



Town of Lewisporte
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Sign Regulations

These regulations may be cited as the Town of Lewisporte Sign Regulations.

No person shall erect a sign or advertisement within the boundaries of the Town of Lewisporte except in accordance with these regulations.

A Building Permit is required for the erection of all signs/advertisements except as noted.

For the purpose of this regulation,

“Advertisement” means any word, letter, model, sign, placard, board, notice, device, or representation, whether illuminated or not, in the nature of and employed wholly or in part for the purposes of advertisement, announcement or direction; excluding such things employed wholly as a memorial, or functional advertisement of Council, or other local authority, public utilities and public transport undertakers, and including any boarding or similar structure used or adapted for use for the display of advertisements.

“The Authority” means the Town Council of the Town of Lewisporte.

“Billboard” means any advertisement described for use under Section I of these regulations and regarded as a general information package only, not necessarily promoting a local product of business, or announcing direction to a specified location. Billboard signs are meant for general advertisement (lease, rent, etc.) and are not to be confused with off-site signage.

“Notice Board” means smaller type signs, etc., of approximately *1.25* square metres, which are generally daily use signs (temporary) and removed nightly.

“Off-Site” means any permanent advertisement described for use under Section I(b) of the regulations and intended for the purpose of announcing direction to a particular site.

“On-Site” means any advertisement (permanent or temporary) described for use under Section I(a) of the regulations and located wholly within the confines of the owner’s property.

“Permanently Fixed Signs” means any advertising device described for use under Section I of these regulations, permitted to be erected and is securely anchored through permanent measures such as footings (see Section I(d) Notes).

“Political Signage” means any advertisement device described for use under Section III of these regulations, permitted to be erected solely for the purpose of election promotion.

“Portable Sign” means any advertisement described for use under Section II of these regulations, permitted to be erected, usually for a specified time period as set out by Council, but easily removed upon notice. This type of advertisement is usually reuseable and moved to various locations. Vehicles and trailers, etc., with advertising markings/designs or carrying signage and placed on site for the sole purpose of advertising, shall be considered Temporary/Portable Signs under these regulations.

“Sign” means a structure, device, light or natural object including the ground itself, or any part, or any device attached, or painted or represented on which shall be used to advertise, or attract attention to any object, product, place, activity, person, institution, organization, firm, group, commodity, profession, enterprise, industry or business, or which display or include any letter, work, model, number, banner, flag, pennant, insignia, devise or representation used as an announcement, direction, or advertisement, and which is intended to be seen from off the premises or from a parking lot.

“Sign Face Area” means the total area in height and width of the entire advertising device, excluding posts, etc. It shall include any framing or border around the actual lettering, graphics, etc. Irregular shaped signs shall have their area determined by the outmost height and width of the sign face.

“Sign Height” means the distance from the finished grade to the highest point on the existing sign.

“Temporary Sign” means any advertisement described for use under Section II of these regulations, permitted to be erected for a specified time period as set out by Council, after which time it shall be removed.

A person who contravenes these regulations is guilty of an offence and punishable as per the fines and fees of the current Municipalities Act.

Other permits may be required by the Government Service Centre, P.O. Box 2222, Fraser Mall, Gander, NL, A1V 2N9.

SECTION I

PERMANENTLY FIXED SIGNS/ADVERTISING DEVICES

The conditions which apply to *“Permanently Fixed Signs/Advertising Devices”* and which shall apply to an erection or display of an advertisement on any lot or site occupied by use permitted in the pertinent zone are as follows:

(a) On-Site

- ***The size, shape, illumination and material construction of the advertisement shall be to the satisfaction of the authority***, having regard to the safety and convenience of users of adjacent streets and sidewalks and the general amenities of the surrounding area. The Canadian Standards Association (or other recognized authority approved by the Town of Lewisporte) must authorize all electrical signs prior to hook-up.
- No freestanding advertisement shall exceed fifteen (**15**) square metres (sign area) however area may be increased by **10%** for every ten (**10**) km increase in the speed limit (over 60 km/hr).
- Advertisements incorporated into the architectural design of any building in the zone shall not exceed **25%** of the building face.
- For Comprehensive Development Schemes (large shopping centres, etc.) a sign face area of up to thirty (**30**) square metres may be permitted, at the discretion of Council.

(b) Off-Site (General)

- ***The location, siting and illumination of each advertisement shall be to the satisfaction of the authority***, having regard to the grade and alignment of the streets, the location of the street junctions, the location of nearby buildings and the preservation of the amenities of the surrounding area. The Canadian Standards Association (or other recognized authority approved by the Town of Lewisporte) must authorize all electrical signs prior to hook-up.
- The advertisement shall only show thereon the name and nature of, and distance and direction to, the premises to which they relate.
- Written permission shall be obtained from the owners, tenants, and occupiers of the land on which the advertisement is to be displayed or erected.
- Each advertisement shall not exceed six (**6**) square metres.
- The advertisement shall be set back from the property line a minimum distance of one half (**1/2**) the height of the sign.
- All off-site/third party signage will only be permitted in non-residential zones.
- Permanently fixed signs are not permitted on Town owned property.

(c) Off-Site (Billboards)

- *The location, siting and illumination of each advertisement shall be to the satisfaction of the authority*, having regard to the grade and alignment of the streets, the location of the street junctions, the location of nearby buildings and the preservation of the amenities of the surrounding area. The Canadian Standards Association (or other recognized authority approved by the Town of Lewisporte) must authorize all electrical signs prior to hook-up.
- Written permission shall be obtained from the owners, tenants, and occupiers of the land on which the advertisement is to be displayed or erected.
- Each advertisement shall not exceed twenty (20) square metres.
- The advertisement shall not be situated in whole or in part within the right-of-way of a public street.
- The advertisement shall be set back from the property line a minimum distance of one half (1/2) the height of the sign.
- All off-site/third party signage will only be permitted in non-residential zones.

(d) Notes

A Building Permit is required for all signs covered under Section I. Drawings shall be submitted to the Town of Lewisporte and reviewed in accordance with the National Building Code of Canada and Town Regulations and By-laws.

The maximum overall height of any sign covered under this Section is ten (10) metres from ground level to the top of the sign. Any freestanding sign in excess of 3.0 metres in “sign height” shall be accompanied by structural drawings. Billboard signs in excess of fifteen (15) square metres shall be accompanied by drawings bearing the stamp of a registered Newfoundland and Labrador engineer.

All ground at the base of signs shall be reinstated to original material (i.e. asphalt, grass, etc.) and shall be maintained in good condition.

In the case of shared parking lots (i.e. shopping centres, mini-malls, etc.), where a common entrance is utilized to gain access to the parking area, signs may be located elsewhere within that parking lot if it cannot be accommodated in front of the applicants property.

All advertising devices shall be securely anchored to the ground through the use of footings, sunken holes, etc., or other Town approved method.

SECTION II

TEMPORARY/PORTABLE SIGNS

These conditions shall apply only to “*Temporary/Portable Signs*” which are erected for a specific purpose for a limited duration.

- No person shall erect either of the above noted signs without first obtaining a permit from the Town of Lewisporte. No permit will be issued to erect such a sign unless all the requirements of this policy are satisfied.
- Permission will be granted for the use of temporary/portable signs for a maximum of two (2) months, twice per calendar year, or four (4) months, once per calendar year.
- No sign will be permitted to be erected in the public right-of-way or within fifteen (15) metres of another temporary/portable sign.
- Not more than one (1) sign shall be permitted on any one lot. In the case of corner lots, housing multiple businesses, one (1) sign facing each street may be permitted. (Both signs are prohibited for the same business).
- The maximum sign face area is limited to five (5) square metres.
- The number of messages on a single sign shall be limited to those that can be read at normal driving speed without impairing safety.
- Signs will not be permitted to be placed so as to obscure other permanent signs, nor shall they be permitted to obstruct access to or from a parking lot, nor interfere nor obstruct with visibility or line of sight.
- The maximum sign height from ground level to the top of the sign shall be three (3) metres.
- During the months of December to April, the advertisement shall be set back from the property line a minimum distance of one half (1/2) the height of the advertisement, and at no time shall be permitted to encroach on Town property.
- Portable lighted signs shall be approved by the Canadian Standards Association (or other recognized authority by the Town of Lewisporte) and bear the C.S.A approval decal on the sign. If the sign is considered mobile, it shall be fully approved and licensed by the Motor Vehicle Registration Division.
- The advertisement shall be securely anchored.

- The sign may be ordered removed by the Town of Lewisporte at any time if any of the above noted stipulations are violated or if, in the opinion of Council, it is deemed unsafe or hazardous to the public.
- Signs are not permitted to be placed upon utility poles situated in the Town of Lewisporte.
- Two (2) Community Bulletin Boards can be found throughout the Town of Lewisporte and are designated for temporary sign usage for the intent of promoting local initiatives, community gatherings, and public announcements.

SECTION III POLITICAL SIGNAGE

These conditions shall apply only to *“Political Signage”* erected on a temporary basis and solely for the purpose of election promotion.

- Signs will be permitted to be placed on Town property only, or on private property with the expressed written consent of the owner.
- Maximum size of this class of sign shall be three (3.0) square metres.
- Building Permits are not required.
- Signs will be permitted to be put in place a maximum of thirty (30) days preceding the announced date of a municipal election. In the case of provincial and federal election, signs may be erected once the writ of election is issued.
- All signage shall be removed immediately within two (2) days following the election. Any signage still in place at this time will be removed by the Town of Lewisporte at the owner’s expense.
- For elected officials, small non-promotional signs, for office identification purposes only, will be permitted year-round on established signs or building faces to a maximum of 0.2 square metres.
- Unlit signs only are permitted.
- Signs are to be checked periodically by the owner for damage and reinstatement.
- Dilapidated or unkept signs on Town property may be removed by the Town of Lewisporte.

SECTION IV

SIGNS ON TOWN PROPERTY

These conditions shall apply to the placement of “*Signs on Town Property*”.

(a) Town Owned Parking Lots

- Signs situated on Town owned parking lots shall be limited to two (2) signs per parking lot, per shopping area. There must be a signed agreement between business owners, and all businesses must be able to advertise on this sign if they wish.
- It shall be permanently fixed.
- The maximum size is not to exceed ten (10) square metres.
- Ground at the base of the sign shall be reinstated to original material (i.e. asphalt, grass, etc.) and shall be maintained in good condition.
- Permission may be granted, on occasion, for the use of Temporary/Portable free-standing signs in a Town owned parking lot. Permission would be for a maximum of one (1) month, twice per calendar year or (if no more than two (2) applications are received) two (2) months concurrently, once per calendar year.
- Each parking lot shall be limited to a maximum of two (2) signs at a given time. Temporary/Portable signs shall be limited to the months of May to November (inclusive).
- The Town of Lewisporte has the discretion to approve various signs on Town property.

(b) Recreational Sites/Facilities

- Signs will be permitted to be placed up to fourteen (14) days before an event/activity and must be removed within two (2) days following the completion of the event/activity.
- Sign message shall be at the discretion of the Town of Lewisporte.
- Building Permits are not required for charitable groups.
- Priority shall be given to events/activities showing a mutual benefit to both the Town of Lewisporte and the group.
- The number of signs shall be limited to one at any given time in front of any one facility.

SECTION V
REMOVAL OF ADVERTISEMENTS

Notwithstanding the provisions of these regulations, the Authority may require the removal of any advertisement which, in its opinion, is:

- Hazardous to road traffic by reason of its siting, colour, illumination, or structural condition, or;
- Detrimental to the amenities of the surrounding area.