



Town of Saugeen Shores Protective Services – Building Department

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SIGN BY-LAW FREQUENTLY ASKED QUESTIONS

This guide is to help with some common questions to help applicant to navigate the Sign By-law process. It is recommended that all users of the guide consult with Town staff and review the full text of the Sign By-law to determine all necessary requirements before installing a new sign.

What we regulate

Saugeen Shores regulates many sign types including: facial wall signs, ground signs, projecting signs, mobile signs, sandwich board signs, construction signs, real estate signs, and all temporary signs. We do not regulate signs located indoors. For a complete lists of signs and there regulatory requirements please refer to the Sign By-law.

Permits

For many signs, a permit is required. New signage for businesses requires a permit. A nominal fee is required to cover the costs of reviewing the sign for compliance. If there is any question if you require a permit, please check the Sign By-law or contact Town staff before proceeding.

Prohibited Signs

Saugeen Shores prohibits certain signage and elements related to signage. 3rd party signs, non-accessory signs, inflatable signs and other sign types are prohibited except for certain sandwich board signs and for lawfully existing 3rd party signs. However, once removed they can't be replaced.

Common Questions

If a business is having its Grand Opening the following signs may be permitted for a period not exceeding 14 days from the start of the grand opening: inflatable mobile signs, mobile read-o-graph signs, flags, mechanically animated signs, or sequential signs;

Except as allowed, signs cannot have moving/mechanical motion

Animation of electronic signs is limited to message changes not quicker than once every 5 seconds

Flashing or pulsating illumination is prohibited

If your business is located on Highway 21 or on a County road you may require approval from the Ministry of Transportation or the County of Bruce