



## The Corporation of the Township of Mulmur

### By-Law No. 10 - 2026

Being a by-law to regulate signs and advertising devices on municipal lands and highways within the Township of Mulmur

**Whereas** Section 8 of the Municipal Act, 2001, S.O. 2001, c. 25, as amended, confers broad authority on a municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

**And whereas** Section 9 of the Municipal Act, provides that a municipality has the capacity, rights, powers and privileges of a natural person for the purposes of exercising its authority under this or any other Act;

**And whereas** under Section 11 of the Municipal Act, the Corporation of the Township of Mulmur, as a lower tier municipality, has non-exclusive authority to pass by-laws respecting matters within the sphere of jurisdiction relating to highways, including parking and traffic on highways;

**And whereas** the Municipal Act provides that a Council may pass a by-law to prohibit or regulate structures, including signs and other advertising devices;

**And whereas** Section 99 of the Municipal Act, sets out rules which apply to a by-law of a municipality respecting advertising devices, including signs;

**And whereas** Council has determined that there is a need to enact a by-law prohibiting and regulating signs and advertising devices on highways and within road allowances, to preserve the rural character, reduce roadside visual clutter and ensure the safety of the public while travelling highways in the municipality;

**Now therefore the Council of the Corporation of the Township of Mulmur hereby enacts as follows:**

#### 1.0 Definitions

**Abandoned Sign** means a sign which no longer correctly directs or advertises a bona-fide business, lessor, service, owner, product or activity and/or for which no legal owner can be found.

**Advertising Device** means any device or object designed and intended to be erected or located as to attract public attention and includes flags,

banners, pennants, lights or any object intended for advertising purposes, and shall include a Sign.

**Alter** means any change to a sign structure, size and/or location but shall not include the replacement of a sign face or panel, painting, repainting, cleaning or normal maintenance and repair.

**Candidate** means a person who has been nominated or registered to run in an election under the Canada Elections Act, the Election Act, or the Municipal Elections Act, 1996.

**Clerk** means the Clerk of the Township of Mulmur, and shall also include the Deputy Clerk, duly appointed under the Municipal Act.

**Council** means the Council of the Corporation of the Township of Mulmur.

**Election Sign** means any Sign no more than 0.56 sq. m. in surface area promoting, supporting, opposing or taking a position with respect to:

- a) A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, the Municipal Elections Act, 1996 or any other legislation;
- b) An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- c) A Candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996.

**Highway** means a common or public highway, street, avenue, parkway, driveway, square, place under the jurisdiction of the Township of Mulmur and includes any bridge, trestle, viaduct or other structure forming part of the highway and includes any area between the lateral property lines of the highway.

**Illuminated Sign** means any Sign, which is digital or lit by a direct, indirect, internal or external light source.

**Officer** means a Municipal Law Enforcement Officer appointed by the Township for the purpose of municipal law enforcement, including but not limited to a Police Officer, Building Inspector, By-law Enforcement Officer or a person assigned and authorized by Council with the responsibility for enforcement.

**Owner** means:

- a) The registered owner of a lot, including a person managing or receiving rent from the lot, whether on their own account or as an agent or trustee;

- b) A tenant, lessee, occupant of the lot;
- c) A person who owns, erects, places, displays, authorizes, or has care custody or control of a Sign;
- d) The Candidate or Registered Third Party to whom the Sign relates.

**Person** means an individual, sole proprietorship, partnership, limited partnership, trust, corporation, or an individual in their capacity as a trustee, executor, administrator, or other legal representative.

**Real Estate Sign** mean a temporary Sign, no more than 0.56 sq. m. in surface area, advertising the real estate upon which the sign is located as being for rent, sale or lease.

**Registered Third Party** means any person or entity, including but not limited to a corporation or trade union, who is not a registered Candidate, political party, or constituency association, who incurs expenses with respect to:

- a) A question, law or by-law submitted to the electors under the Canada Elections Act, the Election Act, the Municipal Elections Act, 1996 or any other legislation;
- b) An issue associated with a person or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996; or
- c) A Candidate or political party participating in an election under the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996.

**Sign** means any visual medium, including its structure and other component parts, no more than 0.56 sq. m. in surface area, which is used or capable of being used to attract attention to a specific subject matter, other than itself, for identification, information, advertising, service, activity, person, business or product and shall include an Advertising Device, Election Sign, Real Estate Sign, Special Event Sign or Wayfinding Sign.

**Special Event Sign** means temporary street decorations, banners, paper signs, cloth signs, posters, handbills or any other temporary advertising devices that is no more than 0.56 sq. m. in surface area, installed for various community events such as civic celebrations, festivals, auctions and special events.

**Township** means the Corporation of the Township of Mulmur and the lands within the geographical limit of the Township as the context requires.

**Wayfinding Signs** means signs, landmarks, or other visual graphic communication that are part of a government sponsored and coordinated program for the purpose of directing pedestrian and vehicular traffic to local destinations. Typical wayfinding signs include gateways, vehicular and

pedestrian directional, destination, parking lot identification and parking trailblazer.

## **2.0 Prohibitions**

2.1 No person shall erect, display, alter, locate or place any Sign upon any Highway without the express permission of the Township.

2.2 Any Illuminated Sign.

2.3 Any Sign placed on or fastened to a Highway structure, including but not limited to any tree, utility pole or infrastructure, light standard, or road sign.

2.4 Any Sign which creates a traffic hazard, including:

- a) illumination, flashing lights or rotating parts;
- b) is in disrepair or not maintained;
- c) simulates any traffic sign, traffic signal, any other Sign that directs the movement of traffic or any official Sign;
- d) uses words such as "stop", "look", "one way", "danger", "yield" or any similar phrases, symbols, lights or characters in such a manner that interferes with, misleads, or confuses the general public;
- e) contains any logo, crest, trademark or official mark, in whole or in part, that is owned or licensed by the Township; or
- f) obstructs the visibility of any pedestrian or vehicle, or obstructs the visibility of any traffic sign or device, or interferes with vehicular traffic in any manner.

2.5 Any Sign that does not conform to any provision of this By-law and that falls into disrepair shall be considered an Abandoned Sign and shall be removed by the Owner or permit holder and may not be re-erected. Such Signs that are not promptly removed may be removed and disposed of by the Township and the costs may be recovered pursuant to the provisions of this By-law.

## **3.0 Permitted Signs**

3.1 A Real Estate Sign, located directly adjacent to and not more than 2.5 m. from the limit of the property for sale or lease and limited in number to three, plus one additional Sign for each additional, separate open Highway fronting the land for sale or lease, such Signs are to be erected only when the lands are under active listing until no later than ninety (90) days after the termination of the listing or the sale of the property;

3.2 A Special Event Sign, for a period not to exceed fourteen (14) days prior to the event until two (2) days after the event.

- 3.3 A Sign erected by emergency services, including police, fire, or ambulance services, or as authorized under a municipal emergency, including any Sign erected to warn of a danger or safety hazard.
- 3.4 A Sign displaying an emergency number.
- 3.5 A Wayfinding Sign.
- 3.6 A Sign announcing and providing details of a public works project including funding, contractors, contact information and for the purpose of warning and/or directing traffic.
- 3.7 A Sign placed at the entrance to a neighbourhood identifying the name of the neighbourhood and/or the civic address, as approved by the Township.
- 3.8 A Sign approved by the Township under the Planning Act.
- 3.11 A Sign erected by the Township, the County of Dufferin, Province of Ontario, Government of Canada, or any other government organization, such as the Niagara Escarpment Commission, a Conservation Authority or a related agency, such as the Bruce Trail Conservancy.
- 3.12 A Sign erected by a snowmobile club to mark the location of, or direct traffic on a snowmobile trail.
- 3.13 Any other Sign placed on a Highway specifically authorized by the Township.

#### **4.0 Election Signs**

- 4.1 Election Signs are permitted, in accordance the Canada Elections Act, the Election Act or the Municipal Elections Act, 1996.
- 4.2 The erection and placement of Election Signs shall be restricted to:
  - a) The drop of the writ for a provincial or federal election or by-election;
  - b) Nomination Day for a municipal election or by-election.
- 4.3 The Candidate to whom the Election Sign relates shall be responsible for the erection, maintenance and display of the Election Sign, and shall ensure that all requirements of this By-law are met.
- 4.4 Registered Third Party advertisers are required to:
  - a) Identify themselves on Election Signs so that it is clear who is responsible for each Election Sign;
  - b) Shall comply with all provisions of this By-law; and

- c) Shall ensure that all election Signs contain the mandatory information as outlined in the Municipal Elections Act, 1996.
- 4.5 In addition to Section 2.0 Prohibitions and Section 3.0 Permitted Signs, Election Signs shall not be affixed, displayed or otherwise erected within:
- a) 10 metres of a private driveway without the express consent of the owner and/or occupant;
  - b) 10 metres of an intersection;
  - c) 1 metre of another Election Sign when placed directly ahead of or behind the Election Sign;
  - d) on Township lands containing municipal buildings, parks and/or facilities;  
or
  - e) on any property used as a voting location, including the parking lot and Highway.
- 4.6 All Election Signs shall be removed by the Candidate within three (3) days after the election.
- 4.7 The Township may destroy any Election Sign that has been removed and not claimed and retrieved within fourteen (14) days after election day.
- 5.0 Application for Variance**
- 5.1 Pursuant to s. 99 of the Municipal Act, 2001, Council may authorize a variance to this By-law if in the opinion of Council, the general intent and purpose of this By-law are maintained.
- 5.2 The applicant shall provide the Clerk with the following documents:
- a) A duly executed application form;
  - b) An application fee as outlined in the Township's User Fees and Charges By-law;
  - c) A site plan showing the proposed location of the Sign(s) in relation to other structures on the Highway;
  - d) Design and construction details of the proposed Sign(s); and
  - e) The time period the Sign(s) is/are to be erected.
- 5.3 The Clerk may circulate the application and documents received with the application for comment by any official of the Township; Emergency Services; the County of Dufferin; the Ministry of Transportation and/or any other public agency which may have an interest in the application. Should any of the above officials or agencies recommend denial of the authorization with reasons deemed to be reasonable, the application shall be denied.
- 5.4 Council shall schedule a hearing within 45 days of the receipt of the variance application and shall determine the appropriateness of such application.

5.5 Any decision made by Council on an application for a variance to this By-law is final and binding.

## **8.0 Removal of Signs**

8.1 Where any Sign not permitted by this By-law has been erected, the Township or Officer may pull down, demolish, remove, store, or dispose of the Sign at the expense of the Owner or Candidate, and shall not be liable to compensate the Owner or Candidate for any action taken in accordance with this By-law. All costs incurred by the Township in relation to the removal, storage, disposal, or legal proceedings may be recovered as a debt owed by the Owner of the Sign, including by any method available at law, such as collection through the property tax system or as a lien under the Repair and Storage Liens Act, 2006.

## **9.0 Enforcement**

9.1 The provisions of this By-law shall be enforceable by an Officer or other such persons appointed by the Township.

9.2 No person shall hinder or obstruct or attempt to hinder or obstruct any person who is exercising a power or performing a duty under this By-law.

9.3 Every person who contravenes this By-law is, upon conviction in a court of competent jurisdiction, therefore guilty of an offence and shall be liable upon conviction to a penalty as authorized by the Provincial Offences Act, R.S.O. 1990, Chapter P.33, as amended.

## **10.0 Severability**

10.1 If a court of tribunal or competent jurisdiction declares any portion of this By-law to be illegal or unenforceable, that portion of this By-law shall be considered to be severed from the balance of the By-law, which shall continue in full force and effect.

## **11.0 Indemnification**

11.1 The Candidate, Owner, Person, or Third Party shall indemnify and hold harmless the Township from and against:

- a) All actions, claims, demands, losses, costs, damages, suits or proceedings whatsoever which may be brought against or made upon the Township; and
- b) Against all losses, damages, liabilities, judgements, claims, suits, demands or expenses which the Township may sustain, suffer or be put to, resulting from or arising out of the issuance of the permit or the actions of the Candidate, Owner, Person, or Third Party.

**12. Administration**

12.1 This By-law shall be administered by the Clerk.

12.2 The Clerk has the delegated authority to review any issues regarding an Election Sign and decide if any action is needed to uphold the general integrity of this By-law. The Clerk's decision shall be final.

12.3 The Director of Infrastructure, or their designate, is delegated authority to review any issues regarding a Sign on a Highway or municipal lands and decide if any action is needed to uphold the general integrity of this By-law.

**12.0 Force and Effect**

12.1 This By-Law shall be known and cited as the "Signs on Municipal Highways By-law".

12.2 That By-Law No. 09-2022, and any amendments thereto, is hereby repealed.

12.3 That this By-law shall come into force and take effect on the day of passage hereof.

Read a first, second and third time and finally passed this 1st day of April, 2026.



**Mayor**



**Clerk**