“Billboard Sign” means an outdoor Sign that advertises goods, products, or services that are not sold or offered on the Property where the Sign is located, and is either single sided or double sided and shall allow for one Mechanical Copy side;

“Mechanical Copy” means a Sign Copy where the display surface physically changes to reveal alternate messages, including but not limited to tri-vision or flip disc Signs;

16.1 Billboard Signs:

<table>
<thead>
<tr>
<th>Required Zoning</th>
<th># of Signs</th>
<th>Frontage</th>
<th>Maximum Sign Area</th>
<th>Maximum Height</th>
<th>Minimum Ground Clearance</th>
<th>Illumination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Sign¹,²</td>
<td>Commercial Employment Urban Centre*</td>
<td>1</td>
<td>Less than 300.0m (984.0ft)</td>
<td>18.58m² (200 sq. ft.)</td>
<td>7.5m (24.6 ft.)</td>
<td>3.05m (10.0 ft.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>300.0m (984.0ft) or more</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹Billboard Signs and their structural members shall be constructed entirely of metal or other non-combustible Materials

²Subject to separation distances set out in Subsections 16.2 and 16.3

* Excluding Downtown Urban Centre Zone or Historic Downtown Urban Centre Zone

16.2 No Person shall erect, locate or display a Billboard Sign:

a) on the same Property as a Mobile Sign;
b) within a radius of 300.0 metres (984ft) of any other Billboard Sign or 15.0 metres (49.2ft) of any Ground Sign;
c) on Property other than Property within an Urban Centre Zone, Commercial Zone or Employment Zone;
d) on any Property on which another Billboard Sign has been erected or for which a Sign Permit has been issued for a Billboard Sign under this by-law, except where the Property has a Frontage greater than 300.0 metres (984ft); or

e) within 200 metres (656ft) of any of the following:
   i) any Property within a Residential Zone or legally used for Residential purposes; or
   ii) any Property which is used for a school or park, or any Property which is designated under Part IV or Part V of the Ontario Heritage Act.

16.3 No Billboard Sign shall be located any closer to the edge of the road allowance than the following:
   a) 4.0m (13.1ft) from the edge of the road allowance; or
   b) 1.5m (4.9ft) from any Property line.

16.4 Billboard Signs displaying Electronic Changeable Copy or Mechanical Copy shall be subject to the applicable provisions contained in Section 25.0.

16.5 A Billboard Sign shall not contain or use more than two visible faces for advertising purposes.

16.6 A Billboard Sign may be illuminated but shall not be otherwise electrically animated, have any moving parts or Animated message changes.

16.7 Notwithstanding Subsection 3.2, a Billboard Sign may contain third party content subject to the appropriate Sign Permit being obtained.

33.0 Variances

33.3 A variance from the provisions of this By-law may be granted where it is established that the proposed Sign:
   a) is warranted based on physical circumstances applicable to the Property or Premises;
   b) is consistent with the architecture of the building or development of the Property;
   c) is consistent with buildings and other features of properties or Premises within 120.0 metres (393ft) of the proposed Sign;
   d) will not Alter the essential character of the area;
   e) will not adversely affect adjacent properties;
   f) will not adversely affect public safety;
   g) is in the opinion of the decision maker, not contrary to the public interest; and
   h) is not expressly prohibited by this By-law.
33.4 The Director shall circulate the application to the Property owners of all abutting properties and/or the Property owners of any properties within 60 metres of the subject Property at the Director's discretion, prior to the consideration of the variance.

33.6 Upon receiving an application for a variance from this By-law to permit the erection and display of a Billboard Sign, the Director shall refer the application to the Committee of the Whole.

33.7 The Director shall circulate the application to all Property owners within 200 metres of the subject Property prior to consideration of the application by Committee of the Whole.

33.8 The Committee of the Whole may require a Public Information Centre be held before making its recommendation to Council in respect of the application for a variance from this By-law to permit the erection and display of a Billboard Sign.

33.9 Upon receiving the recommendation of the Committee of the Whole in respect of an application for a variance from this By-law to permit the erection and display of a Billboard Sign, Council shall:

   a) Grant a Variance;
   b) Grant a Variance with Conditions; or
   c) Refuse to Grant a Variance.

33.10 The decision of Council is final and binding.