

# The Corporation of the City of North Bay

## By-Law No. 2014-91

### **A By-Law To Amend Sign By-law 2006-143, as amended, to regulate signs and other advertising devices, including permitting and regulating LED on billboards, and regulating animation on signs currently permitting animation.**

**Whereas** Section 99 of the Municipal Act, 2001, subsection 1 to 5, authorized 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;

**And Whereas** Council deems it desirable to amend By-law 2006-143 to regulate the amount of sign face area permitted to display animation, and to permit and regulate billboard signs to display their messages in LED;

**And Whereas** Notice of the Public Meeting in the matter of the amendments to the Sign By-law was given by way of advertisement in the North Bay Nugget on the 26<sup>th</sup> day of April, 2014 and on the 3<sup>rd</sup> day of May, 2014;

**And Whereas** Council approved the amendments to the Sign By-law pursuant to Community Services Committee Report No. 2014-11;

**Now therefore the Council of the Corporation of the City of North Bay hereby enacts as follows:**

- 1) Section 8.3.1(c) be amended by adding the following at the end of the Section:  
  
LED shall be permitted provided the message is non-moving and non-animated with a minimum dwell time of three (3) minutes and a maximum transition time of one (1) second.
- 2) Section 8.4.6.1 be amended by adding the following at the end of the Section:  
  
LED shall be permitted provided the message is non-moving and non-animated with a minimum dwell time of three (3) minutes and a maximum transition time of one (1) second.
- 3) Section 8.4.3.1 be amended by adding at the end of the Section “Animation is limited to 25% of the total area of the sign permitted, per side”.
- 4) Section 8.4.7.1 be amended by adding at the end of the Section “Animation is limited to 25% of the total area of the sign permitted, per side”.
- 5) Section 8.4.10(d) be amended by adding at the end of the Section “Animation is limited to 25% of the total area of the sign permitted, per side”.

**Read a First Time in Open Council the 16th Day of June 2014.**

**Read a Second Time in Open Council the 16th Day of June 2014.**

**Read a Third Time in Open Council and Passed this 16th Day of June 2014.**

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**Mayor Allan McDonald**

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**City Clerk Catherine Conrad**