- (1) Hazardous to road traffic by reason of its siting, colour, illumination, or structural condition, or;
 - (2) Detrimental to the amenities of the surrounding area.
- 39. Signs Exempt from Control** - The following signs may be erected or displayed in the Planning Area without application to the Authority:
- (1) On a dwelling or within the courtyard of a dwelling, one nameplate not exceeding 0.2m² in area;
 - (2) On an agricultural holding or farm, a notice board not exceeding 1m² in area and relating to the operations being conducted on the land;
 - (3) On any site occupied by a church, school, library, art gallery, museum, institution or cemetery, one notice board not exceeding 1m² in area;
 - (4) The name of the building or the name of the occupants of the building, located on the principal façade of any commercial, industrial or public building, in letters not exceeding one tenth of the height of that façade or 3m, whichever is the lesser;
 - (5) On any parking lot, directional signs and one sign not exceeding 1m² in size, identifying the parking lot.
 - (6) Real estate sales, leasing or open house signs up to a maximum area of 1m²;
 - (7) Signs placed by candidates at municipal, provincial, or federal elections;
 - (8) Signs for temporary local events such as festivals, from one month before the event and to be removed within one week of its conclusion;
 - (9) Temporary signs on construction sites warning of danger and or outlining the nature of the development up to a maximum area of 7.5m².
- 40. Approval Subject to Conditions** - A permit may only be issued for the erection or display of signs which comply with the appropriate conditions and specifications set out in Part IV and the Use Zone Tables in Schedule C of these Regulations.
- 41. Non-Conforming Uses** – Signs associated with non-conforming uses will be subject to the conditions and standards for signs in the Use Zone in which the non-conforming use is located.
- 42. Signs for Commercial Uses** - The table on the following page outlines standards that shall apply to signs erected for any commercial use which may be permitted in Schedule C of these regulations. The maximum number of signs a commercial use may have is 2 signs, regardless of the number of buildings on the lot associated with that business.

(1) ***On-Site Signs:***

Sign Type	Provisions	Land Use Zone	Size	Number of Signs
Window	<ul style="list-style-type: none"> Not cover more than 20% of the total window area of any facade 	Residential	Maximum Area: 0.4 m ² or 20% of total window area WHICH EVER IS LESS	MAXIMUM 1 sign per Home Occupation
		Commercial Tourism Commercial Highway	Maximum Area: 1m ² or 20% of total window area WHICH EVER IS LESS	MAXIMUM 2 signs per Commercial Building
Hanging/Projecting	<ul style="list-style-type: none"> Not project beyond the public sidewalk onto the portion of the public right-of-way traveled upon by motorized vehicles. Not project above the eaves, parapet or roofline of a building. Not permitted to swing freely without the installation of a suitable catch chain or other control device. 	Commercial Tourism Commercial Highway	Maximum Area: 1m ²	MAXIMUM 1 sign per Home Occupation
		Residential	Maximum Area: 0.4 m ²	
Flush Mounted Wall	<ul style="list-style-type: none"> Not project more than 23cm from the wall on which it is located. 	Residential	Maximum Area: 0.4 m ²	MAXIMUM 2 signs per Commercial Building
		Commercial Tourism Commercial Highway	Maximum Size/Dimension: 3m x 0.75m	
Awning/Canopy	<ul style="list-style-type: none"> The canopy shall be self-supporting and shall not have supports that rest upon the sidewalk or public right-of-way. 	Commercial Highway	Maximum Size/Dimension: 3m x 0.75m	
Ground	<ul style="list-style-type: none"> Be entirely located within the property boundaries of the business or enterprise. 	Commercial Highway	Maximum Area: 7.5m ²	
Murals		Commercial Highway	Discretion of Council	

At the discretion of Council the sizes listed above may be reduced.

(2) **Prohibited Signs** - The following sign types will not be permitted:

- (a) Billboards
- (b) Mobile Signs
- (c) Roof Mounted Signs
- (d) Inflatable or Balloon Signs
- (e) Signs with Flashing Lights or Moving Parts
- (f) Collapsible Signs
- (g) Any signs not listed in Regulation 69(1).

(3) **Temporary/Portable Signs** - Notwithstanding Regulation 66, temporary and portable signs will not be permitted.

(4) **Off-site Directional Signs** - Off-site directional signs shall only be permitted where they are part of a sign kiosk constructed and managed by the Town.

43. General Standards for Signs

- (1) All signs must be located on the property where the person/activity/business being advertised is located unless otherwise permitted in these Regulations.
- (2) Signs in all zones must be maintained in good condition (e.g. no peeling paint, rotting wood, etc.) and not present a safety hazard in terms of structural stability.
- (3) No sign shall obstruct a means of ingress/egress from a door, window or fire escape.

Signs shall be professionally prepared and comply with standards as may be permitted by the Authority.

PROCESSING PROCEDURE

Step	Item	Details
1	Application	Developer is required to fill out an application, and provide the following information <ul style="list-style-type: none">• Drawing showing the location of the sign• Description of the sign• Description of method of placing the sign on the property
2	Administration Processing	The Town Office Administration will review the completed application. The application will have to be in compliance with the Town's Municipal Plan and Development Regulations. The Administration will make recommendations to the Council, either to approve or reject the application. Work must not proceed until all permits have been issued.
3	Council Processing	Processing will take place during a regular Meeting of Council, which are normally held every second week. The application will be reviewed and a Motion made by Council either to approve or reject the application. 'Approval in Principle' or 'Conditional Approval' can also be granted by Council, depending on the application.
4	Written Correspondence	After Council's decision, the Administration will notify applicants with information regarding the approval, conditional approval, rejection or approval in principle.
5	Approval or Conditional Approval	The Applicant will be required to meet all conditions, and/or the requirements of the Municipal and Development Regulations for approval, prior to any permit being issued. All fees must be paid in advance.
6	Rejection of the Application	If the Applicant's Proposed Development is turned down by Council, the following process must be followed: <ul style="list-style-type: none">• Applicants can Appeal Council's decision, <u>within 14 days</u> of the rejection notification from Council.• Appeals can be registered with the Western Regional Appeal Board (Tel. 709-729-3088).• Appeal Applications are available at the Town Office.• Fee for the Appeal is \$115.00 (HST Inc.), payable to the Appeal Board, Newfoundland Exchequer.

FEE STRUCTURE

Item	Details	Fee
Building / Business Sign Installation	Sign Placement for 2 years	\$25.00

