



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 Subsection 4.21, Signs on Railway Lands of By-law #7379-18 is hereby repealed and replaced with the following: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 9th day of October, 2024.

Elizabeth Roy, Mayor

Christopher Harris, Town Clerk