

THE CORPORATION OF THE CITY OF BROCKVILLE

By-Law Number 084-2007

*By-law to Amend City of Brockville Sign By-law 84-89
(Section 7.0 – Signs in the Downtown Core Area)*

WHEREAS the Council for the Corporation of the City of Brockville, on the 11th day of April, 1989, adopted City of Brockville Zoning By-law 84-89; and

WHEREAS the Council of the Corporation of the City of Brockville deems it expedient to amend said Sign By-law 84-89;

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF BROCKVILLE HEREBY ENACTS AS FOLLOWS:

THAT By-law 84-89 be amended as follows:

1. That Section 2.0, Subsection 2.20, "Heritage Theme" be and the same is hereby repealed and replaced by the following clause:

"2.20 "Heritage Theme", means a sign design that incorporates shape, colour, materials, graphics and lettering consistent with the predominant traditional architectural style of the downtown core area."
2. That Section 7.0, Subsection 7.1, "Theme", be and the same is hereby repealed and replaced by the following clause:

"7.1 The theme of the sign design provisions of this By-law for the downtown core area have been developed to enhance a "Heritage Theme" to complement the predominant traditional architectural style of the downtown core area thereby ensuring consistency with the Official Plan which promotes the heritage theme within the downtown core area."
3. That Section 7.0, Subsection 7.2, "Signs Permitted in the Downtown Core Area", be and the same is hereby amended by adding the following sign type and subsection reference: "7.13-Provisions for Ground Signs".
4. That Section 7.0, Subsection 7.3, "General Provisions – Signs in the Downtown Core Area", be and the same is hereby amended as follows:

7.3 e) Material

Add "individual cast, molded, carved, etc." as permitted sign materials.

7.3 h) Prohibited Sign Format

Remove "pole mount signs, pedestal mount signs, ground signs" as prohibited sign formats.

5. That Section 7.0, Subsection 7.5, "A-Board Signs", be and the same is hereby amended as follows:

7.5 f) Advertising Content

Be removed and replaced as follows:

	CHARACTERISTIC	REQUIREMENT	OTHER
f)	Advertising Content	Permanent text, changeable text or any combination thereof.	

7.5 g) Number

Be removed and replaced as follows:

	CHARACTERISTIC	REQUIREMENT	OTHER
g)	Number	<p>One (1) sign per business for business with frontage on King Street.</p> <p>Maximum of two (2) signs per business for business without frontage on King Street distributed as follows:</p> <ul style="list-style-type: none">• One sign fronting the main business; and• One off-site sign located on King Street. Said sign must be approved in writing by the owner/operator of the business having the king Street frontage.	<p>Permission for an off-premises sign must be approved, in writing, by the owner/operator of the business having the King Street frontage. At no time can more than one (1) A-board sign be placed fronting a King Street business.</p>

7.5 h) Location

Be removed and replaced as follows:

	CHARACTERISTIC	REQUIREMENT	OTHER
h)	Location	Placed in such a manner so as not to impede pedestrian flow or corner visibility for vehicles	

6. That Section 7.0 be amended by adding a new subsection, subsection 7.13, to read as follows:

"7.13 Provisions for Ground Signs – Downtown Core Area

No person shall erect a Ground Sign in the Downtown Core Area except in accordance with the provisions outlined in this subsection and Subsection 7.3 - General Provisions – Signs in the Downtown Core Area, and with all other applicable provisions of this By-law.

PROVISIONS FOR GROUND SIGNS - DOWNTOWN CORE AREA			
	CHARACTERISTIC	REQUIREMENT	OTHER
a)	Dimensions:	Maximum Height 2.4 metres (8ft)	
b)	Shape	No limitation.	Shape reflective of business type acceptable.
c)	Size / Sign Area	Maximum Area 4.65 sq. metres (50 sq. ft.) The sign shall have no more than two (2) faces	Sign area of a double sided sign to be the combination of both sides. No one side of any sign may exceed 2.32 sq. metres (25 sq. ft.)
d)	Text/Content	7.3 g)	
e)	Lettering/Font	Professional quality. Clearly legible.	Consistent with "Heritage Theme".
f)	Advertising Content	Permanent identification of business	Related information is permitted (i.e. Owner/ Operator, graphics, date of establishment, etc.).
g)	Number	One (1) sign per business.	

	CHARACTERISTIC	REQUIREMENT	OTHER
h)	Location	Placed on same lands as primary business. A Ground sign shall not overhang City lands.	

Given under the Seal of the
Corporation of the City of Brockville
and passed this 9th day of October, 2007



Mayor



Clerk