

Sign Type	J	K	L	M	N	O	P	Q
Electronic Text Message Sign	X1		X				X7	
Electronic Moveable Copy Sign								
Electronic Window Sign	X12	X12	X	X12				
Electronic Price Indicator Sign	X	X	X	X	X	X		

2.1.1. Land Use Designation Legend (Official Plan Schedules A,M,O and I)

The following land use designations have the same meaning as is contained in the specific schedule to the Official Plan:

- A. Residential Designation, excluding Local Commercial sites (Schedule A)
- B. Local Commercial sites within the Residential Designation (Schedule A)
- C. Service Industrial and General Industrial (Schedules M and O)
- D. Prestige Industrial Designation (Schedules M and O)
- E. Agriculture and Major Open Space Designation (Schedule A)
- F. Major Institution Designation (Schedule A)
- G. Major Shopping Centre (Schedule I)
- H. Special Purpose Retail and Service Commercial (Schedule I)
- I. Neighbourhood Centre (Schedule I)

2.1.2. Land Use Designation Legend (Official Plan Schedule J)

The following land use designations have the same meaning as is contained in the specific schedule to the Official Plan:

- J. Commercial Core Area
- K. Waterfront Commercial Area
- L. Industrial Conversion Area
- M. Business Districts
- N. Transitional Uses Area
- O. Industrial Area
- P. Open Space Area
- Q. Special Policy Area

2.1.3. Exceptions

- X1 an Electronic Text Message Sign with horizontal movement is permitted at the following locations: Showplace at 290 George Street North, The Market Hall at 336 George Street North, The Venue at 286 George Street North, and The Galaxy Cinema at 320 Water Street, subject to the review and approval of the Planner, Urban Design, or his/her designates.
- X2 Animated or Portable signs are not permitted on The Parkway between Lansdowne Street West and Clonsilla Avenue.

- X3 Portable signs with a maximum sign area of 4.5 square metres are permitted only on Chemong Road between Wolsely Street and Highland Road.
- X4 Portable signs with a maximum sign area of 2.0 square metres are permitted.
- X5 Facia signs are permitted if approved by the Manager of the Building Division and the Planner, Urban Design or his/her designates.
- X6 Portable signs with a maximum sign area of 2.0 square metres are only permitted on lands zoned as a “Public Service District”
- X7 A Free-Standing Electronic Text Message Sign is permitted along the George Street frontage of Del Cray Park subject to the review and approval of the Planner, Urban Design, or his/her designates.
- X8 An Electronic Movable Copy Sign is permitted at the Memorial Centre at 151 Lansdowne Street West.
- X9 A Freestanding Electronic Text Message Sign is permitted on lands zoned with a Local Commercial Designation and lands zoned as a “Public Service District” and “University and College District” with the following uses as defined by the Zoning By-law: an arena, a recreation centre, a fire station, a police station, a museum, an art gallery, a public administration office, a school, a church, a hospital , a college and a university, provided that the sign is set back not more than 3.0 metres from an arterial road as depicted on Schedule B of the City’s Official Plan.
- X10 An Electronic Text Message Sign is permitted, up to 30% of the Free-standing Sign area, displaying continuously in a static manner for a period of time not less than 5 seconds.
- X11 An Electronic Moveable Copy sign and/or an Electronic Window Sign is permitted at the Neighbourhood Centre as depicted on Schedule I of the Official Plan:
 - i) on Chemong Road between Wolsley Street and Highland Road;
 - ii) on Lansdowne Street West, west of Brealey Drive.
- X12 An Electronic Window Sign is permitted up to a maximum of 1.2 square metres within the first floor of a building, subject to the review and approval of the Planner, Urban Design or his/her designates.
- X13 An Electronic Movable Copy Sign is not permitted within 30.0 metres of The Parkway.

3. Definitions

In this By-law:

Ambient Light: means natural and/or artificial light in the vicinity of a sign, coming from such a direction as to illuminate the face of the sign.

Animated Sign: means a sign which revolves, oscillates or moves, either in whole or in part.

Architectural Elevation: means that portion of the exterior of a building, which is visible at right angles from the building, excluding any portion above the eave line.

- Banner Sign:** means a sign made of non-rigid material such as vinyl, cloth or canvas.
- Billboard Sign:** a large, off-premise free-standing sign, placed and maintained on a property by a person or company engaged in the sale or rental of the space on the sign to a client upon which space is displayed which advertises goods, products, services or facilities not necessarily sold or offered or conducted on the property.
- Chief Building Official:** means the person appointed from time to time by by-law as Chief Building Official for the City of Peterborough.
- City:** means the Corporation of the City of Peterborough.
- Council:** means the Council of the Corporation of the City of Peterborough.
- Directional Sign:** means a freestanding sign to control or direct vehicular or pedestrian movement on a lot.
- Election Campaign Sign:** means a sign which:
- i) advertises or promotes a candidate in a Federal, Provincial or Municipal election, including an election of a local board or commission; or
 - ii) is intended to influence persons to vote for or against any question or by-law submitted to the electors under the Municipal Elections Act, 1996.
- Electronic Billboard Sign:** means a Billboard Sign, except the sign copy is changed remotely, displaying static text and/or images.
- Electronic Moveable Copy Sign:** means a sign where sign copy is changed remotely, which may display moving text and/or images, subject to the general prohibitions outlined in Section 7 of this By-law.
- Electronic Sign:** means any of an Electronic Billboard Sign, Electronic Moveable Copy Sign, Electronic Text Message Sign, Electronic Price Indicator Sign, or Electronic Window Sign as defined in this by-law.
- Electronic Text Message Sign:** means a sign where sign copy is changed remotely, displaying static text information only.
- Electronic Price Indicator Sign:** a portion of a free-standing sign on a lot with a service station, hotel, parking lot or parking garage use, as defined by the Zoning By-law, with static text copy displaying a price.
- Electronic Window Sign:** is an electronic text message sign or electronic moveable copy sign located inside a building, facing an exterior window, located no greater than 1.5 metres from the exterior window.
- Fascia Sign:** means a sign attached to, marked, inscribed or painted onto an exterior wall of a building.
- Freestanding Sign:** means a sign permanently affixed to a foundation in the ground and visually separated from a building.
- Intersection:** means where the two property lines (or projections thereof) abutting a road allowance intersect.

Land Use Designation:	means the designation of property made in accordance with the Official Plan.
Lot:	means a separately owned parcel of land.
Luminous:	means a sign which is lighted by an internal light source.
Lux:	means a unit of illuminance equivalent to one lumen per square metre.
Nit:	means unit of luminance equivalent to one candela per square metre.
Official Plan:	means the Official Plan of the City of Peterborough as amended from time to time.
On Premises Sign Copy:	means sign copy that advertises exclusively for the business or service located on the subject property.
Portable Sign:	means a sign intended to be moved from one location to another, which is not permanently affixed to a foundation in the ground, or any structure
Projection Sign:	A type of Electronic Sign where images or text are projected onto a building structure or any surface
Real Estate Development Sign:	a freestanding sign which advertises the lease, sale or development of land and/or buildings.
Rear Lot Line:	means a lot line other than a Street-Line or side lot line.
Side Lot Line:	means a lot line which intersects a Street-Line.
Sign:	means any device, including its supporting structure and other component parts, which is used or capable of being used to attract attention to a specified subject matter, other than itself, for identification, information or advertising purposes.
Sign Area:	means the total surface area of that portion of a sign, which is used or capable of being used to provide information or advertising, and which can be viewed from any one perspective. In the case of a sign composed only of individual letters or numerals, the sign area shall be the area bounded by the outside periphery of the letters and/or numerals.
Sign Copy:	means any colour, graphic logo, symbol, word, numeral, text, image, message, picture or combination thereof displayed on a sign face.
Sign Elevation:	means the vertical distance between the average elevation of the ground directly beneath the sign and the lowest point of that portion of the sign which is used to provide the identification, information or advertising.
Sign Face:	means the interior area of a sign, excluding its frame portion.
Sign Height:	means the vertical distance between the average elevation of the ground directly beneath sign and the highest point of the sign.
Street:	means a dedicated public highway.

Street-Line: means a lot line separating a lot from a street, or a 0.3 metre reserve which abuts a street.

Total Sign Area: means the total of the sign area of all signs on a lot.

Uninstalled Electronic Sign: means an Electron Sign, for which a permit has been issued, but which was not installed prior to the passage of this By-law.

Zoning By-Law: means Restricted Area By-law 1997-123 as amended from time to time.

4. **Non-Conformity**

- a) This By-law applies to signs erected after its passage. All signs lawfully erected prior to the passage of this By-law will be permitted to continue to exist, provided the degree of non-conformity with this By-law is not increased. If a sign permit has been issued prior to the passage of this By-law, and the permit has not been revoked, a sign may be constructed in accordance with the permit, and shall be deemed to have been lawfully erected prior to the passage of this By-law.
- b) This applies to Uninstalled Electronic Signs. Upon becoming operational, an Uninstalled Electronic Sign shall comply with Section 8.1(e) and with Section 7.1 of this By-law.

5. **General Provisions**

5.1. **Compliance**

No person shall erect, install, alter, or use, any sign except in accordance with the provisions of this By-law.

5.2. **Sign Permit**

- a) Except as hereinafter provided, no person shall erect, install, or alter any sign without having obtained a permit from the Chief Building Official. Where a complete application has been submitted along with the required plans and fee, and the proposed work set out in the application conforms with this By-law, and all other applicable by-laws, the Chief Building Official shall issue a sign permit.
- b) An application for a permit pursuant to this By-law shall include such information as the Chief Building Official requires, which may include:
 - i) A scaled site plan, showing the Street-Lines and other boundaries of the lot upon which it is proposed to erect the sign, and its location in relation to other signs, buildings and structures on the lot and the abutting lands and streets;
 - ii) Complete plans and specifications covering the construction of the sign and its supporting structure;
 - iii) Drawings and such other information with respect to any buildings or structures upon which it is proposed to locate the sign, as may be necessary to determine whether the construction of such building or structure will carry the additional loads and stresses imposed thereto.
- c) Permit requests for Electronic Signs shall include:
 - i) Evidence that the brightness of the sign is in compliance with Sections 8.1e, 9.1c, 10.1b, 11.1b and 17.1d of this By-law.

- ii) Where there is disagreement concerning whether or not an Electronic Sign complies with Section 7.1 of this by-law, a City Staff Committee comprised of the Sign By-law Enforcement Officer, the Planner, Urban Design and the City Solicitor or his/her designates shall convene a meeting to determine whether the Electronic Sign complies with Section 7.1 of this By-law.
- d) Where the applicant for a permit is not the owner of the lot, or his/her authorized agent, the application shall include the written authorization of the owner or agent.
- e) A permit for a fascia sign or a portable sign which would project over, or be located in whole or in part on, public property shall not be issued until the owner of the lot, or his/her authorized agent, has entered into an Encroachment Agreement with the City covering at least the following matters:
 - i) The owner shall provide evidence of public liability and property damage insurance in the minimum amount of \$2,000,000.00, with the City as an additional-named insured and containing a satisfactory cross-liability clause. The policy shall not be altered, revoked or terminated except upon at least thirty (30) days written notice to the City.
 - ii) The owner shall agree to indemnify and save harmless the City against any actions, losses, damages, suits, judgments, orders, awards, claims, costs or demands arising from the existence of the encroachment.
 - iii) The owner shall agree to remove the encroachment upon ninety (90) days written notice from the City, in the event that the public property is required by the City for municipal purposes.

The Chief Building Official and the Planner of Urban Design or his/her designates are hereby authorized to execute any such Encroachment Agreements on behalf of The Corporation of the City of Peterborough, so long as they are satisfied that all other requirements for the issuance of the sign permit have been met.
- f) **Applicable Fees:** The fees to be paid to the City for permits issued under this By-law shall be in the amounts as established from time to time by resolution of City Council.
- g) **Inspections:** The Chief Building Official, or his designate, may enter upon private property at any reasonable time for the purpose of inspecting a site on which a sign permit has been issued or an application for a sign permit has been made, or determining if a permit is required to be issued.
- h) The holder of a sign permit shall notify the Chief Building Official that the new sign is ready for inspection at the following stages:
 - i) In the case of a freestanding sign, when the foundation is ready to be poured and at completion.
 - ii) In the case of a fascia sign, when the sign is ready to be installed and at completion.
 - iii) In the case of a portable sign, when the sign is installed.

5.3. Exempt Signs

This By-law shall not apply to signs erected by the Corporation of the City of Peterborough.

5.4. Exceptions

- a) The following signs may be located on any lot, and do not require a permit:
 - i) a non-electronic sign located inside a building.
 - ii) a sign located outside a building, provided the sign area does not exceed 0.2 square metres.
 - iii) a sign formed by a landscaping design.
- b) The following alterations to signs do not require a permit.
 - i) The changing of the advertising copy or message on a sign.
 - ii) Maintenance or repair of a sign.
- c) Notwithstanding anything else in this By-law, the following shall apply to the properties municipally known as 598 Lansdowne Street West and 890 Monaghan Road:
 - i) On the property known as 598 Lansdowne Street West, only one (1) freestanding sign, having a maximum sign area of 52 square metres and sign height of 10.0 metres, shall be permitted and provided that the owner of the property at 598 Lansdowne Street West enters into a Site Plan Agreement with the City of Peterborough, pursuant to Section 41 of the *Planning Act.*; and
 - ii) On the property known as 890 Monaghan Road, only one (1) freestanding sign, having a maximum sign area of 7.2 square metres, shall be permitted.

5.5. Amendment to the By-law

If a proposed sign does not conform to this By-law, an application may be made to either the Committee of Adjustment to permit a minor variance, or to City Council to amend the By-law. The Committee of Adjustment is hereby authorized to grant minor variances to this By-law provided that the general intent and purpose of the provisions are maintained, excepting a change in the type of sign that is permitted in a particular land use designation. Any such change shall require an amendment to this By-law.

5.6. Removal

- a) When the Chief Building Official, or his/her designate, determines that a sign has been erected, displayed or altered, without a permit first having been obtained, or contrary to the approved plans in respect of which a permit was issued, the owner of the sign and/or the owner of the lot shall either make the sign comply with this By-law, or shall remove the sign, within any period directed in writing by the Chief Building Official, or his/her designate.
- b) Where the Chief Building Official, or his/her designate, has determined a sign to be in an unsafe condition, the owner of the sign and/or the owner of the lot shall remove the sign, or make it safe, within any period directed in writing by the Chief Building Official or his/her designate.
- c) Upon expiry of the period directed in writing by the Chief Building Official, or his/her designate, if the sign has not been made to comply with this By-law, or has not been removed, the Chief Building Official, or his/her designate may cause such sign to be pulled down or removed at the expense of the owner of the sign and/or the owner of the lot. Any costs incurred by the City may be recovered in like manner as municipal taxes on the lot where the sign was located, or may be recovered by action, pursuant to Section 326 of *The Municipal Act.*

5.7. **Offence**

Every person who contravenes any provision of this By-law is guilty of an offence and is liable to the penalty imposed by applicable law, which is recoverable pursuant to the *Provincial Offences Act*.

6. **Directional Signs**

6.1. **Regulations**

- a) Maximum sign area per sign - 0.5 square metres
 - i) the sign area of Directional Signs shall not form part of the maximum sign area for Freestanding Signs on a lot.
- b) If located at a vehicular entrance:
 - i) maximum number of signs - 2
 - ii) maximum sign height - 1.2m if within 3m of a Street-Line
 - iii) minimum distance from the side lot line - 0.75m

7. **Electronic Signs: General Prohibitions**

7.1 No Electronic Sign shall:

- a) Emit sound;
- b) Change the brightness during the transitioning of sign copy;
- c) Contain sign copy that creates the effect of shaking, spinning, twirling, pulsing or flashing;
- d) Contain sign copy that is not readable during the message transition period;
- e) Contain the words or phrases, 'Stop', 'Go Slow', 'Caution', 'Danger', 'Warning', 'Emergency', 'Yield', or 'Detour', unless such word or phrase is part of the name of a business or product and is displayed solely to identify such business or product.
- f) Have images or text projected onto a building structure or any surface, Unless approved by the Planner, Urban Design, and a permit obtained from the City's Building Division; or
- g) Be left on if malfunctioning such that the sign is no longer effective in delivering the message.

7.2 Notwithstanding Section 7.1, an Electronic Sign which has been erected in accordance with a duly issued permit on or before the date this by-law comes into effect, need not comply with the requirements of Section 7.1 of this by-law until a date which is six months and one day after the date this by-law came into effect.

8. **Electronic Text Message Sign**

8.1. **Regulations**

- a) Maximum Free-standing Sign area – 50% of the sign area and must be located on the bottom three quarters of the sign.
- b) Maximum Facia Sign area – Outside the Central Area as defined in the City's Official Plan: 30% of the potential sign area up to a maximum of 6.0 square metres.

- c) Duration of message – sign copy shall be displayed continuously in a static manner and without any change for a period of time not less than 10 seconds.
- d) Transition of message – sign copy may change if the transition is no longer than 0.3 second and is a change of the entire sign copy area.
- e) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.
- f) Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 20 metres.
- g) When located within 120 metres of a property designated as a Residential District in the Zoning By-law or a Protected Natural Area as depicted on Schedule A of the Official Plan, the sign must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
- h) May not change the brightness during the display of sign copy.

9. **Electronic Moveable Copy Sign**

9.1. **Regulations**

- a) Maximum Free-standing Sign Area – One Electronic Moveable Copy Sign per Free-standing Sign up to 75% of the sign area to a maximum of 6.5 square metres and must be located on the bottom three quarters of the sign.
- b) Maximum Facia Sign Area – Outside the Central Area as defined in the City's Official Plan: 30% of the potential Facia Sign area up to a maximum of 6.5 square metres.
- c) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.
- d) Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 20 metres.
- e) When located within 120 metres of a property designated as a Residential District in the Zoning By-law or a Protected Natural Area as depicted on Schedule A of the Official Plan, the sign must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
- f) When the sign is located at the minimum distance from a Street-Line, the minimum distance from any intersection shall be 30 metres. For every metre closer to the intersection, the sign must be setback and additional 0.5 metres from the Street-Line. No Electronic Moveable Copy Sign shall be located any closer than 10 metres to an intersection.
- g) Only one Electronic Moveable Copy Sign is permitted per property.
- h) Minimum Distance from The Parkway – No Electronic Moveable Copy Sign shall be located within 30.0 metres of The Parkway.

10. **Electronic Window Sign**

10.1. **Regulations**

- a) Maximum Sign Area – Outside the Central Area as defined in the City's Official Plan – 1.5 square meters.
- b) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.
- c) Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 20 metres.
- d) When located within 60 metres of a property designated as a Residential District in the Zoning By-law or a Protected Natural Area as depicted on Schedule A of the Official Plan, the sign must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
- e) Minimum distance from any intersection – 9 metres.
- f) No Electronic Window Sign shall be located in a window above the first storey of a building.
- g) Minimum distance between each Electronic Window Sign in a single commercial unit – 6.0 metres.

11. **Electronic Price Indicator Sign**

11.1. **Regulations**

- a) May only be part of a Free-standing Sign up to 1.0 square metre in sign area.
- b) Brightness – the brightness of the brightest portion of the sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.

12. **Facia Signs**

12.1. **Regulations**

- a) No person shall erect, display or alter a Facia Sign within the Central Area, as shown on Schedule J of the Official Plan, without first having obtained the approval of the Chief Building Official and the Planner, Urban Design, or his/her designates. Approval of a Central Area Facia Sign application shall be in accordance with the Central Area Facia Sign Design Guidelines, as established by Council from time to time.
- b) Maximum Sign Area – 15% of the area of the architectural elevation to which it is attached.
- c) Maximum vertical projection of a sign above the eave line of the roof of the building to which it is attached – 0.6 metres, except where the proposed sign forms part of the architectural design of the building.
- d) A sign located on, or within 15 metres of, a lot within land use designation A, may not be luminous.

13. Freestanding Signs

13.1. Regulations

- a) Minimum distance between signs on a lot – 30 metres.
- b) Maximum sign area per Street-Line on any lot:
 - i) on a lot with land use designation N – 1.5 square metres
 - ii) on a lot within land use designation K and P – 0.1 square metres per metre of Street-Line
 - iii) on a lot within any other land use designation – 0.15 square metres per metre of Street-Line, to a maximum of 37 square metres.
- c) Maximum sign height on a lot within land use designation D – 2 metres.
- d) Maximum sign height on a lot within land use designation N – 1.5 metres.
- e) Maximum sign height on a lot within land use designations C, H or I:
 - i) where the Street-Line is less than or equal to 60 metres – 6.5 metres.
 - ii) where the Street-Line is greater than 60 metres, and less than or equal to 90 metres – 7 metres.
 - iii) where the Street-Line is greater than 90 metres, and less than or equal to 120 metres – 7.5 metres.
 - iv) where the Street-Line is greater than 120 metres, and less than or equal to 150 metres – 8 metres.
 - v) where the Street-Line is greater than 150 metres – 9 metres.
- f) Maximum sign height on a lot within land use designation G:
 - i) where the Street-Line is less than or equal to 60 metres – 7 metres.
 - ii) where the Street-Line is greater than 60 metres, and less than or equal to 90 metres – 7.5 metres.
 - iii) where the Street-Line is greater than 90 metres, and less than or equal to 120 metres – 8 metres.
 - iv) where the Street-Line is greater than 120 metres, and less than or equal to 150 metres – 9 metres.
- g) where the Street-Line is greater than 150 metres – 10 metres.
- h) Maximum sign height on a lot within all other land use designations:
 - i) where the Street-Line is less than or equal to 60 metres – 5 metres.
 - ii) where the Street-Line is greater than 60 metres, and less than or equal to 90 metres – 5.5 metres.
 - iii) where the Street-Line is greater than 90 metres, and less than or equal to 120 metres – 6 metres.
 - iv) where the Street-Line is greater than 120 metres, and less than or equal to 150 metres – 6.5 metres.
 - v) where the Street-Line is greater than 150 metres – 7 metres.
- i) Minimum distance from a side lot line:
 - i) on a lot within land use designation N – 3 metres.
 - ii) on a lot line within any other land use designation – 6 metres.
 - iii) Minimum distance from a Street-Line – 1.5 metres.

- j) A sign located on, or within 15 metres of, a lot within land use designation A, may not be luminous.

14. Portable Signs

14.1. Regulations

- a) A portable sign shall only be located on the lot in respect of which the permit is issued or on the road allowance which abuts such lot.
- b) A portable sign shall not be located in a motor vehicle parking space required under the Zoning By-law.
- c) Maximum sign area:
 - i) in land use designations C, G, H and I – 4.5 square metres.
 - ii) in land use designations A and B – 2.0 square metres.

The sign area of a portable sign shall not form part of the maximum sign area for freestanding signs on a lot.

- d) Maximum sign height:
 - i) in land use designations C, G, H and I – 2.1 metres.
 - ii) in land use designations A and B – 1.8 metres.
- e) Minimum setbacks
 - i) from a side lot line – 4.5 metres
 - ii) from a driveway entrance – 6.0 metres
 - iii) from the back of a sidewalk on a public road allowance – 1.5 metres
 - iv) from the curb or the back edge of the shoulder of the travelled road – 4.5 metres
- f) Minimum distance between portable signs on, or in front of, a lot – 30 metres.
- g) A portable sign shall not be luminous or an electronic or animated sign.
- h) A portable sign shall at all times have a sticker visibly displayed showing the permit number, the address, and the expiry date of the permit.
- i) A permit for a portable sign shall expire six (6) months after issuance.

15. Real Estate Development Sign

15.1. Regulations

- a) Maximum sign area – 20.0 square metres
- b) Maximum sign height – 5.5 metres.
- c) Minimum setback from a Street-Line – 1.5 metres, plus an additional 0.5 metres for every square metre of sign area greater than 1 square metre.
- d) Minimum setback from a side or rear lot line – 6.0 metres.
- e) Minimum distance from any other freestanding sign – 30 metres.
- f) A Real Estate Development Sign shall not be luminous, or an electronic or animated sign.

- g) A permit for a Real Estate Development sign shall expire two years after issuance.

16. Banner Signs

16.1. Regulations

- a) A Banner Sign shall be permitted only as a Facia Sign.
- b) A permit for a Banner Sign shall expire sixty (60) days after issuance.

17. Billboards

17.1. Regulations

- a) A Billboard shall be permitted only as a free-standing sign.
- b) One existing Billboard may be an Electronic Billboard Sign only at the following municipal addresses: the property at 971 Lansdowne Street West, 843 Park Street South, 861 Lansdowne Street West and 16 Lansdowne Street West.
- c) Duration of message for an Electronic Billboard Sign: background, pictorial or graphic copy shall be displayed continuously in a static manner and without any change for a period of time not less than 10 seconds.
- d) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.

18. Election Campaign Signs

18.1. Regulations

- a) Election campaign signs shall not be permitted on any property owned by The Corporation of the City of Peterborough prior to:
 - i) Labour Day, for a Municipal election; and
 - ii) the date of issuance of the Writ of Election, for a Federal or Provincial election;
- b) and not later than three (3) days following voting day in any such election.

19. Repeal

Chapter 624 of the City of Peterborough Municipal Code (The Sign By-law); and By-laws 02-045, 04-201 and 05-250, by-laws to amend Chapter 624 of the Municipal Code, are hereby repealed.

By-law read a first, second and third time this 23rd day of February, 2015.

(Sgd.) Daryl Bennett, Mayor

(Sgd.) John Kennedy, City Clerk