

BY-LAW NO. 6756

OF

THE CORPORATION OF THE COUNTY OF SIMCOE

A By-law to prohibit and regulate the displaying of signs within 400 metres of any limits of a County Road.

Whereas in accordance with Section 5, Subsection 3 of the Municipal Act, S.O. 2001, c. 25 municipal powers shall be exercised by by-law; and

Whereas Section 59 of the Municipal Act, S.O. 2001, c. 25, allows an upper-tier municipality to prohibit or regulate the placing or erecting of any sign, notice or advertising device within 400 metres of any limit of an upper-tier Highway; and

Whereas by the adoption of Recommendation CCW-203-18 Council deems it expedient to enact a sign regulation by-law; and

Whereas it is deemed expedient to repeal By-laws No. 4630 and 4660 and pass a By-Law regulating the location of signs on private and municipal property adjacent to County Roads.

Now therefore the Council of the Corporation of the County of Simcoe hereby enacts as follows:

SECTION 1 DEFINITIONS

In this by-law:

- 1.1 "Alteration" means a change made in, or to, a sign and includes a change of location or size of a sign, or change of construction material, but does not include Maintenance of a sign or a change in the message displayed on the sign, and alter has a corresponding meaning;
- 1.2 "Awning" means a space frame system, moveable or fixed, covered with fabric or like material attached and projecting from a building or structure but not forming an integral part thereof;
- 1.3 "Billboard" means a poster panel or back light sign having an area greater than 11.9 m²;
- 1.4 "Canopy" means a permanent roof-like projection which projects horizontally at right angles to the building face or wall, extends from part or all of a building face or wall over an entrance, is constructed of durable material and does not project into the front yard any greater than 1.5 metres;
- 1.5 "Church and Service Club Sign" means a sign upon which local Churches, Service and Fraternal Clubs may install their identification logos;

- 1.6 "Clear Zone" means the total roadside border area, starting at the edge of the asphalt available for safe use by errant vehicles. This area may consist of a shoulder, a recoverable slope, a non-recoverable slope, and/or a clear run-out area. The desired width is dependent upon traffic volumes and speed, and on the roadside geometry;
- 1.7 "Collar" means a polyethylene protective covering provided by the County, which is fitted by the County to a Designated Pole;
- 1.8 "Community Identification Sign" means a sign that identifies to the motorist the name of organized or population centres;
- 1.9 "Controlled Area" means the area within 400m of the limit of a County Road, as set out in Section 59 of the Municipal Act, as amended;
- 1.10 "County" means The Corporation of the County of Simcoe or land within the geographic limits of the County of Simcoe as the context requires;
- 1.11 "County Road" means a Highway over which the County has jurisdiction;
- 1.12 "Day Lighting Area" means:
- a) in the case of an Intersection of two Highways the triangular area formed by measuring from the actual and projected point of Intersection of the property boundaries abutting the Highway, a distance of 15 m (50 ft.) along each such property boundary to two points, and joining those two points; or
 - b) in the case of an Intersection of a driveway with a Highway, the triangular area formed from the point of Intersection of the property boundary abutting the Highway and the edge of the driveway, a distance of 6 m (20 ft.) along the property boundary and the edge of the driveway to two points, and joining those two points.
- 1.13 "Designated Pole" means any pole designated by the County and located on a Highway controlled by the County;
- 1.14 "Election Sign" means a sign advertising or promoting the election of a political party or candidate for public office in a Federal, Provincial or Municipal election;
- 1.15 "Fascia Sign" means a sign placed flat against the face of a building;
- 1.16 "Ground Sign" means a freestanding sign in a fixed location, which sign is wholly supported by uprights or braces attached to the ground, and shall include a pole or pylon sign, but shall not include a Billboard sign;
- 1.17 "Height" means the vertical distance measured from the lowest grade level at the base of the sign to the highest point of the same sign;

- 1.18 "Highway" includes a common and public highway, street, road right-of-way, avenue, parkway, driveway, square, place, bridge, viaduct or trestle, any part of which is intended for or used by the general public for the passage of vehicles and includes the area between the lateral property lines thereof;
- 1.19 "Intersection" means the area embraced within the prolongation or connection of the lateral curb lines or, if none, then of the lateral boundary lines of two or more Highways that join one another at an angle, whether or not one highway crosses the other;
- 1.20 "Illuminated" means lighted by any means whatsoever including direct, indirect, internal and external sources of illumination;
- 1.21 "Local Municipality" means a town or township within the County;
- 1.22 "Maintenance" means the act of preserving or retaining a sign in good condition but does not include Alteration of a sign;
- 1.23 "Owner" includes any Person, firm, partnership, corporation, institution, religious or philanthropic organization, government or governmental agency controlling, maintaining or occupying the lands upon which a sign is, or will be erected and displayed and includes a mortgagee, lessee, tenant, occupant, Person entitled to a limited estate or interest, and the guardian, executor, administrator or trustee in whom land or any interest therein is vested;
- 1.24 "Permit" means a permit issued by the County for the erection, placement or Repair of a sign pursuant to the provisions of this By-law;
- 1.25 "Person" includes any person, firm, partnership or corporation;
- 1.26 "Portable Sign" or "Temporary Sign" means a sign which is specifically designated or intended to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support and shall include mobile and "A" frame signs and portable signs Class A, B and C as defined in this By-law;
- 1.27 "Repair" means to significantly reconstruct a sign, but does not include the Maintenance of a sign or a change in the message displayed on the sign;
- 1.28 "Roadside Memorial Sign" shall mean a sign, placed within a municipal road allowance, erected in memory of a person(s) who have perished as a result of a vehicle accident;
- 1.29 "Sign" means any device, object or thing which creates a design or conveys a message, or which is designed to convey a message, and which is erected, located

or fixed on any property for the purposes of advertising goods or services offered, identifying a business or enterprise or for conveying any other type of message, and shall include a flag, advertising device, Vehicle Sign but shall not include a newspaper box;

- 1.30 "Vehicle" includes, but is not limited to, a trailer, an automotive-drawn highway vehicle, a Highway or industrial-plant vehicle, a commercial vehicle, a tractor drawn vehicle designed to be hauled or to transport agricultural goods, produce, crops, plant or animal products, a farm implement, a hay wagon or a forage wagon.
- 1.31 "Vehicle Sign" shall mean a Sign on a vehicle, where the vehicle is not being used for the purpose it was designed or is parked on property not zoned for a commercial or industrial use.

SECTION 2 GENERAL PROVISIONS

- 2.1 No Person shall erect, display, Repair or Alter, or cause or permit to be erected, displayed, Repaired or Altered a Sign within a Controlled Area without a Permit.
- 2.2 Every Person who disobeys an order issued under this by-law is guilty of an offence.
- 2.3 Where a Permit has been issued pursuant to this by-law, no Person shall erect, display, repair or alter or cause or permit to be erected, displayed, repaired or altered a sign except in accordance with the plans, documents and information provided on the Permit application.
- 2.4 No Person shall place or cause to be placed a Sign on a Collar fitted to a Designated Pole unless such Sign meets the requirements of this by-law.
- 2.5 No person shall attach, affix or display any sign or advertisement upon an unlicensed or inoperable vehicle or trailer.

SECTION 3 COMMUNITY IDENTIFICATION SIGN

- 3.1 A Community Identification Sign shall:
- (a) together with its support structure not be greater in size than 90 cm high and 240 cm wide;
 - (b) not have a mounting Height greater than 2.5 m; and
 - (c) be subject to the specifications as set out in Table 1.0 below:

Table 1.0

Clear Zone Widths - Tangent Road Sections		
Design Speed km/h	** Clear Zone Width (m)	
	AADT ≥ 6000	AADT ≥ 1500
80	6.5	5.5
70	6.5	5.5
60 or less	5	4.5

(See Table 2.2 TAC Roadside Design Manual December 2017)

** For point of measurement see "definition"

SECTION 4 CHURCH AND SERVICE CLUB SIGN

4.1 A Church and Service Club Sign shall:

- (a) not exceed 2.44 metres wide by 3.44 metres in Height which includes pilaster and a 1 metre ground clearance;
- (b) height be located at property line with a maximum 2.44 metres width protruding into the Boulevard area;
- (c) be on the right hand side of the Highway and within local Community (built up area as defined in the Highway Traffic Act) limits;

SECTION 5 PERMIT

- 5.1 All Signs in respect of which a Permit has been issued by the County, shall be of the size and separated by such intervals and otherwise located only as the County may approve, and in no case shall such Sign be situated as to obstruct the view of any Intersection or in any manner be dangerous to the travelling public.
- 5.2 When a Sign Permit has been issued, the Sign to which the Permit applies must be placed or erected within 6 months of the date of issue of the Permit, otherwise the Permit shall be void and shall be cancelled. When a Permit is cancelled in accordance with this section, the fee shall not be refunded.
- 5.3 The County may issue the Permit where the application is in conformity with the requirements of this by-law, and any other applicable by-law of the County or the Local Municipality in which the Sign is to be erected. The By-law that is most restrictive shall apply. Further, the issuance of a County Permit shall not relieve the applicant from the responsibility to obtain any local municipal permits if applicable. i.e. building permits.

- 5.4 A Permit issued for a Temporary Sign, shall expire 60 days from the date of issue. A renewal may be applied for prior to the 60 day expiry for a second 60 day period. Only two Temporary Sign Permits may be issued for the same business in any calendar year.
- 5.5 The Owner of the Sign or the Person to whom a Permit for the Sign has been issued shall notify the County to inspect the work at the commencement and conclusion of the erection of the Sign.
- 5.6 The County may revoke a Permit where the erection, display, Repair or Alteration of the Sign is contrary to:
- a) the provisions of the by-law;
 - b) any conditions upon which the Permit was issued;
 - c) any other applicable law;
 - d) where the Sign is in a state of disrepair or it is not properly maintained.
- 5.7 No Permit shall be issued to install a Sign within the controlled areas of the Niagara Escarpment Commission Authority without their written approval.

SECTION 6 EXCEPTIONS

- 6.1 This by-law does not apply to any Sign erected and maintained on a County Road by Canadian TODS Limited pursuant to an agreement with the County.
- 6.2 This by-law does not apply to any traffic control signs as regulated by the County to regulate and control traffic on County Roads.
- 6.3 This by-law does not apply to any signs installed to fulfill any notice requirements under any statute, regulation or by-law.
- 6.4 A Permit is not required to erect a Sign on private property for:
- a) an Election Sign;
 - b) a flag or emblem of a patriotic, civic, educational, philanthropic or religious organization;
 - c) a Temporary Sign not exceeding 3m² in area for the purposes of promoting an event of a religious or philanthropic nature provided such Sign is removed forthwith upon completion of the event;
 - d) a "no trespass" safety, caution or any other Sign provided it is no greater than 0.2m² in sign area and is not illuminated;
 - e) for automobile service stations and gas bars, one non-illuminated auxiliary promotional Sign with a sign area no greater than 1.0 m² affixed to each fuel pump;

- f) a non-illuminated real estate point of sale Sign advertising the sale or lease of a building or property, provided that such Sign does not exceed 1.2 m² in area per face and is located on the building or property being sold or leased;
- g) a Sign having a maximum sign area of 3.0 m² per face advertising the sale of seasonal produce from the agricultural lands on which they are grown, during the appropriate growing season for the produce advertised. Such Sign may be a Portable Sign.

6.5 A Person may, in accordance with the requirements of this By-law, place or cause to be placed a Sign on a Designated Pole which has been fitted with a Collar;

6.5.1 A Sign placed on a Collar fitted on a Designated Pole shall:

- a) be no greater in size than 22 cm by 28 cm; and
- b) conform to the shape of the protective Collar.

SECTION 7 APPLICATIONS FOR PERMITS

7.1 A Person requiring a Permit for a Sign shall file an application in writing on the form as approved by the County and pay the applicable fee as outlined in Schedule B of this By-law.

7.2 An applicant shall provide all of the information required to complete the application form and shall furnish such plans, specifications, documents, and other information that may be required by the County so that it may determine whether the proposed work conforms to any applicable statute, regulation or by-law.

7.3 Every application filed shall:

- a) describe the lands which are the subject of the application; identify and locate the lands on which the Sign is to be erected, displayed, Repaired or Altered.
- b) be accompanied by two sets of scale plans, drawings, and specifications showing:
 - i) the location of the Sign upon the lands;
 - ii) the dimensions of the lands upon which the Sign is to be located;
 - iii) the centre line of the Highway surrounding the lands upon which the Sign is to be located;
 - iv) the location of any existing building or structure on the lands upon which the Sign is to be located;
 - v) the construction of the Sign, the Sign structure and its supporting framework. Billboard and pylon signs shall be accompanied by engineered drawings of the structure;
 - vi) the materials used or to be used in the construction and installation of the Sign;

- vii) the message displayed or to be displayed on the Sign; and
 - viii) whether the Sign is to be illuminated and, if so, the means by which it is, or is to be illuminated.
- c) be accompanied by the payment of a fee in accordance with Schedule "B" to this by-law;
 - d) be made by the Owner of the Sign or proposed Sign, or his or her authorized agent and be accompanied by a consent in writing from the Owner or his or her authorized agent of the lands upon which the Sign is to be located.

SECTION 8 MAINTENANCE

- 8.1 The Owner of a Sign, and the Owner of the lands on which a Sign is located, shall maintain the Sign in a good state of repair so that such Sign shall not become unsafe or unsightly, and so that the Sign shall be completely operative at all times.
- 8.2 Where any Sign has fallen into such a state of disrepair that it should, in the opinion of the County, be removed or repaired, the Sign shall be removed at the expense of the Owner of the Sign within 14 days from the date of service of the order unless the Sign is made to comply with this by-law before such time elapses.

SECTION 9 ENFORCEMENT

- 9.1 This by-law shall be enforced by an enforcement officer of the County of Simcoe, or an officer appointed for the purposes of enforcing this by-law.
- 9.2 Where any officer authorized to enforce this by-law discovers that a Sign has been erected or displayed in contravention of this by-law, such officer may make an order requiring:
 - a) The Owner to obtain a Permit or remove such Sign within 10 days of the date of the order;
 - b) Any Person who, having obtained a Permit, has caused a Sign to be erected, displayed or Altered contrary to the conditions of the Permit so issued, to make such Sign comply with the conditions of the Permit or remove the Sign within 10 days of the date of the order.
- 9.3 Where an order issued under this section has not been complied with, within the time required, the County may cause the Sign in respect of which the order was issued, to be pulled down or removed at the expense of the Owner of the Sign.
- 9.4 Where a Sign has been erected in a location which, in the opinion of the County, constitutes a traffic hazard, the County may cause the Sign to be removed without notice at the expense of the Owner of the Sign.

- 9.5 Unlawfully placed Signs may be removed and disposed of without notice by the County in accordance with its regular Maintenance schedule.

SECTION 10 VARIANCES

- 10.1 Any person may apply for a Sign Variance from the provisions of this By-law or any provision thereof.
- 10.2 All requests for variances to this By-law shall be referred to the Director, Transportation, Construction and Maintenance.
- 10.3 All requested variances to this By-law shall be submitted as part of the Sign Permit Application process.

SECTION 11 PENALTY

- 11.1 Every Person who contravenes the provisions of this By-law and every Director or Officer of a corporation, who knowingly concurs in the contraventions by the corporation, is guilty of an offence and liable on conviction to a penalty that shall not exceed \$100,000, exclusive of costs under the provisions of the *Municipal Act, 2001, S.O. 2001, c.25*, as amended.
- 11.2 With respect to continuous offences, every Person who contravenes any provision of this By-law and every Director or Officer of a corporation, who knowingly concurs in the contraventions by the corporation, is guilty of an offence and liable on conviction to a penalty not exceeding \$10,000 per day or part of a day, exclusive of costs under the provisions of the *Municipal Act, 2001*, as amended.
- 11.3 Despite Section 11.1 and in accordance with the provisions of the *Municipal Act, 2001*, as amended, the total of all of the daily fines for the offence is not limited to \$100,000.
- 11.4 It is an offence for a Person to hinder or obstruct, or attempt to hinder or obstruct, an officer who is exercising a power or performing a duty under the *Municipal Act, 2001*, as amended, or under a by-law passed under the *Municipal Act, 2001*, as amended.
- 11.5 Any Person who is alleged to have contravened any of the provisions of a by-law passed under the *Municipal Act, 2001*, as amended, shall identify themselves to the officer upon request. Failure to do so shall be deemed to have obstructed or hindered the officer in the execution of the officer's duties.
- 11.6 Every Person who contravenes any section of this by-law under a Part I ticket, upon conviction shall be liable to a fine as provided for in the *Provincial Offences Act R.S.O 1990, Chapter P.33* as amended.

- 11.7 Upon conviction, any penalty imposed under this By-law may be collected under the authority of the Provincial Offences Act, as amended.
- 11.8 The County may remove any Sign on the Highway which is in contravention of this by-law. Such Sign may be claimed and retrieved by the Owner at the Owner's expense thereof within 30 days of removal.
- 11.9 Any Sign removed under the authority of this by-law may be destroyed by the County if not claimed within 30 days of the date of removal.

SECTION 12 REGULATIONS

- 12.1 Schedule A attached hereto being the Regulations relating to signs substantially form part of this by-law.

SECTION 13 CONFLICT

- 13.1 If any portion of this by-law shall be found by a Court of competent jurisdiction to be invalid for any reason, the said portion shall be deleted therefrom and the remaining portions of the by-law shall remain in full force.

SECTION 14 GENERAL

- 14.1 Any and all Schedules to this by-law or any amending by-law shall form part of this by-law.

SECTION 15 REPEAL

- 15.1 By-laws No. 3115, 4630 and 4660 or any other by-law(s) enacted to regulate Signs on County Roads are hereby repealed.
- 15.2 That this by-law shall come into force and take effect immediately upon the approval of the Set Fines by the Regional Senior Justice.

By-law enacted this 26th day of June, 2018.



Warden, County of Simcoe



County Clerk, County of Simcoe

REGULATIONS RELATING TO SIGNS IN GENERAL

- 1.1 The following provisions shall apply to a Sign for which a Permit is required, excluding a Sign permitted under Sections 3 & 4 of this by-law:
- a) no Sign shall be greater than 8 metres in Height;
 - b) no Sign shall exceed 60.4 square metres in total area;
 - c) no Sign shall face a direction so as to be seen by the driver on the left side of the Highway except when the Sign is a double faced Sign;
 - d) no Sign shall be placed within 91 metres of the nearest side limit of at grade Intersection of Highways, streets or railways, exclusive of Portable Signs.
 - e) no Sign may be located within, or overhang a day-lighting area at an Intersection;
 - e) no Sign shall be erected at any point where a hazard would be created, or where confusion with respect to danger or other important traffic signs might arise;
 - f) no Sign shall represent a traffic sign in symbol, message, etc., nor shall any traffic sign or support bear commercial advertising and in particular, no advertising shall include a representation in any form of a traffic sign as set out in the Highway Traffic Act or regulations thereunder;
 - g) no Sign shall be erected within areas prohibited by the County;
 - h) no Sign shall be placed on a curve of more than 1 degree, 30 minutes;
 - i) Signs shall not be painted upon, attached to or be made to form parts of any fence, building, rock or other natural feature along a County Road or other surface on a Highway:

REGULATIONS RELATING TO BILLBOARD SIGNS

2.1 Billboard Signs:

- a) Must not be placed within 23 metres of a Highway property line;
- b) Having an area less than or equal to 11.9 m² must be setback a minimum of 23 metres from the Highway property line;
- c) Having an area more than 11.9 m², but less than or equal to 18.6 m², must be setback a minimum of 30 metres from the Highway property line;
- d) Having an area more than 18.6 m², but less than or equal to 30.2 m², must be setback a minimum of 46 metres from the Highway property line.

- e) Having an area more than 30.2 m², but less than or equal to 60.4 m², must be setback a minimum of 84 metres from the Highway property line;
- f) Must not be placed within 305 metres of another Sign;
(measured along the property line).

2.2 No billboard Sign shall be located closer than 10 metres from any lot line.

2.3 Notwithstanding number 2.2 above, no Billboard Sign shall be located closer than 100 metres from the lot line of a residential use.

REGULATIONS RELATING TO GROUND SIGNS (PYLON SIGNS)

3.1 Only one Ground Sign shall be permitted for each lot except a corner lot having a combined frontage in excess of 150 metres on two County Roads, in which case one additional Ground Sign shall be permitted provided that the two Signs do not front on the same street.

3.2 Where more than one Ground Sign is permitted on a lot, there shall be a minimum distance of 30 metres between each Sign and a minimum distance of 15 metres between each Sign and the nearest corner of a Day Lighting Area.

3.3 No Ground Sign shall be located closer than 1.5 metres of any lot line.

3.4 The maximum sign area of a Ground Sign shall not exceed 15 m².

REGULATIONS RELATING TO FASCIA, AWNING AND CANOPY SIGNS

The following provisions apply to all Awning, Fascia and Canopy Signs:

4.1 The total area of any sign face shall not exceed the lessor of 25 m² or 20 percent of the area of the building wall face on which the sign is located;

4.2 A sign shall not project more than 0.3 metres above the wall or fascia to which it is attached;

4.3 A sign shall not extend below 2.3 metres above the finished grade;

4.4 No advertising shall be permitted on the projecting ends of a sign;

4.5 A sign shall be attached to and parallel to a building wall face;

4.6 The upper limit of a sign shall be the roof line of a one storey building or the floor level of the second storey on a multi-storey building;

4.7 All signs on units in a commercial or industrial plaza shall be a uniform Height, except where the unit in such plaza occupies more than 3,000 m²;

REGULATIONS RELATING TO PORTABLE SIGNS**5.1 In this Schedule:**

- a) "Portable Sign: Class A" is a sign that is known as a mobile or trailer sign. The sign may be equipped with electric power for internal illumination; is usually on a framework; may be a double-faced, readograph type sign with interchangeable letters; shall not exceed 5 m² in area including the sign structure; and shall be capable of withstanding the design wind loads established by the Ontario Building Code.
- b) "Portable Sign: Class B" is a sign that is commonly known as a sandwich board, A-Board or A-Frame sign. The sign may be single or double-faced and may not exceed 1.5 m² in area including the sign structure; and may not exceed 1.2 metres in Height.
- c) "Portable Sign: Class C" means any Portable Sign other than a Portable Sign Class A and a Portable Sign Class B, and includes any inflatable advertising device, balloon, banner, or other advertising device which does not rely on a building or fixed foundation for its structural support.

5.2 The following general provisions apply to all Portable Signs:

- a) No Person shall erect or display any Portable Sign which utilizes flashing or sequential lights, or any mechanical or electronic device to create or simulate motion.
- b) No Person shall display a message on a Portable Sign that does not relate to the business for which the Permit was issued.
- c) No Portable Sign shall be located closer than 12 metres (exclusive of Daylighting), to the property boundary immediately adjacent to an Intersection.

5.3 A Portable Sign- Class A:

- a) Shall not have more than two sign faces;
- b) May be permitted in a ratio of one sign per lot or one sign per 46 metres of Highway frontage, whichever is greater;
- c) Shall not be placed closer than 46 metres to another Class A Portable Sign located on the same lot;
- d) Shall not have lettering in excess of 50 centimetres in Height;

- e) Shall be black on white or white on black only;
- f) Shall not be permitted on a vacant lot;
- g) If backlit, shall be CSA and hydro approved;
- h) Shall not be permitted unless proof of liability insurance in the amount of two million dollars (\$2,000,000) is provided.

5.4 A Portable Sign - Class B:

- a) May be permitted in a ratio of one sign per lot or one sign per 46 metres of Highway frontage, whichever is greater to a maximum of three per lot;
- b) Shall only be displayed during the hours of business which it is advertising.

5.5 A Portable Sign - Class C:

- a) Shall not be placed closer than 46 metres to a Class A, B or another Class C Portable Sign located on the same lot.

REGULATIONS RELATING TO ELECTION SIGNS

6.1.1 An Election Sign shall:

- a) Not exceed 4.64 m² in size;
- b) Not be erected prior to the close of nominations, in the case of a municipal election;
- c) Not be erected prior to the issuing of a writ for a provincial or federal election;
- d) Not be attached to or upon anything located on a road allowance including a utility pole, a light pole, a utility box, a tree, a planter, a bench, a waste receptacle, a newspaper box, or a mailbox;
- e) be removed within 48 hours after the day of the election;
- f) not be placed at or near Intersections or at any location where visibility could be affected;
- g) Unlawfully placed Election Signs may be removed and disposed of without notice by the County, or any Municipally appointed By-Law Officer.

REGULATIONS RELATING TO ROADSIDE MEMORIAL SIGNS

A roadside memorial of limited size (maximum 2' by 2') will be permitted within the right-of-way to a maximum time period of 6 months from the date of loss. After which, to help memorialize loved ones which have perished in vehicular accidents, and remind motorists to drive safely, the County of Simcoe has established guidelines to erect and maintain Roadside Memorial Signs. The Roadside Memorial Sign is an official sign that is provided by the County and installed and maintained by the Roads Department, as close as possible to the chosen location. The sign shall be consistent with the following;

The sign shall consist of white lettering on a blue background. The applicant shall choose 1 of 3 messages, followed by the name of the deceased:

1. "Please Drive Safely" in memory of _____.
2. "Please Buckle Up" in memory of _____.
3. "Don't Drink and Drive" in memory of _____.

1. A Roadside Memorial Sign may be permitted within a municipal right of way, in consultation with the Director of Transportation and Engineering.
2. Roadside Memorial Signs may be requested within 3 years following the date of a fatal vehicle accident by a member of the immediate of the victim. All requests to erect a Roadside Memorial Sign shall be in writing.
3. The Roadside Memorial Sign shall be supplied, erected and maintained by the County of Simcoe Roads Garage.

The Roadside Memorial sign shall be erected for a period of 5 years from the time of initial installation.

FEES

CLASS OF SIGN	PERMIT FEE	RENEWAL
Portable Signs Class A, B, and C	\$50.00; non-refundable payable upon application	\$50.00 - 60 day renewal - once only per calendar year - non-refundable
Ground Signs (Pylon Signs)	\$150.00; non-refundable payable upon application note: structural plan required with application	N/A
Billboard Signs (Field Advertising)	\$150.00; non-refundable payable upon application note: structural plan required with application	Annual \$100.00 fee - non-refundable
Church, Memorial and Service Club signs	No Fee	