

TOWN OF GRAND FALLS-WINDSOR

**POLICY FOR
SIGNS AND ADVERTISEMENTS
Amended November 2016**

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1.

SIGNS AND ADVERTISEMENTS PERMIT REQUIREMENTS

Subject to the prohibited signs and advertisements identified within this Policy, and subject to the outlined exemptions of this Policy:

- (a) No sign or advertisement shall be erected or displayed within the Town of Grand Falls-Windsor Municipal Planning Area unless a permit for the sign is first obtained from the Town. Application for a sign permit shall only be made to the Authority by the owner of the property where the advertisement is to be displayed, or by a person so authorized by the owner, and shall be made in the prescribed application form as outlined in this Policy, and accompanied by the prescribed application fee, and shall include such plans, location, specifications and illustrative representations of the proposed sign and advertisement as the Town may require.
- (b) A sign permit may only be issued in accordance with the permitted uses of the zoning designation that is applicable to the subject property.

2.

DEFINITIONS

For the purpose of this section, the following definitions shall apply:

- (a) “Above the surface of the ground” means measured vertically from the horizontal projection of the highest point of the ground immediately below a sign as determined by the Authority to the highest point of the sign or the pole as determined by the Authority.
- (b) “Authority” refers to Town Council and other authorized administrators such as the Province of NL or a regional administrative entity.
- (c) “Banner sign” means a sign produced on cloth, paper, fabric or other combustible material of any kind, either with or without frames.
- (d) “Bench sign” means a sign painted, located on or attached to any part of the surface of a bench, seat, or chair placed adjacent to a public place or street.
- (e) “Billboard sign” means a sign and its structure and component parts which is intended to advertise, or call attention to any matter, object, event or person, where the sign face is usually leasable and where the subject matter is not related to a use at or around the parcel of land on which the billboard is located.
- (f) “Building face” means the total area of a building between the finished surface of the ground and the eaves of any architectural elevation.
- (g) “Canopy sign” means a sign that is part of or attached to an awning, canopy or other fabric, plastic, or structural protective cover over a door, entrance, window or outdoor service area.
- (h) “Construction sign” means a temporary sign erected on the premises or land on which development or construction is taking place, during the period of such construction, indicating the names of the planners, architects, engineers, landscaped architects, contractors or similar artisans and the owners, financial supporters, sponsors and similar individuals of firms having a role or interest with respect to the structure or project.

- (i) “Corner lot” means a lot or parcel of land abutting upon two or more streets at their intersection or upon two parts of the same street forming an interior angle of less than 135 degrees.
- (j) “Election sign” means any sign used to promote a candidate or party during a school board or municipal, provincial or federal election, but does not include a portable sign as defined in these regulations.
- (k) “Electrical sign” means a sign that utilizes an electrical source.
- (l) “Ground sign or pylon sign” means a sign affixed to, supported by or placed upon the ground whether the ground is paved or unpaved, and which is supported by one or more uprights, in or upon such ground and not attached to any building.
- (m) “Illuminated sign” means a sign lighted by or exposed to artificial lighting either by lights on or in the sign or directed towards the sign.
- (n) “Inflatable sign” means a sign or display that is capable of being expanded by air or other gas and used as a temporary basis to advertise or promote a product or event.
- (o) “Marquee” means any permanent roof like structure projecting beyond a building or extending along and projecting beyond the wall of a building, generally designed and constructed to provide protection from the weather.
- (p) “Marquee sign” means a sign printed upon, or attached to a marquee.
- (q) “Menu Board” means a sign erected as part of a drive-through facility and used to display the order products and services available in association with a drive-through business.
- (r) “Off-site directional sign” means a sign which directs traffic to a specific property, business or event and the sign is located on a property or building separate from the property, business or event to which it relates. A billboard sign is not an off-site directional sign.
- (s) “Pre-menu board” means a sign erected as part of a drive-through facility and only used to display products and services available in association with a drive-through business.
- (t) “Portable sign” means an illuminated or non-illuminated sign which is movable from one location to another and which is not attached to a fixed structure or does not have supports imbedded in the ground.
- (u) “Projecting sign” means a sign other than a wall sign so constructed and so erected as to be rigidly attached at one end to a building, metal pole or other structure and projecting out from the surface of the building, pole or other structure to which it is attached.
- (v) “Real estate sign” means a sign pertaining to the sale or lease of the premises or a portion of the premises, on which the sign is located.
- (w) “Roof sign” means a sign which is erected, constructed and maintained above the roof of a building, within the peripheral dimension of such building and fastened or attached to or supported on such roof.

- (x) “Sidewalk sign” means a free standing sign erected on but not permanently anchored in the ground. Without limiting the generality of the foregoing, this definition includes signs referred to as A-frame, sandwich boards, and menu boards, but shall not include any other sign defined in these regulations.
- (y) “Sign face” means the area or display surface for the advertisement or message.
- (z) “Sight Triangle” means a triangular-shaped portion of land established at street intersections in which nothing is erected, placed, planted or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection. The triangular-shaped portion of land is formed by the street lines and a line drawn from a point being 7.5 m measured along the street from the point of intersection of the street lines where the posted speed limit is 50 km/h or less. For speeds with posted speed limits greater than this, the sign triangle to be determined by the Authority’s Engineering Department.
- (aa) “Third Party” sign means a sign that is placed on property other than the property to which the information or advertising pertains.
- (bb) “Wall sign” means a sign which is painted on or attached directly against the surface of or against or within a recess in the wall or a column or other perpendicular portion of a building and approximately parallel thereto and which extends not more than 30 cm from the architectural feature on which it is attached, and shall include a fascia sign.

3. PERMIT EXEMPTIONS

The following signs shall not require permits:

- (i) Election signs of any candidate or political party during a federal, provincial, municipal, or regional school board election, subject to the provisions of Section 4 of these regulations.
- (ii) Temporary signs relating to Federal, Provincial or Municipal public works.
- (iii) Notices required by law to be posted.
- (iv) Regulatory, warning, directional, guide or information signs erected by a Federal, Provincial or Municipal Authority or a community group approved by the Authority.
- (v) Signs placed by a telephone, telegraph or electric power company to indicate danger.
- (vi) Non-illuminated real estate signs not exceeding four hundred and sixty five (465) centimeters in total area advertising the sale or rent of a building or lot upon which the sign is located subject to the provisions of section 5 of these regulations.
- (vii) A flag, emblem or insignia of any nation, country or province.
- (viii) One construction sign not exceeding 9 sq. m. in total area related to the development of a property provided such sign is located on the site on which the work is being carried out and is removed at the conclusion of the development or at such time as determined by Council.

4. ELECTION SIGNS

Election signs shall be subject to the following conditions:

- (i) The erection of election signs shall be permitted on private property provided the property owner has given consent for the erection of such a sign and that the sign does not cause an obstruction to neighbouring properties.
- (ii) The erection of election signs shall be permitted on vacant land owned by the Authority, provided the signs do not cause an obstruction to the travelling public or the work of the Authority. If in the opinion of the authority, signs are erected contrary to the regulations, signs can be ordered to be removed.
- (iii) Election signs shall not be affixed or attached to existing municipal buildings, structure, signs or utility poles.
- (iv) Candidates shall remove their election signs within 36 hours after the close of polls on Election Day and shall ensure that the site is cleaned up.
- (v) If the Candidate fails to remove his or her election signs within 36 hours after the poll close on Election Day, the Authority may remove them and dispose of them and the candidate shall be responsible for the cost of the removal and disposal of such signs.
- (vi) No permit fee shall be required for election signs of any candidate or political party during a federal, provincial, municipal or regional school board election.

5. REAL ESTATE SIGNS

Real estate signs shall be subject to the following:

- (i) No real estate sign shall be affixed to any utility pole or municipal building, structure or sign or be erected or placed on publicly owned land without the permission of the property owner.
- (ii) There shall be a limit of one double-faced sign per property or for every 30m of lot frontage.
- (iii) A corner lot may carry two double-faced signs, one sign for each street.
- (iv) Portable real estate open house signs shall also be permitted provided their placement does not obstruct vehicular or pedestrian movement, and the duration of such placement is limited to the time of the actual open house.
- (v) A real estate sign marking that the property is “sold” may appear for a limit of two weeks from the date of the closing of the transaction.

6. BENCH SIGN AND ADVERTISEMENT

Bench signs and advertisements shall be approved in accordance with the requirements and conditions as determined by the Authority.

7. **PROHIBITED SIGNS**

Notwithstanding the provisions of this policy, the Authority may refuse any sign or advertisement that, in the opinion of the Authority, is considered hazardous to road traffic by reason of its siting, colour, animation, illumination or structural condition or is considered detrimental to the amenities of the surrounding area.

A sign erected on or over a highway or street reservation or on Town of Grand Falls-Windsor property.

A sign erected within the Trans Canada Highway right of way without Provincial Highways authorization. (refer to section 16)

8. **STATIONARY VEHICLE SIGNS**

Unless otherwise determined by the Authority, a sign or advertisement shall not be attached, affixed or displayed on a vehicle or trailer which is parked or located for the primary purpose of displaying said sign or advertisement.

9. **SIGHT TRIANGLE**

Unless otherwise determined by the Authority, no sign or advertisement shall be permitted to be located within the area identified by the Authority as the sight triangle at the intersection of streets.

10. **ELECTRICAL OR ILLUMINATED SIGNS**

Every electrical or illuminated sign be approved by a certified organizations that is accepted by the Province of Newfoundland and Labrador and the Standards Council of Canada. A licensed electrician shall undertake the electrical hook up of the sign.

11. **EASEMENTS**

With the exception of portable signs, signs shall not be permitted to locate upon or project within the limits of utility or municipal service easements. Any sign located in close proximity to utility or municipal service easement shall be located in accordance with the requirements of the easement owner.

12. **ENGINEERING DESIGN REQUIREMENTS**

Signs shall be designed, constructed and erected to withstand the ice load and wind load requirements as determined by the Authority's Engineering Department.

Property owners and persons authorized by a property owner, shall ensure that all signs are constructed in accordance with all applicable legislation and regulations and maintained to a safe and visually presentable standard.

Signs or advertisements to face municipal streets.

The following types of signs will require signed and sealed by a Professional Engineer of the Association of Professional Engineers and Geoscientists of Newfoundland and Labrador (APEGN):

- Billboard Signs
- Ground Signs or Pylon Signs greater than 3 m in height

13. **OTHER REQUIRED INFORMATION**

Every portable sign or advertisement shall display, in a manner acceptable to the Authority, the name and phone number of the sign contractor, and a sign identification tag.

In the case of an electrical or illuminated sign, the electrical certification's approval sticker shall be displayed on the sign.

14. **ADVERTISEMENTS**

14.1 Banner Sign

A banner sign shall not be suspended across any street unless approval is granted by the Authority. A banner sign attached to a face of a building, fence or other structure shall be considered in a like manner to a wall sign.

14.2 Billboard Sign

A billboard sign shall be permitted provided:

- (i) The maximum sign face of a single billboard shall not exceed 21.5 sq.m. Where Council deems appropriate, a double or "super sign" may be permitted, but shall not exceed 43 sq.m. for a sign face.
- (ii) Unless otherwise determined by the Authority, the maximum overall height of the sign from the surface above the ground to the top of the sign be 8 m.
- (iii) The sign shall be set back a minimum distance of 15 m from the intersection of streets.
- (iv) The sign shall not be located closer than 5 m to the front or flanking street lot line.
- (v) The sign shall not be located closer than 3m to a side lot line.
- (vi) Not more than two signs are permitted on a lot provided that each sign may have two leasable areas mounted back to back and the total maximum sign face of each sign not exceed 21.5 sq.m. per sign face, with the exception of a "super sign" which shall not exceed 43 sq.m. per face and if approved, would comprise the total number of billboard signs permitted on a single lot.

- (vii) A minimum separation distance of 100 m shall be maintained between signs when on the same side of street and in the same line of sight or visual plane.
- (viii) A single-faced sign shall be located not more than 2 m from the wall of a building and shall be parallel to the wall and shall not exceed beyond the end of the wall and the height of the roofline of the building to which it is attached.
- (ix) A wall-mounted billboard shall not block natural light from a window of the building to which the billboard is attached.
- (x) The sign shall not interfere or obstruct access to or from a lot or create a visual obstruction to the travelling public.
- (xi) The sign shall not conflict with adjoining architectural lines or forms or have the effect of materially obscuring the effect of the landscapes.
- (xii) The sign shall not be located within 60 m to a residential zone and shall not be oriented such that it faces an abutting residential zone or residential lot.
- (xiii) Lighting of the sign shall not be directed towards the street and shall not adversely affect neighbouring areas.
- (xiv) The sign shall be anchored and secured in accordance with the requirements of the Authority's Engineering Department.
- (xv) The sign shall be constructed in accordance with engineered drawings approved by the Authority.

14.3 Canopy Sign

A canopy or awning sign shall be permitted on a wall of a building provided:

- (i) The canopy or awning sign does not abut a residential lot or zone.
- (ii) The minimum vertical clearance beneath the sign to above the surface of the ground shall be 2.2 m.
- (iii) The sign may extend the full length of a building and the sign shall not extend beyond the end of the wall to which it is attached with the exception of wrap-around signs.
- (iv) The sign does not project more than 3 m from the wall of the building or structure to which it is attached.
- (v) The sign shall not extend over public land or streets except where approved by the Authority.
- (vi) The sign shall not extend over a driving area or parking surface except where approved by the Authority.
- (vii) The sign shall be anchored or secured to the building in accordance with the requirements of the Authority's Engineering Department.

14.4 Ground Sign or Pylon Sign

Unless otherwise determined by the Authority, one ground or pylon sign shall be permitted per street frontage of a lot, subject to the following conditions:

- (i) The sign shall have a maximum overall vertical height of 8 m above the surface of the ground.
- (ii) The sign shall have a maximum overall horizontal length of 6.0m.
- (iii) The maximum area for the sign face shall be 48 sq.m. exclusive of the sign's supports and mounts.
- (iv) The sign shall be setback a minimum distance of half the height of the sign from the property's front lot line.
- (v) The sign shall be setback a minimum distance of 1 m from the property's side lot lines.
- (vi) There shall not be any electrical component of the sign within 1 m above the surface of the ground.
- (vii) A minimum separation distance of 15 m shall be maintained between ground or pylon signs located on abutting properties.
- (viii) The ground or pylon sign shall not be permitted to be located along the lot line that abuts a residential lot.
- (ix) Where there is more than one ground or pylon sign permitted per lot, there shall not be more than one ground or pylon sign for every 30 m of lot frontage.
- (x) The sign shall be anchored and constructed in accordance with the engineering drawings approved by the Authority.

14.5 Inflatable Sign

Inflatable signs shall be permitted subject to the following conditions:

- (i) A limit of one rooftop or ground inflatable sign per lot or for every 30 m of lot frontage.
- (ii) The sign shall be setback from a lot line a minimum distance of 1.5 m times the inflated height of the sign.
- (iii) The sign shall not interfere or obstruct access to or from a lot.
- (iv) The sign may be illuminated internally or externally but shall not contain flashing or intermittent lighting or lighting which creates glare when viewed by on-coming traffic or by abutting residential uses.
- (v) The maximum height and size of the sign shall be determined at the discretion of the Town Engineering Department but shall be in accordance with and relevant to standard model sizes and dimensions available from balloon or inflatable advertisement manufacturers;
- (vi) The sign shall be anchored and properly secured;

- (vii) The time limit for the sign permit shall be specific to the duration of the event to which the advertisement is related but shall not exceed 30 days. Upon expiration of the sign permit, the permit may be renewed for another 30 day period provided the Authority is satisfied that the sign is being maintained to the Authority's satisfaction and the sign conforms to the Regulations and the conditions attached to the permit.
- (viii) If, in the opinion of the Authority's Engineering Department, the sign is a hazard or unsafe to the public, the advertisement shall be removed immediately upon notice.

14.6 LED Sign

- (i) Letter of Permission is required from the property owner for placement and location of the sign that will meet Town's Regulations;
- (ii) Must provide site plan to indicate the location of the LED Sign and to show the separation distance from any existing signs;
- (iii) Must meet separation distance of 15.2 metres (50 feet) between existing signs;
- (iv) Must have a minimum image display time of 10 seconds;
- (v) Must be shielded to reduce glare in a manner acceptable to the Authority;
- (vi) Must have a positive contrast orientation;
- (vii) Must not have flashing, strobe, or intermittent lights;
- (viii) Must not have lights in a colour or combination of colours which in the opinion of the Authority may be misinterpreted as an emergency/warning device or vehicle or other traffic control device;
- (ix) Must have an automatic dimming feature that adjusts to ambient light levels;
- (x) Must meet the regulations on general sign requirements and requirements for Ground Sign or Pylon Sign according to the current Town of Grand Falls- Windsor Sign and Advertisement Regulations;
- (xi) Sign must be maintained at all times or can be ordered removed by the Authority.

14.7 Marquee Sign

A marquee sign shall be permitted on the principle façade of a building subject to the following conditions:

- (i) The minimum vertical clearance beneath the sign to above the surface of the ground shall be 3 m.

- (ii) The sign may extend the full length of a marquee but in no case shall such sign project beyond the ends of such a marquee.
- (iii) A marquee sign shall not extend over any street, public land or streets except where approved by the Authority.
- (iv) The sign shall be anchored and secured to the building in accordance with the requirements of the Authority's Engineering Department.

14.8 Menu Boards

Menu Boards which are used to display and order products on a lot shall be permitted subject to the following conditions:

- (i) There shall be one pre-menu board and one menu board per drive-through on a lot.
- (ii) The maximum area for the sign face of a pre-menu board shall be 2 sq.m.
- (iii) The pre-menu board sign shall have a maximum height of 3 m above the surface of the ground.
- (iv) The maximum area for the sign face of a menu board shall be 4.1 sq.m. for a single face.
- (v) The menu board sign shall have a maximum height of 3 m above the surface of the ground.

14.9 On-Site Traffic Directional Sign

On-site traffic directional signs which direct motor vehicle or pedestrian traffic on a lot shall be permitted subject to the following conditions:

- (i) There shall be no limit to the number of on-site traffic directional signs on a lot.
- (ii) An on-site traffic directional sign shall be confined to directing motor or pedestrian traffic and includes such signs as an entrance sign, an exit sign or a motor vehicle parking direction sign.
- (iii) The maximum area for the sign face shall be 0.75 sq.m. for a single face.
- (iv) The sign shall have a maximum height of 1.2 m above the surface of the ground.

14.10 Off-Site Directional Sign

Off-site directional signs, which direct traffic to a commercial or industrial development or use, shall not be permitted. Off-site directional signs related to a charitable, non-profit or municipally sponsored event, which direct traffic to a community facility may be permitted as determined by the Authority provided only one sign is erected per street frontage, the sign is erected for the duration of the event, and the location, size, and construction of the sign conforms to the requirements of the Authority.

14.11 Portable or Temporary Sign

A portable sign shall be permitted provided:

- (i) The maximum sign face area shall be 4 sq. m.
- (ii) The maximum overall height of the sign from ground level to the top of the sign shall be 3 m.
- (iii) The sign shall be set back a minimum distance of 1.5 m from a lot line and at no time shall be permitted to encroach on town property.
- (iv) No sign will be permitted to be erected in the public right-of-way or within fifteen (15) meters of another portable/temporary sign.
- (v) Not more than one (1) sign shall be permitted on any one commercial lot. In the case of corner lots, one sign facing each street may be permitted. Signs shall not be located with the sight triangle.
- (vi) Vacant commercial lots can have a maximum of three (3) signs provided they are spaced a minimum of fifteen (15) meters.
- (vii) Signs will not be permitted to be placed so as to obscure other permanent signs, nor shall they be permitted to obstruct access to or from a parking lot, nor interfere, nor obstruct with visibility or line of site.
- (viii) The sign shall not be placed on a portion of a lot that abuts a residential zone or existing residential lot.
- (ix) If the sign is illuminated, the sign shall be of a designed approved by the Canadian Standards Association (CSA) and bear the CSA approved decal on the sign.
- (x) The sign shall be constructed in accordance with engineered drawings approved by the Authority.
- (xi) The number of messages on a single sign shall be limited to those that can be read at normal driving speed without impairing safety.
- (xii) The advertisements shall be securely anchored.
- (xiii) The portable sign permit shall be valid for a period of 6 months from the date of issue by the Authority. Upon expiration of the sign permit, the sign is to be removed or a new sign application submitted to the Authority and such permits may be renewed for further period of 6 months upon application and approval.
- (xiv) When erecting a sign on property other than your own, written permission from the property owner will be required prior to issuing permits.
- (xv) The sign may be ordered removed by the authority at any time if any of the above noted conditions are not being followed.

14.12 Sidewalk Sign

A sidewalk sign shall be permitted subject to the following conditions:

- (i) The sign shall only be displayed or erected on the public street abutting the business, only in cases where it is not possible because of the size of the lot, to locate a ground or portable sign entirely on the lot, on the same lot as the business for which the sign applies.
- (ii) The sign shall have a maximum height of 1 m.
- (iii) The sign shall have a maximum of two sign faces.
- (iv) The sign shall have a maximum sign face of 0.55 sq.m. for each sign face.
- (v) The sign shall be displayed only between sunrise and sunset of every business day and shall be taken indoors at all other times.
- (vi) The sign shall not be located within 3 m of a driveway access.
- (vii) The sign shall be located as close to the building face as possible and maintain a minimum unobstructed sidewalk width of 1.5 m.
- (viii) The sign shall be secured in accordance with the requirements of the Engineering Department.

14.13 Projecting Sign

A projecting sign shall be permitted on any principal façade of a building subject to the following conditions:

- (i) The minimum vertical clearance beneath the sign above the surface of the ground shall be 3 m.
- (ii) The maximum overall projection of the sign from the building shall be 3 m.
- (iii) The sign is a rigid sign and its design and construction does not permit it to swing in the wind.
- (iv) A projecting sign shall not extend over public land or streets except where approved by the Authority.
- (v) A projecting sign shall not extend over a driving area or parking surface except where approved by the Authority.

14.14 Roof Sign

One roof sign per building shall be permitted subject to the following conditions:

- (i) The sign shall not exceed the maximum permitted height of a building as specified in the use zone in which the building is located.

- (ii) The height of a roof sign shall respect the scale of the building and neighbourhood where it is located. The maximum height of a roof sign located on a flat roof building shall be 2 m, whereas the maximum height of a roof sign located on a pitch roof shall be half the height of the roof pitch.
- (iii) The sign shall not project beyond the exterior wall or walls of the building to which it is attached.
- (iv) The electrical wiring of a roof sign shall be in accordance with the requirements of the Authority's Engineering Department.
- (v) The sign shall be anchored or secured to the building in accordance with the requirements of the Authority's Engineering Department.
- (vi) The sign shall be constructed in accordance with engineering drawings approved by the Authority.

14.15 Third Party Sign

- (i) Signs proposed to be sited on a property other than the property to which the advertising pertains shall be limited to those proposals where advertising need is established, and as approved by Council.
- (ii) Third party signs, where so permitted, shall provide for a higher level of visual design, including sign base and ground level landscaping treatment where deemed necessary by the Town.
- (iii) Third party sign applicants are required to submit an application on a form provided by the Town, and further provide the Town with a comprehensive proposal that addresses property location, property owner authorization, sign design and landscaping detail, and other information as required by the Town.

14.16 Wall Sign

A wall sign shall be permitted subject to the following conditions:

- (i) A wall sign may be placed on a wall or building abutting any street or public highway provided the wall sign does not immediately face a residential lot or zone.
- (ii) Unless otherwise determined by Council, the total area of all wall signs on any one architectural elevation of a building shall not exceed 20% of the building face.
- (iii) The length of the sign shall not be longer than the horizontal measurement of the wall or building façade to which it is attached and the sign shall not extend beyond the end of the wall to which it is attached with the exception of wrap around signs.
- (iv) A wall sign shall not project more than 30 cm from the wall of the building.

- (v) Where permitted by the Authority, a wall sign projecting over public property shall be erected with a vertical clearance not less than 3 m above the surface of the ground.
- (vi) The wall sign shall be of an architectural scale and styling that is, in the opinion of the Authority, is in keeping with architectural scale and styling of the building to which it is attached.
- (vii) No wall sign shall be permitted to cover any part of a required exit in a building or obstruct free access thereto or egress therefrom.
- (viii) The sign shall be anchored or secured to the building in accordance with the requirements of the Authority's Engineering Department.

15. MULTI-TENANT BUILDING

Notwithstanding the above requirements, signs for buildings housing two or more uses or occupancy shall be limited to one wall sign per use or occupancy and one pylon or ground sign per street frontage for the whole building. Such pylon or ground sign shall display the advertisement for all uses or occupancies housed in the building.

16. SIGNS ALONG THE TRANS CANADA HIGHWAY

The government of Newfoundland and Labrador Highway Sign Regulations apply within 100 metres of all highways constructed and maintained by the Department of Works, Services, and Transportation. The erection or placement of any sign within 100 m of the road right-of-way of the Trans Canada Highway passing through the town is therefore subject to dual jurisdiction, and must meet the conditions of the provincial government as well as the Authority, as follows:

- (i) The sign shall be approved in accordance with the provincial Highway Sign Regulations, and a highway sign permit must be obtained from the Government Services Centre.
- (ii) The sign shall meet the conditions of the Authority for the particular type of sign as outlined in the use zone in which the sign is located.

17. CESSATION OF USE

Upon the cessation of a use, event or a business, any sign or advertisement associated with that ceased use, event or business shall be removed within thirty days of the cessation of the use, event or business.

18. APPLICATION TO EXISTING SIGNS AND ADVERTISEMENTS

Every existing sign and advertisement approved by the Authority shall be brought into conformity with these Regulations in the event of their structural alteration, relocation or replacement. Maintenance and repair of the sign or advertisement shall not be deemed in itself to constitute an alteration. In the case of portable or inflatable signs conformity to these Regulations shall be immediate.