

Sign Usage Policy

Pursuant to the authority vested in the Town Council of Portugal Cove- St. Philip's, the following policy was adopted on the 26th day of August 2025.

1.0 TITLE

1.1 This document shall be known and cited as the *Sign Usage Policy*.

2.0 INTERPRETATIONS

2.1 “**Development Regulations**” means the Town's Development Regulations 2014-2024, as amended.

2.2 “**Street Reservation**” means the limits of a street, road, or highway or any other way designed or intended for public use for the passage of motor vehicles and pedestrians, and which is accessible by fire department and other emergency vehicles and is owned by the Town or other public agency and maintained at public expense.

Where the limits of a street reservation are not defined by a legal property survey of the street, road, or highway, the street reservation shall be assumed to be the area between the legal property boundaries of the parcels bounding that street, road, or highway.

2.3 “**Town**” means the Town of Portugal Cove–St. Philip's as incorporated under the *Towns and Local Service Districts Act*.

3.0 POLICY STATEMENT AND SCOPE

3.1 The purpose of this policy is to ensure the conditions of all signage shall be maintained by the proper owner and shall not detract from the aesthetic of the community nor interfere or obstruct traffic movement within the Town.

3.2 The purpose of this policy is to also provide staff guidance for the removal of signage located within a street reservation as no advertisement shall be erected or displayed within, on or over any street reservation in accordance with the Development Regulations.

3.3 This policy shall also apply to the removal of signage posted on street signage (for example stop signs) or utility poles located within a street reservation.

4.0 APPLICATION

4.1 This policy shall apply to all signage used within the Town of Portugal Cove – St. Philip's.

4.2 This policy shall also apply to Town staff for the removal of signage located within a street reservation.

4.3 The Town's *Unauthorized Development Policy* shall apply to signage erected on private property without a permit from the Town.

4.4 This policy shall not apply to signage which, prior to the date of this policy coming into effect, has a permit for the erection of the signage within the street reservation.

5.0 POLICY PROCEDURE

5.1 A permit and approval is required for all signage within the Town in accordance with the Development Regulations.

5.2 For signage located within a Street Reservation with a face measuring 0.2 m² (2.1 ft²) or less, the signage shall be removed and disposed of by the Town with no prior notification to the individual/business identified on the signage.

5.3 For signage located within a Street Reservation with a face measuring greater than 0.2 m² (2.1 ft²):

5.3.1 Staff will contact the individual/business identified on the signage and advise that the signage must be removed within seven (7) calendar days, and that if not removed, the Town will remove and dispose of the signage.

5.3.2 If the signage is not removed as per 5.3.1, the Town will remove and dispose of the signage.

5.4 The Town shall not be responsible for storage of or returning removed signage to the individual/business identified on the signage. In addition, the Town shall not be responsible for any costs incurred by the individual/business related to acquisition and/or installation of the signage.

6.0 EXEMPTIONS

6.1 The following signage shall be exempt from this Policy:

- Election signs of a candidate or political party during a Federal, Provincial, Municipal or regional school board election.
- Temporary signs related to Federal, Provincial or Municipal public works;
- Notices required by law to be posted.

- Regulatory, warning, directional, guide or informational signs erected by a Federal, Provincial or Municipal Authority.
- Signs placed by a telephone, telegraph or electric power company to indicate danger.
- Temporary real estate signs advertising the sale or rental of a property, or an open house (provided their placement does not obstruct vehicular or pedestrian movement, and the duration of such placement is limited to the time the property is actively listed for sale or rental, or during the time of the actual open house).
- Signs with existing Provincial and/or Municipal approvals.
- Traffic related signage.

7.0 REPEALS OF PREVIOUS POLICIES AND AMENDMENTS

7.1 None.

8.0 AMENDMENTS

8.1 Date: August 26, 2025 Motion 2025-276

9.0 INITIAL EFFECTIVE DATE / RESOLUTION

9.1 Date effective: August 18th, 2020, Motion #: 2020-181.



Carol McDonald, Mayor



Claudine Murray, Town Clerk