

THE CORPORATION OF THE MUNICIPALITY OF BLUEWATER

BY-LAW NO. 42-2018

**Being a by-law to prohibit Animated Signs
within the Municipality of Bluewater**

WHEREAS the Municipal Act 2001 S.O., 2001, c. 25, Section 11, provides authority to a lower-tier municipality to pass by-laws, and,

WHEREAS the Municipal Act 2001 S.O., 2001, c. 25, Section 99, Paragraphs 1,2,3,4, and 5 as amended, enables municipalities to pass by-laws with respect to advertising devices, including signs, and,

WHEREAS the Council of the Corporation of the Municipality of Bluewater deems it desirable to prohibit animated signs, mobile or otherwise, in the Municipality, and;

NOW THEREFORE the Council of the Corporation of the Municipality of Bluewater hereby enacts as follows:

1. SHORT TITLE

1.1 This By-law may be cited as the "Animated Signs By-law".

2. DEFINITIONS

2.1 "Animated Signs" means any sign with a sign face which moves in whole or in part and includes a flashing or rotating sign, but does not include a clock, a time, a date, temperature or pricing information in which the information is displayed in a pre-arranged sequence, and on which the intensity of illumination is maintained at a constant level and does not flash.

2.2 "Pricing Information" means current pricing for the petroleum product(s) being sold from the pump(s).

2.3 "Sign" Means any surface upon which there is printed, projected or attached any announcement, declaration or insignia used for direction, information, identifications, advertisements, business promotion of products, activities or services, and includes a structure, whether on a fixed position or designated to be portable or capable of being relocated, or part thereof specifically designed to support the forgoing uses.

3. REGULATIONS

3.1 THAT all animated signs be prohibited.

4. VARIANCES

4.1 Where the provision of the By-law are proposed are not met, an application may be made to Council for a variance from this By-law.

4.2 Applications for a variance shall clearly set out why the provisions of this By-law cannot be met and shall be accompanied by the appropriate fee as set out in the Fee Schedule of this By-Law.

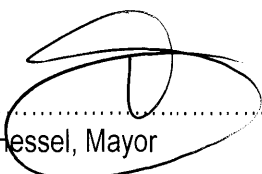
5. PENALTIES


- 5.1 In addition to any other party who commits the offence, the owner, lessee and occupant of any property on which an animated sign is constructed and/or installed other than as permitted by this By-law is guilty of an offence and shall be deemed to have committed the offence.
- 5.2 Every person who contravenes any of the provisions of the By-law is guilty of an offence under the *Provincial Offences Act* and upon conviction is liable to a fine not exceeding \$500 for each day of the contravention.
- 5.3 The Municipality reserves the right to remove any delinquent signs that contravene this By-Law in any manner. Such sign may be removed without notice, at the expense of the owner and costs will be recovered through municipal real property taxes.

THAT this by-law shall take effect on 18th of June, 2018.

Read a first and second time this 18th day of June, 2018.

Read a third time and finally passed this 18th day of June, 2018.


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Tyler Hessel, Mayor


.....
Chandra Alexander, Clerk

FEE SCHEDULE

An application for a Sign Variance is subject to an administration charge of \$200 per variance.