



Puslinch Permanent Sign Permit & Sign Variance Guide



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 [Puslinch.ca](https://www.puslinch.ca)

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Regular Office Hours

Monday-Friday
9:00 a.m. to 4:30 p.m.

Saturday and Sunday
Closed

Summer Office Hours

(July 2nd-August 31st)

Monday-Friday
8:30 a.m. to 4:00 p.m.

Saturday and Sunday
Closed

Table of Contents

Permanent Sign Types	3
Permanent Sign Installation Requirements:	
Billboard Sign	4 & 5
Ground Sign	5
Fascia(Wall) Sign	6
Awning Sign	6
Projecting Sign	7
Directional Sign	7
Menu/Pre-Menu Board Sign	7
Sign Variance Process	8 & 9
Schedules	10 - 12



Types of Permanent Signs



Billboard

A sign in a fixed location supported by uprights, braces, or a supported structure. The sign is embedded into the ground and is used to advertise goods, services or facilities that are not sold or offered on the property where the sign is displayed. The sign is single faced and not illuminated.



Ground Sign

A sign that is in a fixed location supported by uprights, braces, or a supported structure, which is in turn embedded into the ground.



Fascia (Wall) Sign

A single-faced sign constructed of permanent and rigid material that is attached and positioned parallel to the exterior wall of a building or structure.



Awning Sign

A sign with copy painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of the awning.



Projecting Sign

A sign that projects out horizontally from an exterior wall or building in a perpendicular manner including a blade sign or perpendicular sign.

Types of Permanent Signs



Directional Sign

A sign that is double or single faced that gives directions or instructions for the control of vehicular or pedestrian traffic within the property including entry and exit signs.



Menu/Pre-Menu Board

A sign installed as part of a drive through facility and only used to display products and services available at the drive-through premises.

Installation Requirements for Permanent Signs

All permanent signs require a permit where an application and fee are required. The sign must follow the regulations below. The maximum Sign Face Area on a property includes the total area of all permanent signs permitted on the property. Permanent Sign applications are made through CloudPermit. To apply visit [Puslinch.ca/building](https://www.puslinch.ca/building).

Billboard Sign

Zones: Commercial, Industrial, Institutional and Agricultural

Location: 1) Must be located on private property with a maximum sign face of 25m²

2) Cannot be located within 400m of any County Road or MTO Highway without written permission from the appropriate road authority

3) Cannot be located within 250m of a major traffic sign and 500m of a driver decision point

4) Cannot be located closer than 300m in a straight line from a residential use

5) Cannot be located closer than 3km from another Billboard on the same side of the highway

6) Must be positioned relative to another so that no more than one billboard is visible to an approaching driver at the same time



Installation Requirements for Permanent Signs

Billboard Sign Continued

Size: The maximum permitted sign face is 25m² and must not be multi-faced

Height: A Billboard shall not exceed 5m in height above an adjacent roadway or 10m in height if the sign is facing highway 401.

Number: A maximum of one Billboard sign is permitted with a minimum required frontage of 100m.

Ground Sign

Zones: All Zones

Size & Number: Requirements differ depending on zoning of the property. Refer to Schedule A. General rule is no more than 2 free standing Signs per property with signs located at least 50m from each other including those located on an abutting property

Illumination: Refer to Schedule B.



Location: 1) Must be located on private property

3) Must be located at least 3m from an adjacent property, driveway or exit

4) Illuminated Ground Signs must be located at least 30m from any residential use

5) The maximum permitted sign face for a multi-faced sign is double the permitted sign area for one sign face.

6) A Ground Sign that contains three sign faces shall be attached to the adjacent sign face at an angle of no greater than 90 degrees.

7) A Ground Sign located in a commercial or industrial zone shall display the municipal address in numerals and letters that are a minimum of 15cm in height.



Installation Requirements for Permanent Signs

Facia (Wall) Sign



Zones: All zones except for specific uses listed in Schedule C

Size: Size differs depends on zoning of the property. Refer to specific uses listed in Schedule C

- Location:**
- 1) Must be located 1m from an adjacent property
 - 2) Installed on the building face of the business
 - 3) May project a maximum of 0.5m from a building face with a minimum clearance of 2.5m above the ground surface
 - 4) Must be on first storey of a building unless otherwise permitted by this by-law

5) When located in a commercial zone and building is three or more storeys, one non-illuminated wall sign may be installed on the top storey

Illumination: 1) Permitted a minimum of 30m from any residential use

- 2) Can be internally or externally illuminated
- 3) Refer to Schedule B for full regulations

Awning Sign



Zones: Commercial, Industrial, Institutional, Agricultural

Size: No larger than 20% of the external wall area per facade of that part of the building occupied by a business, up to a maximum of 20m². The sign face area of the awning cannot be more than 80% of the awning length

- Location:**
- 1) Must be installed on the building face of the business
 - 2) Must be installed at least 0.5m from an adjacent property
 - 3) Must be on first storey of a building

4) Must be a minimum of 2.5m from the ground when projecting over a pedestrian traffic area and 4.3m from the ground when within 1m of an area for vehicle traffic

Illumination: 1) Permitted a minimum of 30m from any residential use

- 2) Can be internally or externally illuminated
- 3) Refer to Schedule B for full regulations



Installation Requirements for Permanent Signs

Projecting Sign



Zones: Commercial, Industrial, Institutional

Size: No larger than 2m² per sign face

Number: One projecting sign for each exterior ground floor entrance is permitted

Location: 1) Must be on first storey of a building

2) Must be installed at least 2m from an adjacent property

3) Must be installed on the building face of the business

4) Must be a minimum of 2.4m from the ground when projecting over a pedestrian traffic area and 9m from the ground projecting over a vehicle traffic area

5) Cannot project more than 2m over a street line

Illumination: Can be internally or externally illuminated. Refer to Schedule B for full regulations

Additional Requirements: Cannot change content on the projecting sign once installed

Directional Sign



Zones: Commercial, Industrial, Institutional, Agricultural

Size: No larger than 0.8m² per sign face and 1.2m tall

Number: One permitted to be located at each entrance and/or exit to a property from a street
a Property from a Street.

Location: 1) Must be installed on private property

2) Must be located at least 1m from a street line

Illumination: Can be non-illuminated or internally illuminated

Menu Sign & Pre-Menu Board Sign



Zones: Commercial, Industrial

Size & Number: Requirements differ depending on type of business. Refer to Schedule D

Location: 1) Must be installed on private property

2) Must be at least 9m from a public street line

3) Must be at least 3m from an adjacent property

4) Where the sign face is visible from a residential property, the minimum setback is 30m

Illumination: Can be non-illuminated or internally illuminated. Refer to Schedule B for full regulations

Additional Requirements: Changing content on the sign is permitted

Sign Variance Process

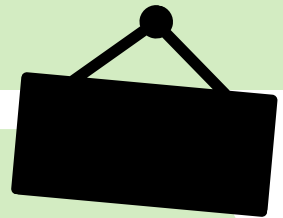
To view the complete Sign Variance requirements and process, refer to Section 4 of the Township's Sign By-law.

When do I need to apply for a Sign Variance?

- A Sign Variance must be applied for when an applicant is unable to comply with the regulations of the Township Sign By-law
- A variance application can only be applied for with respect to a single sign

How do I apply for a Sign Variance and what is the fee?

- All Sign Variance applications are made through the Township's website at Puslinch.ca/Forms.
- For fees associated with a Sign Variance Application, review the Township's User Fees and Charges By-law at Puslinch.ca/By-laws
 - Fees differs depending on if the variance is subject to staff approval or Council approval
- Applicants are responsible for all third party costs



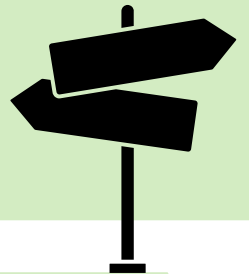
Who reviews and approves a Sign Variance application?

- The following variance applications are subject to Council approval:
 - An Unauthorized Sign as described in Section 5.2 of the Sign By-law
 - A reduction in distance required from a residential use for an electronic, digital or illuminated sign
 - A sign described in Section 5.8 (Heritage Properties) of the Sign By-law
 - Billboard variances and Electronic Billboards variances
- All other sign variance requests are subject to staff approval

Sign Variance Process

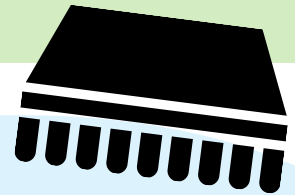
What does staff and Council consider when reviewing at a Sign Variance application?

- Sign compatibility with “Puslinch Design Guidelines”
- Any negative impacts on surrounding residential uses
- Whether the applicant has complied with all terms and conditions of approval of previous Sign Permits issued
- Impacts on accessibility
- Impacts on public safety
- Any written responses or public feedback received



What is the process if staff refuse your requested Sign Variance?

- If staff refuse a Sign Variance application, the applicant may appeal the decision by filing a written request to Council within 7 days of the notice of decision
- Council will consider the appeal and has the authority to grant or refuse the Variance, in whole or in part
- Council’s decision on the sign variance is final



Helpful Links:

- To apply for a Sign Variance application visit [Puslinch.ca/forms](https://puslinch.ca/forms)
- To apply for a Temporary Sign Permit visit [Puslinch.ca/forms](https://puslinch.ca/forms)
- To apply for a Permanent Sign Permit visit [Puslinch.ca/building](https://puslinch.ca/building)
- To view the complete Sign By-law visit [Puslinch.ca/by-laws](https://puslinch.ca/by-laws)

Schedules

Schedule A

Found on page 22 of By-law 2024-062.

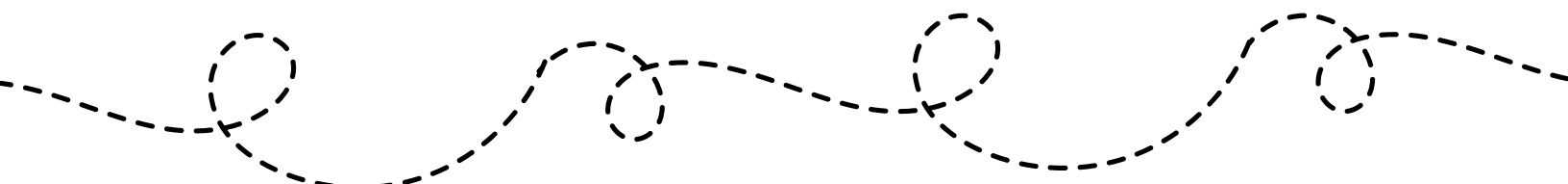
Table 6.4.2 – Regulation of Ground Signs					
Column 1	Column 2				
Land Use	Min. Lot Frontage	Number	Max. Sign Face Area	Max. Sign Height	Min. Street Line Setback
Property with a Residential Use – Address Sign (One Ground or Fascia(Wall) Sign per Property)	N/A	1 per Property	0.6m ²	1.3m	1.0m
Apartment and Institutional Zone (One Fascia(Wall) and One Ground Sign per entrance)	N/A	1 per entrance	3m ²	2.5m	1.0m
All Commercial Uses	Under 20m	1 per lot frontage	6m ² per Sign Face	3.5m	1.0m
All Commercial Uses	Over 20m to 30m	1 per lot frontage	9m ² per Sign Face	4.5m	1.0m
All Commercial Uses	Over 30m to 40m	1 per lot frontage	12m ² per Sign Face	5.5m	1.0m
All Commercial Uses	Over 40m to 50m	1 per lot frontage	15m ² per Sign Face	6.5m	1.0m
All Commercial Uses	Over 50m	1 per 50m of lot frontage	20m ² per Sign Face	7.5m	1.0m
Agricultural	Over 25m	1 per lot frontage	10m ² per Sign Face	7.5m	1.0m
All Industrial Uses with 30m or less of Lot Frontage	N/A	1 per lot frontage	10m ² per Sign Face	7.5m	1.0m
All Industrial Uses with 30m of Lot Frontage or more	N/A	1 per lot frontage	15m ² per Sign Face	7.5m	1.0m

Schedules

Schedule B

Found on page 29 of By-law 2024-062.

Table 6.1 - Regulation of Illuminated Signs	
Illuminated Sign	Details
Permitted Sign Types	<p>Illumination is only permitted on Permanent Signs.</p> <p>Any Illuminated Ground Sign that is greater than 2.5m in height shall only be Illuminated internally.</p> <p>Notwithstanding the above, Temporary Mobile Signs may be Illuminated.</p> <p>One Illuminated open/closed Sign with a maximum of 0.4m² Sign Face Area is permitted to be located on a first-floor window.</p>
Location Restrictions	<p>Unless specifically permitted by a condition of a Sign Permit or Variance, no Illuminated Signs are permitted within 30m of a Residential Use.</p> <p>No Sign in a residential Zone shall be Illuminated.</p>
Illumination	<p>Maximum luminance of 5000Nits between Sunrise and Sunset;</p> <p>Maximum luminance of 200Nits between Sunset and Sunrise.</p> <ul style="list-style-type: none"> • 5000cd/m² from Sunrise to Sunset (One Nit = One Candela per m² (cd/m²)) • 200cd/m² from Sunset to Sunrise (One Nit = One Candela per m² (cd/m²))



Schedules

Schedule C

Found on page 23 of By-law 2024-062.

Column 1	Column 2
Land Use	Fascia (Wall) Sign – Max. Sign Face Area
All Commercial, Industrial & Institutional Uses (except uses listed below)	20% of the external wall area per façade of that part of the building occupied by a business in connection with the Sign to a maximum of 20m ²
Retail store or restaurant accessory to a Gas Bar or Motor Vehicle service station	20% of a wall facing a Street Line or fuel pumps
Car Wash or service bay accessor to a Gas Bar or Motor Vehicle service station	15% of a wall with an entrance and 10% of a wall with an exit facing fuel pumps
Gas Bar Canopy accessory to a Gas Bar or Motor Vehicle service station	20% maximum canopy face
Individual Free Standing or Multi-Occupant Industrial Establishment	15% of the building face of the first storey for each occupancy

Schedule D

Found on page 25 of By-law 2024-062.

Column 1	Column 2					
	Permitted Sign Type & Specification					
	Number	Menu Board		Pre-Menu Board		
		Max. Sign Face Area	Max. Height	Number	Max. Sign Face Area	Max. Sign Height
Restaurant	1 per drive through lane	4.1m ²	3.0m	1 per drive through	2.0m ²	3.0m
Restaurant accessory to Gas Bar or Motor Vehicle Service Station	1 per drive through lane	2.0m ²	3.0m	Not permitted	N/A	N/A
Car Wash accessory to Gas Bar or Motor Vehicle Service Station	1 per Car Wash	2.0m ²	3.0m	Not permitted	N/A	N/A
Car Wash	1 per Car Wash	2.0m ²	3.0m	Not permitted	N/A	N/A

