



THE CORPORATION OF THE CITY OF THUNDER BAY  
BY-LAW NUMBER BL 135/2016

A By-law to amend By-law 135-1992, being a By-law to prohibit and regulate signs and other advertising devices in The City of Thunder Bay.

Recital

1. By-law 135-1992, enacted and passed May 25, 1992, is a by-law to prohibit and regulate Signs and other advertising devices in the City of Thunder Bay.
2. On November 28, 2016, City Council approved the recommendations of Committee of the Whole dated November 21, 2016, arising out of Report No. R 144/2016 (Licensing and Enforcement). The resolution authorizes that amendments be made to the City's Sign By-law No. 135-1992.
3. City Council deems it necessary and expedient to amend By-law 135-1992.

ACCORDINGLY, THE COUNCIL OF THE CORPORATION OF THE CITY OF THUNDER BAY ENACTS AS FOLLOWS:

1. Section 5.6 is amended by deleting "Illuminated signs shall be erected, displayed, altered or repaired so as to divert light away from an adjacent premises and street." and replacing it with the following:
  - 5.6 (a) Illuminated and electronic signs shall be erected, displayed, altered or repaired so as to divert light away from an adjacent premises and street.
  - (b) flashing and animated signs are prohibited.
  - (c) Illuminated and electronic signs shall be turned off or dimmed between the hours of 10:00 p.m. and 8:00 a.m. as directed by the designated City official.
  - (d) Illuminated and electronic signs shall have a transition time of one (1) second between messages, and a minimum ten (10) second dwell time of messages.
2. Section 5.12 is amended by deleting "Except where otherwise expressly permitted in this By-law, no sign or any part thereof is permitted to be erected or displayed upon or encroach onto or over any property owned by the City of Thunder Bay." and replaced with the phrase "No sign or any part thereof is permitted to be erected or displayed upon or encroach onto or over any property owned by the City of Thunder Bay unless authorized by the General Manager, Development and Emergency Services Department.
3. Section 5 – GENERAL REGULATIONS AND PROHIBITIONS is amended by adding the following section:

5.13 No person shall erect or cause to be erected or maintain any permanent sign that is not specifically permitted by this by-law.

4. Section 2 DEFINITIONS is amended by adding, in alphabetical order:  
the following definitions:

“Animated Sign” means movement, motion or the appearance of motion by way of a motion picture, streaming video, television, LED screens or any technology that would facilitate motion or the appearance of motion.

“Dwell Time” means the length of time a static image or message is displayed on a Sign.

“Electronic sign” means an illuminated sign which is electronically controlled.

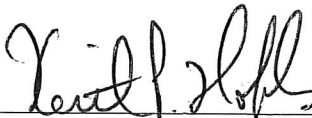
“Flashing Sign” means a sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source.

“Illuminated Sign” means a sign or advertising device that is lighted by any artificial means whatsoever, and shall include direct, indirect, internal or external sources of illumination.


“Transition Time” means the time it takes to change an electronic message.

5. This By-law shall come into force and take effect on the date it is passed.

Enacted and passed this 28th day of November, A.D. 2016 as witnessed by the Seal of the Corporation and the hands of its proper Officers.



Mayor



Deputy City Clerk

CERTIFIED TRUE COPY



Deputy City Clerk