

SIGN REGULATIONS

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

No person shall erect a sign or advertisement within the boundaries of the Town of Gander 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 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.

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, PO 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 a 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 Gander) must authorize all electrical signs prior to hook-up.

- 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.

(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 Gander) must authorize all electrical signs prior to hook-up.
- 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.
- 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 Gander) 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 **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.
- 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 Engineering Department of the Town of Gander 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 **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 **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 Gander. 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 free standing signs for a maximum of **2** months, twice per calendar year, or **4** months, once per calendar year.
- 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 maximum sign face area is limited to **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 **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 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 Engineering Department of the Town of Gander.
- 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 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 **3.0** square metres.
- Building Permits are not required.
- 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.
- 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.

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 **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) 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) **Designated Site**

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 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.

SIGN REGULATIONS

1st Revision
March 31st, 1998

2nd Revision
December 2nd, 1998

3rd Revision
June 10th, 1999

4th Revision
August 12th, 2002

5th Revision
June 30th, 2005

6th Revision
September 22nd, 2005

7th Revision
June 8th, 2006

8th Revision
February 4th, 2011

9th Revision
November 2nd, 2011

10th Revision
September 2nd, 2015



TOWN OF GANDER

www.gandercanada.com