



Town of Whitby

By-law # 8110-24

Amendment to Permanent Sign By-law

Being a By-law to amend the Permanent Sign By-law # 7379-18, as amended.

Whereas, the Council of The Corporation of the Town of Whitby considered Staff Report PDP 04-24 at its meeting on March 18, 2024 and deems it advisable to amend By-law # 7379-18; and,

Whereas Section 11 of the Municipal Act, 2001, S.O. 2001, c. 25, as amended, provides that a municipality may regulate structures including signs;

Now therefore, the Council of The Corporation of the Town of Whitby hereby enacts as follows:

1. General

1.1. Section 1, Definitions of By-law #7379-18 is hereby amended by adding the following as article 1.15 and 1.16, and that the remaining articles in Section 1 be renumbered accordingly:

- 1.15. "Sign, Electronic" – means a sign, located on the railway lands displaying, in whole or in part, electronic static copy.
- 1.16. "Electronic Static Copy" – means a sign copy that utilizes electronic screens, televisions, computer video monitors, or any other similar electronic technology where the sign copy is displayed for a set period of time.

1.2. Subsection 4.21, Signs on Railway Lands of By-law #7379-18 is hereby repealed and replaced with the following:

- 4.21. No person shall erect or displayed or cause to be erected or displayed a sign on railway lands unless approval has been obtained from the railway having jurisdiction over the lands and unless the sign is a sign, electronic,
 - 4.21.1. having a maximum sign area of 23.5 square metres;
 - 4.21.2. having a maximum sign height of 7.6 metres;
 - 4.21.3. located at a railway/street crossing, it being understood that no more than two (2) signs shall be permitted at any one (1) railway/street crossing;
 - 4.21.4. having a maximum brightness of 8,000 NITs;
 - 4.21.5. having a minimum dwell time of 8 seconds and,

- 4.21.6 having all electronic static copies comply with the Canadian Code of Advertising Standards and all policies of the Town of Whitby.

2. Effective Date

- 2.1. The provisions of this By-law shall come into force and take effect on the final passing of the By-law.

By-law read and passed this 7th day of October, 2024.

Elizabeth Roy, Mayor

Christopher Harris, Town Clerk