

**POLICY TITLE: Advertising on Village Owned Land**

**DATE ADOPTED: September 26, 1995 POLICY NO. 01**

**POLICY**

**PURPOSE:** To establish guidelines for the placement of advertising signage on Village owned or controlled property.

**POLICY:** Only not-for-profit community-based organizations are permitted to place advertising on Village owned or controlled property with the exception of sidewalks as further set out in Item 2 of this Policy.

1. Not-for-profit community-based organizations shall include, but not be limited to, organizations whose purpose is the promotion and fostering of the recreational, agricultural, cultural, historical and spiritual needs of the community.
2. Private businesses may place a freestanding sign on the sidewalk fronting their business for the purpose of advertising, on a temporary basis, provided the sign does not interfere with pedestrian traffic.
3. Permitted signage will be subject to the following guidelines:
  - a) no illuminated signage allowed
  - b) a facia or freestanding sign for the purpose of direction shall not exceed 2.15 square feet in size
  - c) a facia or freestanding sign relating to identification or promotion of an event shall not exceed 10.76 square feet in size
  - d) a portable sign or notice relating to the promotion of an event or an announcement shall not exceed 32.29 square feet in size and is limited in display to the period of completion of the event.
  - e) all signage must be located so as not to impede the sight lines at intersections of roadways
  - f) signage must not unduly interfere with the amenities of the neighborhood
  - g) signage must not materially interfere with or affect the use, enjoyment or value of neighboring properties.

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFICER

gc:signs  
October 3/95