

The Corporation of the City of Richmond Hill

By-Law 62-23

A by-law to amend by-law 52-09, being the City of Richmond Hill Sign By-law

Whereas on November 9th, 2009, Council (“Council”) of the Corporation of the City of Richmond Hill (the “Corporation”) enacted by-law 52-09, the City of Richmond Hill Sign by-law (the “Sign By-law”) to regulate advertising devices within the City of Richmond Hill;

And Whereas public notice of Council’s intention to pass this by-law was given on June 7, 2023 in accordance with the provisions of By-law No.12-20;

And Whereas on June 7, 2023, Council adopted the recommendations with respect to revisions to the Sign By-law as set out in Staff Report No. SRCS.23.14;

Now Therefore The Council Of The Corporation Of The City Of Richmond Hill Enacts As Follows:

1. That the Sign By-law No. 52-09 be amended as follows:

(a) By adding the following definitions in alphanumeric sequence:

“Highway Sign” means a *Sign* that is a minimum of 3m², is facing a Provincial Highway and is located on a property within 400 metres of a Provincial Highway, that name, identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise.

“Provincial Highway” means a 400 series highway.

(b) By repealing the definition of **“Read-O-Gram”** replacing it with the following definition in alphanumeric sequence:

“Digital Display” means a *Sign* that may display information or images on a digital or electronic screen, and shall include a static, or changing copy, and mechanically adjustable sign but does not include an Animated Sign, Mobile Sign, Portable Sign

(c) By replacing every reference to **“Read-O-Gram”** with **“Digital Display”**;

(d) By repealing Section 7.6.4 and replacing it with the following:

A Ground Sign that abuts a *Street* may allocate a maximum of 50% *Sign Area* to a *Digital Display*.

(e) By adding the following as Section 7.7 and all other sections reorganized numerically;

7.7 Highway Signs

7.7.1.A Highway Sign shall have a maximum of two (2) faces that face a *Provincial Highway*.

7.7.2.A *Highway Sign* shall take the form of a *Ground Sign* or a *Wall Sign*;

7.7.3.A *Highway Sign* may be internally or externally lit;

7.7.4.A *Highway Sign* may take the form of a *Digital Display*, in conformity with Section 7.6.4 and 7.6.6 for a *Ground Sign*, and Section 7.11.6 for a *Wall Sign*;

7.7.5.Where A *Highway Sign* contains a *Digital Display*, there shall be a minimum setback of 30m from a residentially zoned property, and there shall be no residentially zoned property between the *Highway Sign* and the *Provincial Highway*;

7.7.6.Where a *Highway Sign* takes the form of a *Ground Sign* it shall be:

- (a) A maximum of 46m² in *Sign Area*;
- (b) A maximum of 9m in *Sign* height;
- (c) A minimum of 3m from the lot line shared with a *Provincial Highway*;
- (d) A minimum of 1.50 metres or a distance equal to 75% of the *Height* of the *Ground Sign*, whichever is greater, from other *Lot Lines*;

7.7.7.Where a *Highway Sign* takes the form of a *Wall Sign(s)* it shall be:

- (a) A maximum *Sign Area* of 20% of the wall area on which it is displayed;
- (b) Erected as to not extend past the face of the wall on which it is erected;

2. Except as herein provided and as required to give effect to the amendments in this By-law No. 62-23, the provisions of the Sign By-law No. 52-09 continue in full force and effect without amendment.

Passed this 7th day of June, 2023.

David West
Mayor

Stephen M.A. Huycke
City Clerk