

THE CORPORATION OF THE MUNICIPALITY OF FRENCH RIVER

BY-LAW 2025-10

BEING A BY-LAW TO REGULATE AND PROHIBIT THE PLACEMENT OF SIGNS AND OTHER ADVERTISING DEVICES IN THE MUNICIPALITY OF FRENCH RIVER

WHEREAS pursuant to Section 10 (2) 10. of the Municipal Act, R.S.O. 2001, S.O. 2001, c. 25, as amended, authorizes a municipal council to pass a By-Law to regulate or prohibit signs and other advertising devices within the municipality.

NOW THEREFORE the Council of the Municipality of French River enacts as follows:

1. **SHORT TITLE**

1.1. This By-Law shall be known as the “Sign By-Law”

2. **DEFINITIONS**

In this By-Law:

- a. **“Abandoned Sign”** means a sign located on a property that becomes vacant and/or unoccupied for a period of ninety (90) days or more, or any sign which pertains to a time, event or purpose which no longer applies, or any sign that appears to be weathered or in a state of disrepair;
- b. **“Banner”** means a sign composed of lightweight, flexible material such as cloth, plastic, canvas, or other similar material, and which is mounted at each end to allow movement by atmospheric conditions.
- c. **“Billboard”** means a sign directly supported by the ground without the aid of any other building or structure, other than the sign and a sign that advertises goods, products, services or facilities not available at the premises upon which the sign is located or which directs persons to a different location from that upon which the sign is located.
- d. **“Council”** means the elected council for the Municipality of French River;
- e. **“Election Sign”** means a temporary sign advertising or promoting a candidate or a political party in a federal, provincial, school board or municipal election.
- f. **“Erect”** means the placing or installation of, arranging for the placing of, the renting of or the leasing of a sign.
- g. **“Highway”** means and includes a common and public highway, street, roadway, avenue, parkway, driveway, square, place, bridge, viaduct or trestle, designed and intended for use by the general public.
- h. **“Municipality”** means The Corporation of the Municipality of French River.

- i. **“Officer”** means the Municipal Law Enforcement Officer appointed by Council to enforce the provisions of this By-Law.
- j. **“Official Sign”** means a sign required by or erected under any statute or By-Law or other directive of any Federal, Provincial or Municipal Government or governmental authority, agency, department or commission and shall include a permanent sign erected on a public road allowance to inform the public of the location of public buildings, hospitals, public libraries, institutions, places of worship, parks, recreational or educational facilities;
- k. **“Person”** means an individual, business, firm, corporation, association or partnership;
- l. **“Portable Sign”** means a freestanding sign that is not affixed to the ground and that is temporary in nature typically consisting of signs commonly known as sandwich board signs or A-frame signs.
- m. **“Property”** means a parcel of land having specific boundaries which is capable of legal transfer.
- n. **“Public Property”** means land, buildings or structures owned or controlled by the Municipality or by the Federal or Provincial government(s) and includes, but is not limited to, parks, cemeteries, community centres, administrative offices, works yards, sewage and water facilities, libraries and parking lots.
- o. **“Real Estate Sign”** means a temporary sign which advertises real property for rent, sale, lease or development.
- p. **“Repair and Maintain”** means anything done to preserve the condition of a sign or to prevent the deterioration of the sign and includes the restoration of a sign by removing or replacing worn out, missing, damaged or broken parts.
- q. **“Road allowance”** means the part of a highway located between the shoulder of the highway and the lateral property line of the abutting property.
- r. **“Sight Triangle”** means the triangular space formed of a corner lot and a line drawn from a point on one street line to a point in the other street line, each such point being 6m from the intersection of the street lines (measured along the street lines). Where the two street lines do not intersect at a point, the point of intersection of the street lines shall be deemed to be the intersection of the projection of the street lines or the intersection of the tangent to the street lines.
- s. **“Sign”** means any surface, structure and other component parts, which are used or capable of being used as a visual medium to attract attention to a specific subject matter for identification, information or advertising purposes and includes an advertising device or notice.
- t. **“Sign Face”** means that portion of the sign, excluding the sign structure, upon which, as a part of, against or through which the message of the sign is displayed.

- u. **“Sign Owner”** shall include any of the following:
 - owner of a sign and/or;
 - owner of the real property upon which the sign is located; and /or
 - the person, for the time being, managing or receiving the rent of either the sign or the real property upon which the sign is located.
- v. **“Voting Location”** means the entire property where an election occurs and all boundaries associated with it when such voting location is located within public premises and shall mean all the common elements when the voting location is located on private premises.
- w. **“Zone”** means land as described with the Municipality's Zoning By-Law having a particular classification, characteristic, purpose, or use, or subject to particular restrictions.

3. ADMINISTRATION AND GENERAL PROVISIONS

- 3.1. The By-law Services Manager (Manager) shall be responsible for the administration and enforcement of this By-law and Municipal Law Enforcement Officers (Officer) shall be responsible for the enforcement of this By-law.
- 3.2. No person shall affix, erect or otherwise display a sign, or permit a sign to be affixed, erected or otherwise displayed:
 - a. on public or private property without first attaining written permission from the governing body or owner of that property and, after attaining said permission, no person shall alter a sign without attaining written permission from the governing body or owner of that property;
 - b. on or overhanging Municipal property including any road allowance;
 - c. on a utility pole or any municipal infrastructure;
 - d. to a tree, bush, stone or other natural object;
 - e. at any location where the sign obstructs the sightlines and view of any pedestrian or driver of a motor vehicle, or obstructs the visibility of any traffic sign or device or interferes with vehicular traffic so as to endanger any person or risk damage to any vehicle;
 - f. in a manner that could pose a risk to the health and/or safety or constitute a danger or hazard to another person, including but not limited to restricting ventilation, visibility, ingress, egress or the ability for emergency staff to respond to an emergency.
- 3.3. No person shall affix, erect or otherwise display a sign or permit a sign to be affixed, erected or otherwise displayed utilizing any wording or characters that could be considered offensive, profane, hateful, obscene, or for unlawful activity.
- 3.4. No person shall allow a sign to become abandoned. The sign owner shall maintain or cause such sign to be maintained in a proper state of repair, so that such sign remains completely operative at all times and does not become unsafe, defective or dangerous.

4. ELECTION SIGNS

- 4.1. No person shall affix, erect, or otherwise display or cause or permit to be affixed, erected or otherwise displayed, an election sign except as permitted by this By-law and in accordance with the following additional provisions;
 - a. on any official sign or official sign structure;
 - b. within a sight triangle;
 - c. at a voting location or within or on a vehicle or trailer that is parked at a voting location or on the road allowance in front of the voting location or within fifty (50) metres of a voting location; and
 - d. on any municipal, provincial, federal or school property.
- 4.2. Election signs may be placed on municipal road allowances provided that:
 - a. The signs are no larger than two (2) feet by two (2) feet;
 - b. If an Officer determines that the location of the sign is impeding the necessary sightlines of motorists, municipality's snow plough operations, or access to a private drive, the owner of the election sign shall, upon the request of the Clerk or designate, relocate the sign;
 - c. Should the sign be causing an immediate safety issue, the Officer, the sign shall be removed upon it being brought to their attention.
- 4.3. No person shall deface, move, or willfully cause damage to a lawfully erected election sign.
- 4.4. No person shall display on any election sign a logo, trademark or official mark, in whole or in part, owned or licensed by the Municipality.
- 4.5. No person shall affix, erect or otherwise display an election sign or permit or cause an election sign to be erected, affixed, or otherwise displayed until after the Clerk has certified the Nomination Papers on the Monday following Nomination Day. Candidates will be notified once the Clerk posts the List of Certified Candidates as per the Clerk's Procedures.
- 4.6. No sign owner shall permit Election signs to exceed a maximum 1.5 square metres in area.
- 4.7. No sign owner shall permit Election signs to be erected without the consent of the owner or the tenant on the lot.
- 4.8. Election signs shall be removed no later than seven (7) days following Election Day. After this period, elections signs will be considered to be abandoned.
- 4.9. Every person to whom the election sign relates shall be responsible for compliance with this by-law, signage by-laws and regulations of the Province of Ontario (MTO) and Hydro One, as the case may be.

5. PORTABLE SIGNS

- 5.1. No person shall erect more than one portable sign long each street line of a property.
- 5.2. No person shall permit a portable sign to exceed 1.0 m in height and 0.6 m in width.
- 5.3. No person shall permit a portable sign to protrude onto a sidewalk a distance of more than 0.5 metres.

- 5.4. No person shall permit a portable sign to be displayed at any time that may interfere with the safe ploughing or removal of snow and shall be removed outside business hours.
- 5.5. No person shall permit A portable sign advertising an event to be erected more than thirty (30) days prior to the event and all such signs shall be removed within seventy-two (72) hours of the termination of the event for which they are being used.

6. REAL ESTATE SIGNS

- 6.1. No person shall erect or cause to be erected a real estate sign on any property, public or private unless that sign is located on the property being sold, leased or rented.
- 6.2. No person shall erect or cause to be erected more than one real estate sign per every 300 metres of road frontage of a property.
- 6.3. No person shall cause or allow a real estate sign to remain on a property for a period greater than 30 days after that property has been sold or taken off the market. After this period, the sign will be considered to be abandoned.
- 6.4. No sign owner shall permit the sign face of a real estate sign to exceed 1 m² if erected on a property with a Residential zone or to exceed 4 m² if erected on a property with an Industrial or Commercial zone.

7. REMOVAL OF NON-CONFORMING SIGNS

- 7.1. Where a sign is affixed, erected or otherwise displayed in contravention of any provisions of this By-Law, in addition to any other action that the Officer may take under this By-Law, the Officer may:
 - a) immediately remove such sign at the expense of the sign owner or any other person responsible for the erection or display of such sign without notice if:
 - i. the sign constitutes a safety hazard or concern; or
 - ii. the sign has been deemed by the Manager to be offensive, inappropriate, unlawful, contains profanity or obscenity; or
 - iii. the sign or a portion of the sign is located on public or private property.
 - b) issue a notice to the owner or any other person responsible for the erection or display of such sign to remove, repair or replace the sign, or otherwise make the sign comply with the provisions of the By-Law. Failure to comply with the notice by the time and date as stipulated may result in the removal of such sign by the Municipality at the expense of the sign owner or such other person responsible for the erection or display of the sign.
- 7.2. Any sign removed by the Municipality pursuant to this By-Law shall be stored for fourteen (14) days, unless:
 - a) the sign is redeemed by the owner of the sign or his agent pursuant to Section 7.3; or
 - b) the size of the sign is 1.0m² (10 sq. ft.) or less, in which case the Officer may direct that the sign be destroyed or disposed of in any manner they deem fit at any time without further notice; or

- c) the sign is a banner, in which case the Officer may direct that the sign be destroyed or disposed of in any manner they deem fit at any time without further notice.
- 7.3. Except for a sign described in subsections 7.2. (b) and 7.2. (c), the owner of a sign or his agent may redeem a sign that has been removed and stored by the Municipality by:
- a) completing a signed acknowledgement and release on the prescribed form; and
 - b) paying the applicable removal and storage fee.
- 7.4. Any sign that is stored by the Municipality for more than thirty (30) days and not redeemed by the owner of the sign or his agent within that period of time may be destroyed or otherwise disposed of by the Officer without further notice.
- 7.5. When a sign is erected or displayed in contravention of the provisions of this By-law and a notice to the owner of the sign has not been complied with, such sign may be ordered to be removed by the Municipal Law Enforcement Officer and, where such sign has not been removed in compliance with such order, the Municipal Law Enforcement Officer may cause the immediate removal of the sign without further Notice. The fee to remove a sign under this by-law is \$50.00 or the Municipality's actual cost of removal, whichever is greater. Any and all costs associated with such removal, shall be borne by the owner of the sign.
- 7.6. In the instance of a sign that is deemed to be potentially dangerous or hazardous to the public by the Municipal Law Enforcement Officer, such sign may be caused to be immediately removed by the Municipal Law Enforcement Officer without notice and any costs associated therewith, shall be borne by the owner of the sign.
- 7.7. Except as specifically permitted in this By-law and authorized by the authority having jurisdiction, any sign on, over or partly on or over any Municipal or Provincial property and/or highway or right-of-way, including, but not limited to, paths, trails, walkways, ditches and/or shoulders, and/or deemed by the Manager to be offensive, inappropriate, unlawful, contains profanity or obscenity may be removed by the Municipal Law Enforcement Officer without notice.
- 7.8. Signs that are removed shall be stored by the Municipality for a period of not more than fourteen (14) days during which the owner of the sign or his agent may be entitled to redeem such sign upon payment of the costs associated with the removal plus any applicable administrative surcharge plus a \$5.00 per day storage charge.
- 7.9. Signs that have been stored by the Municipality for a period in excess of fourteen (14) days and that have not been redeemed, may be destroyed or otherwise disposed of by the Municipality.

8. PENALTY AND ENFORCEMENT

- 8.1. Every person who contravenes any provision of this By-Law is guilty of an offence and upon conviction shall be liable to a fine prescribed and recoverable under the provisions of the Provincial Offences Act, R.S.O. 1990, c. P.33, as amended, for each offence committed.

- 8.2. Upon registering a conviction for a contravention of any provision of this By-Law, the Provincial Offences Court may, in addition to any other remedy and to any penalty imposed by this By-Law, make an order prohibiting the continuation or repetition of the offence by the person convicted.
- 8.3. The Administrative Monetary Penalty System By-law applies to any contravention of any provision of this Bylaw.
- 8.4. No person shall hinder or otherwise obstruct, nor attempt to hinder or obstruct, either directly or indirectly, an Officer, an employee and/or agent of the Municipality in the lawful exercise of a power or duty under this By-Law.
- 8.5. Each person who contravenes any provision of this By-law shall, upon issuance of a penalty notice in accordance with the Administrative Monetary Penalty System By-law, be liable to pay to the Municipality an administrative monetary penalty.
- 8.6. The Municipality shall recover all costs and expenses associated with actions taken and work done under this By-law in a manner provided by statute, whether by action or by adding the cost to the tax roll and collecting the cost in the same manner as the taxes.


9. SEVERABILITY

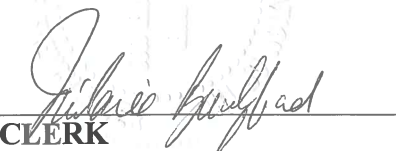
- 9.1. Should a court of competent jurisdiction declare a part or whole of any provision of this By-Law to be invalid or of no force and effect, the provision or part is deemed severable from this By-Law, and it is the intention of *Council* that the remainder survive and be applied and enforced in accordance with its terms to the extent possible under law.

10. ENACTMENT

- 10.1. That any By-law inconsistent with this By-law is hereby repealed.
- 10.2. This By-Law shall come into force and take effect on the day it is passed.

**READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED
THIS 19TH DAY OF MARCH, 2025.**


MAYOR


CLERK

SCHEDULE "A"
SIGN BY-LAW # 2025-10
MUNICIPALITY OF FRENCH RIVER

PART 1 – PROVINCIAL OFFENCE ACT FINES

ITEM	Column 1 SHORT FORM WORDING	Column 2 PROVISION CREATING OR DEFINING THE OFFENCE	Column3 SET FINES
1	Display or alter a sign on any property without permission	3.2(a)	\$200.00
2	Display a sign on Municipal Property	3.2(b)	\$200.00
3	Display a sign on a utility pole or other infrastructure	3.2(c)	\$200.00
4	Display a sign on a tree or other natural object	3.2(d)	\$100.00
5	Display a sign in a location where it may interfere with traffic	3.2(e)	\$300.00
6	Display a sign in an unsafe manner	3.2(f)	\$300.00
7	Display an offensive sign	3.3	\$250.00
8	Abandon a sign	3.4	\$150.00
9	Display an election sign on any official sign structure	4.1(a)	\$200.00
10	Display an election sign within a sight triangle	4.1(b)	\$300.00
11	Display an election sign at a voting location	4.1(c)	\$200.00
12	Display an election sign on municipal, provincial, federal or school property	4.1(d)	\$200.00
13	Display an election sign on a road allowance larger than 2' by 2'	4.2(a)	\$200.00
14	Fail to relocate an election sign on request	4.2(b)	\$300.00
15	Damage an election sign	4.3	\$150.00
16	Display a Municipal logo on an election sign	4.4	\$200.00
17	Display an election sign before nominee certification	4.5	\$200.00
18	Permit an election sign larger than 1.5m ²	4.6	\$200.00
19	Display an election sign without permission	4.7	\$200.00
20	Erect more than one portable sign per street line	5.1	\$100.00
21	Permit an oversized portable sign	5.2	\$100.00
22	Permit a portable sign to overhang a sidewalk	5.3	\$150.00
23	Permit a portable sign to interfere with snow removal	5.4	\$150.00
24	Permit a portable sign to be erected for an irrelevant event	5.5	\$100.00
25	Display a real estate sign on a property that is not for sale	6.1	\$250.00
26	Display more than one real estate sign per 300m of frontage	6.2	\$250.00
27	Permit an oversized real estate sign	6.4	\$250.00
28	Obstruct an officer	8.4	\$300.00

NOTE: Penalty Provisions for the offences indicated above is Section 8 of the By-law 2025-10, a certified copy of which has been filed.