

THE CORPORATION OF THE CITY OF NORTH BAY

BY-LAW NO. 2022-72

**BEING A BY-LAW TO AMEND BY-LAW 2006-143, AS AMENDED,
TO RESTRICT AND REGULATE ADVERTISING DEVICES WITHIN THE
CITY OF NORTH BAY**

WHEREAS Section 99 of the Municipal Act, 2001, subsections 1 to 5, authorizes the Council to pass By-laws regulating signs and other advertising devices;

AND WHEREAS to further this objective Council passed By-law 2006-143 being a By-law to regulate signs and other advertising devices in the City of North Bay;

AND WHEREAS Council deems it desirable to amend By-law 2006-143 to restrict and regulate signs and other advertising devices within the City of North Bay;

AND WHEREAS Notice of the meeting was given in accordance with City of North Bay Notice By-Law 2020-79, by publishing the notice on Tuesday, June 14, 2022, 14 days in advance of the public meeting in the Public Notice section of the City of North Bay's website.

AND WHEREAS a Public Meeting under the Municipal Act, in the matter of the amendment to the Sign By-law was held on the 28th day of June, 2022;

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF NORTH BAY HEREBY ENACTS AS FOLLOWS:

1. That the definition for "Billboard Sign" be amended to delete "or attached to a building"
2. That the definition for "Directional Sign" be deleted in its entirety and replaced with the following:
"means a sign that directs traffic or pedestrians"
3. That a definition for "Sign Area" be included to read:
(a) the entire area of a sign on which copy is intended to be placed;
and
(b) in the case of a sign which has copy on more than one side of the sign, the average of the total area of all sides of the sign.
4. That any reference to Zoning By-law 28-80 be replaced with Zoning By 2015-30 throughout the Sign By-law.
5. That Section 2.2 be amended by removing any reference to Section 2.4 and replacing with Section 2.3.
6. That the second paragraph in Section 2.5 referencing Canadian Advertising Standards be removed from this section, and renumbered as Section 2.8.
7. That Section 2.7 be amended by removing any reference to Section 2.7 and replacing with Section 2.6
8. That Section 3.2 be amended by removing "be provided in duplicate and shall" from this section.
9. That Section 8.0(a) be amended by replacing the reference to Section 2.4 and replacing it with Section 2.3

10. That Section 8.0(b) be amended by adding "or designate" after Director.
11. That Section 8.2(b) be amended by removing "Residential Multiple Second Density (RM2) to Residential Multiple Sixth Density (RM6)" and replacing it with "Residential Multiple First Density (RM1) to Residential Multiple Third Density (RM3)".
12. That Section 8.2.1 (a) to (f) be renumbered.
13. That Section 8.2.1(a) be deleted in its entirety and replaced with "such signs are located in an R6 zone for townhouse developments, and in an RM1 to RM3 zones only."
14. That Section 8.2.1(c) be amended to reference "property" instead of "buildings".
15. That Section 8.3.1(c) be amended by changing the dwell time from 3 minutes to 20 seconds.
16. That Section 8.3.1(g) be deleted in its entirety.
17. That Section 8.4 and all subsections be amended by including "Institutional" zone.
18. That Section 8.4(c) be amended to state "all signs permitted in Sections 8.4.1 to 8.4.7".
19. That Section 8.4.1(e) be amended by adding the words "any other" before "City-owned lands".
20. That Section 8.4.2(a) be amended by deleting the word "signage" and replacing with "all fascia signs".
21. That Section 8.4.2(b) be deleted in its entirety and replacing it with the following:

In the case of an interior lot located within the C1 zone (Inner Core of City) 1 fascia sign shall be permitted at the front of the building facing Main Street and 1 additional fascia sign shall be permitted at the rear of the building facing Oak Street having a maximum face area each limited to 25% of the front or rear of the building's first storey face area. A third fascia sign shall be permitted on the interior side face of the building provided it does not exceed 3sq.m. In the case of a building flanking a third street, one additional fascia sign shall be permitted on the flankage side and limited to 25% of the building's first storey face area of said sign.
22. Section 8.4.2.1 be amended by increasing animation to 35% of the total area of the sign permitted. Remove the wording "per side" at the end of the paragraph.
23. Section 8.4.3.1 be amended by increasing animation to 35% of the total area of the sign permitted. Removing the wording "per side" at the end of the paragraph.
24. Section 8.4.4(f) be amended by replacing the word "tag" with "yearly sticker".

25. Section 8.4.4.3 be amended by replacing the reference to Section 8.4.8 and replacing it with "Section 8.4.4.2".
26. Section 8.4.7.3 be amended by removing "City Council" and replacing it with "Property Standards Committee".
27. Section 8.4.10 be amended by adding Institutional zones.
28. Section 8.4.10 (d) be amended by increasing animation permitted from 25% to 35%.

READ A FIRST TIME IN OPEN COUNCIL THE 12th DAY OF JULY, 2022.

READ A SECOND TIME IN OPEN COUNCIL THE 12th DAY OF JULY, 2022.

READ A THIRD TIME IN OPEN COUNCIL AND ENACTED AND PASSED THIS 12th DAY OF JULY, 2022.

Mayor Allan McDonald

City Clerk Karen McIsaac