



BUILDING PERMIT GUIDELINES

Signs/Advertising Devices

Intent

Most non-residential property owners use signage to identify their business/property or to advertise an event, product or service. These regulations are intended to control the use of publicly visible displays in an effort to:

- Equitably regulate the display of signs or advertising structures
- To permit the proper identification of businesses within the Town while protecting the appearance of the Town from the effect of signs which may be inappropriate with respect to the number, size, and/or location
- To safeguard the use and nature of public property and rights of ways
- To ensure signs are designed in respect to the type of building or development they serve in terms of scale, proportion, and composition
- Define the visual environment of the Town and discourage excessive visual competition and clutter of signs in all non-residential areas

Application and Fee Structure

No person shall erect, display, alter or relocate a sign or advertisement within the boundaries of the Town of Gander without a Sign Permit first having been obtained in accordance with the provisions of this By-law. A person who contravenes these regulations is guilty of an offence and punishable as per the fines and fees of the current Municipalities Act.

Building Permit Fee:

- **\$5.00** for each **\$1000.00** construction value. Minimum charge of **\$25.00**.
Fee to be paid upon receipt of application.

Where the Authority has been made aware that a sign has been erected, or construction has commenced, prior to the issuance of a sign permit, the sign permit fee shall be doubled.

To Apply:

1. Complete a Town of Gander Sign Permit Application
2. Submit a site plan showing
 - a. Proposed location of the sign in relation to the legal boundaries of the lot on which it is to be placed, indicating distances from street line, sidewalk, driveway, parking, etc.;
 - b. Any public or private rights-of-way and easements on the property;

- c. Location of building(s) on the lot;
 - d. Location of any existing signage.
3. Pay the applicable fee as set out in the Town of Gander's fee schedule;
 4. Provide written permission from the lot owner to erect the proposed sign if the applicant is not the legal property owner;
 5. May also be required to submit detailed renderings and specifications of the proposed sign and any supporting framework and anchoring devices.

Definitions

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 Gander.

Billboard - means any advertisement described for use under Section 1 of these regulations and regarded as a general information package only, not necessarily promoting a local product or 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 1 of these regulations, permitted to be erected and is securely anchored through permanent measures such as footings. (See I(d) Notes)

Political Signage - means any advertising 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 moved upon notice. This type of advertisement is usually reusable 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, device 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.

Regulations

SECTION I - PERMANENTLY FIXED SIGNS/ADVERTISING DEVICES

(a) General

- Drawings shall be submitted to the Engineering Department of the Town of Gander and reviewed in accordance with the National Building Code of Canada and Town Regulations and By-laws.
- Permanently fixed signs are **NOT** permitted on Town property
- The maximum overall height of any sign covered under this section is 10 metres from ground level to the top of the sign.
- Any freestanding sign in excess of 3 metres in **sign height** shall be accompanied by structural drawings.
- All advertising devices shall be securely anchored to the ground through the use of footings, sunken holes, etc., or other Town-approved method.
- The location, siting and illumination of each 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 as well as the grade and alignment of the streets, the location of the street junctions, and 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 Gander) must authorize all electrical signs prior to hook-up.

(b) On-Site

- No freestanding advertisement shall exceed **15** square metres (sign area), however area may be increased by **10%** for every **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 **30** square metres may be permitted, at the discretion of Council.

(c) Off-Site

- The advertisement shall only show thereon the name and nature of, and the 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 **6** 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) Billboards

- 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 **20** square metres.
- Billboard signs in excess of **15 square metres** shall be accompanied by drawings bearing the stamp of a registered Newfoundland and Labrador Engineer.
- 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.

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.

- Permission will be granted for the use of temporary/portable free-standing signs for a maximum of **2** months, twice per calendar year, or **4** months, once per calendar year.
- 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.
- The maximum sign face area is limited to **5** square metres.
- The maximum sign height from ground level to the top of the sign shall be **3** metres.
- No sign will be permitted to be erected in the public right-of-way or within **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 number of messages on a single sign shall be limited to those that can be read at normal driving speed without impairing safety.

- Signs are not permitted to be placed in such a location that would 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.
- Portable lighted signs shall be approved by the Canadian Standards Association (or other recognized authority as approved by the Town of Gander) 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 as approved by the Authority.
- Every portable sign or advertisement shall display, in a manner acceptable to the Authority, the name and phone number of the sign contractor and a ***sign identification tag***.
- The sign may be ordered removed by the Town of Gander 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.

SECTION III- 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 **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 **1** month, twice per calendar year or (if no more than 2 applications are received) two (**2**) months concurrently, once per calendar year.
- Each parking lot shall be limited to a maximum of two signs at a given time. Temporary/Portable signs shall be limited to the months of **May to November** (inclusive).
- The Town of Gander has the discretion to approve various signs on town property.

b) Public Service Signage

The corner of Airport Boulevard and Fraser Road, approximately across from the Gander Curling Club, has been designated for this purpose.

- The design and quality of the sign must be approved individually by the Town. Minimum requirements will include professional style lettering and graphics. Exposed unpainted wood or metal is unacceptable.
- The sign must be anchored to the ground by utilizing sunken holes or some other method that eliminates the need for ballast (sandbags, rocks, etc.).
- Only one sign, in addition to the Fire Prevention sign, will be permitted on this site at any given time.
- Approval is for **1** month, with a further extended period of **1** month provided at the discretion of Council.
- This type of signage is limited to non-commercial, and any messages must be of a public service nature.

c) Recreational Sites/Facilities

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

SECTION IV - SIGNS ALONG THE TRANS CANADA HIGHWAY

- The Government of Newfoundland and Labrador Highway Sign Regulations apply within 100 metres of all highways constructed and maintained by the Department of Transportation, Works, and Services.
- The erection or placement of any sign within 100m of the road right-of-way of the Trans Canada Highway passing through the Town is therefore subject to dual jurisdiction and must meet the conditions of the Provincial government as well as the Authority.
- The sign shall be approved in accordance with the Provincial Highway Sign Regulations, and a highway sign permit must be obtained from Service NL. No sign shall be erected within the Trans Canada Highway right-of-way without first receiving authorization from the province and the municipality.

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 its location is detrimental to the amenities of the surrounding area;
- Sign permits issued by the Engineering Department for the erection, display, modification, or restoration of a first party sign expires and is null and void where the business, product, activity, or service to which the sign applies ceases to operate or is no longer available at the premises where the sign is located. Any such sign shall be removed within sixty (60) days of termination of such business or service;
- Where a sign has been erected without a *Sign Permit* and where a variance is required for the proposed sign, the sign must be removed prior to the submission of Development Application for the required variance;
- The Authority may revoke any *Sign Permit* where a sign for which the permit was issued violates the conditions of the Permit or any of the provisions of the By-Law.

NOTE: At no time shall a sign be attached to a tree, fence, utility pole, traffic control cabinet or street sign pole. These signs will be removed immediately.

Permit Exceptions

a) General

- **Building Permits are not required.**
- Maximum size of this class of sign shall be **3.0** square metres.
- Unlit signs only are permitted.
- Signs are to be checked periodically by the owner for damage and reinstatement, dilapidated or unkempt signs on Town Property may be removed by the Town of Gander.

b) 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.
- Signs will be permitted to be put in place a maximum of thirty 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 days following the election. Any signage still in place at this time will be removed by the Town of Gander 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 size of 0.2 square metres.

c) Real Estate Signage

These conditions shall apply only to Real Estate Signage erected on a temporary basis for the purpose of selling a property:

- Signs shall be removed within seven (7) days of the sale of the property
- Signs are only permitted on private property and may only be placed upon the property being sold

Inspections and Maintenance

- All signage within the boundary of the Town shall be maintained to the satisfaction of the council and where signage, in the opinion of the Council, is in need of maintenance, the Council shall so inform the owners or occupiers by registered letter. The requested maintenance shall be done by a specified period as outlined in the letter, normally **ten (10)** days.

Recommendations

- Contact NL Power to verify the size and location of potential easements and to ensure compliance:

Newfoundland Power Construction Services: 1-888-491-5066

- Obtain a property survey or real property report from a NL land surveyor to ensure all signage is located according to minimum Town of Gander standards and clearances. (i.e. Side yards, rear yards, etc.)
- Applications for signs on the Trans Canada Highway must contact Service NL as provincial approvals are required. Application forms and information are available from the Government Service Centre office:

Service NL

PO Box 2222

Fraser Mall, 230 Airport Boulevard

Gander, NL A1V 2N9

Phone: 709-256-1420



Powers of Authority

Employees of the Town of Gander are required to enforce these regulations and are not permitted to make modifications. If these regulations prohibit a development proposal, the applicant may formally contact Council, by written request, to effect changes to a regulation or by-law.

This is a guideline prepared for easy reference. The Town's Regulations are subject to periodic amendments. For the most recent and official version of the regulations, please refer to the Town of Gander's Development Regulations.