

BY-LAW NUMBER  
OF THE  
CORPORATION OF THE CITY OF KITCHENER

(Being a by-law to amend Chapter 680 of The City of Kitchener  
Municipal Code with respect to Signs).

WHEREAS it is deemed expedient to amend Chapter 680 of The City of Kitchener Municipal Code as adopted by By-law 88-100;

NOW THEREFORE the Council of the Corporation of the City of Kitchener enacts as follows:

1. Article 2 of Chapter 680 of The City of Kitchener Municipal Code is hereby amended to delete the title "INTERPRETATION" and substitute therefor the title "DEFINITIONS".
2. Section 680.2.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

"680.2.2

"'abandoned sign" means a sign or sign structure which may have formerly identified, but no longer correctly identifies, the business, commodity, service or use presently conducted, sold or offered on the lot. A sign shall not be deemed abandoned until thirty after such activity is discontinued."

3. Article 2 of Chapter 680 of The City of Kitchener Municipal Code is hereby amended by adding thereto the following subsection:

"680.2.19.1

"Corner lot" means a lot situate at the intersection of, and abutting two streets, or parts of the same street, the adjacent sides of which street or streets (or in the case of a curved corner, the tangents of which) contain an angle of not more than 135 degrees."

4. Section 680.2.20 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

"680.2.20

"corner visibility triangle" means a triangular area formed within a corner lot by the intersecting street lines or the projections thereof and a straight line connecting them 7 metres from their point of intersection."

5. Section 680.2.22 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

"680.2.22

"driveway visibility triangle" means a triangular area formed within a lot by the intersection of a driveway line and a lot line abutting a street or the projections thereof and a straight line connecting them. The driveway visibility triangle shall be measured from the point of intersection of a street line and the edge of a driveway a distance of 3 metres from the street line and 4.5 metres from the edge of the driveway."

6. Section 680.2.34 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

"680.2.34

"incidental sign" means a ground supported sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "drive-thru", "private parking", "entrance", "washroom", "loading dock", "staff only", and other similar directives. Incidental signs shall have a maximum height of 1.2 metres and shall be permitted to display the name or logo of a use on the lot."

7. Section 680.2.42 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

"680.2.42

"Mixed Use Corridor" promotes transit supportive development along select primary streets. See maps as shown on the various maps attached in Schedule 'B'."

8. Article 2 of Chapter 680 of The City of Kitchener Municipal Code is hereby amended by adding thereto the following subsection:

"680.2.43.1

"Multiple unit identification sign" means a multiple unit identification sign required by City of Kitchener Policy Number I-1035 – Emergency Service Policy and provide no other commercial content."

9. Section 680.2.56 of The City of Kitchener Municipal Code is hereby amended to delete the title “Projection Sign - defined” and substitute therefor the title “Projecting Sign - defined”.

10. Section 680.2.63 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.2.63

“sign” means any device, object or thing which directs attention to or which is designed to convey a message and that is placed for the purposes of advertising goods and/or services offered, identifying a business or enterprise or for conveying any other type of message and, without limiting the generality of the foregoing, this definition includes posters and the types of signs specifically defined in this Section.”

11. Section 680.2.69 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.2.69

"special event directional sign" means a free-standing sign which is used solely for the purpose of directing traffic to the location of a special event. Without limiting the generality of the above, this definition shall include signs commonly referred to as real estate "open house" or "model home" signs. Such signs may include the nature of the event, name of the event holder and the location, arrow pointing to the event and/or time of the event, but shall contain no other commercial or promotional message.”

12. Section 680.2.75 of The City of Kitchener Municipal Code is hereby deleted.

13. Section 680.3.9 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.9

“The City may, for public service purposes, erect or use any type of sign permitted by this Chapter in any zone in which such sign type would otherwise be prohibited, subject to the sign being in full compliance with the regulations prescribed for such sign type. With the exception of portable signs, such signs shall require a sign permit but application fees shall be waived”

14. Section 680.3.16 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.16

Incidental signs having a maximum height of 0.9 metres may be erected or displayed within a corner visibility triangle, driveway visibility triangle or lot line visibility triangle subject to Section 680.3.15.”

15. Section 680.3.18 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.18 Obstruction – any fire safety infrastructure

Signs shall not be erected or displayed in such a manner as to interfere with the free use of any fire escape, exit or fire department connection.”

16. Section 680.3.20 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.20

All signs and sign structures shall comply with the requirements as set out in the Ontario Building Code, Ontario Regulation 332/12, as amended, or any successor thereof.”

17. Section 680.3.27 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.27

Signs within 400 metres of, and visible from, Highway #401, the Conestoga Parkway or Highway #8 between the Conestoga Parkway and Highway #401, shall require the approval of the Ministry of Transportation of Ontario.”

18. Section 680.3.28 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.28

Signs within 3 metres of an electrical transmission line shall require the approval of Enova Power Corp. and/or the Electrical Safety Authority.”

19. Section 680.3.29 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.29

Automatic changing copy on a sign shall not be located within 23 metres of a street intersection or traffic light. Automatic changing copy on a sign shall not be located

within 20 metres of any residentially zoned lot which is located on the same street as the sign containing the automatic changing copy, provided the sign is oriented perpendicular to the street line, or within 30 metres of any residentially zoned lot which is located on the same street as the sign containing the automatic changing copy, provided the sign orientation is not perpendicular to the street line. The automatic changing copy shall not contain flashing, intermittent or moving lights. The rate of change in the content of the copy shall be static for a minimum of six seconds, except on a video projection sign.”

20. Section 680.3.31 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.31

Notwithstanding Section 680.3.29, automatic changing copy shall conform to the following criteria and shall be certified in writing by a Lighting Engineer for the approval of the City Planner or designate after the installation of the sign and before its operational use:

- (a) the illuminance of any automatic changing copy shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the automatic changing copy off, and again with the automatic changing copy displaying a white image for a full colour capable automatic changing copy, or a solid message for a single-colour automatic changing copy. All measurements shall be taken perpendicular to the face of the automatic changing copy at the distance determined by the total square footage of the automatic changing copy as set for in the accompanying Sign Area Versus Measurement Distance Formula in Section 680.3.31 (d);
- (b) the difference between the off and solid-message measurements using automatic changing copy measurement criteria noted above shall not exceed 0.3 footcandles;
- (c) all permitted illuminated automatic changing copy shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements; and
- (d) the measurement distance is to be calculated with the following formula:  
Measurement Distance in Metres =  $\sqrt{\text{Area of Sign Sq.M.} \times 100}$ .”

21. Section 680.3.32 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.32

Except as otherwise provided in this Chapter, display of the following signs are prohibited in all zones:

- (a) flashing signs;
- (b) signs that advertise a business, product, activity or service, which are mounted, placed or displayed on any vehicle situated on any lot, except signs or lettering on vehicles currently in use as a means of transportation;
- (c) non-accessory signs (third party);
- (d) pennants, strings of flags or strings of exposed lights with a commercial message;
- (e) progressive signs and wind driven signs;
- (f) signs advertising adult sex film theatres, except those signs erected and displayed in compliance with Sections 680.4.3 (b) through 680.4.3 (e) inclusive;
- (g) abandoned signs.”

22. Section 680.3.33 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.3.33

Except as otherwise provided in this Chapter, the following signs are permitted in all zones in accordance with regulations contained in this Chapter:

- (a) address signs;
- (b) election signs;
- (c) construction information signs;
- (d) flags of recognized geo-political entities or corporate flags containing only the business name or logo and displayed only on the same lot where the business or use is located;
- (e) incidental signs;
- (f) real estate signs;
- (g) special event directional signs;
- (h) subdivision signs; Planning Application Notice signs, such as Official Plan Amendment, Zoning By-law Amendment and Committee of Adjustment Notices; and Proposed School Site signs; the type, form, size, content and location of which shall be approved by the City Planner or designate;
- (i) window signs, provided they are non-flashing and do not block or cover more than 50 percent of the window area the sign is displayed on;
- (j) poster signs and notices;
- (k) new home builder signs;
- (l) new home development signs;
- (m) telecommunication tower and antenna signs; the form, size, content and location of which shall comply with requirements of the City's Telecommunication Tower and Antenna Protocol;
- (n) multiple unit identification sign.”

23. Section 680.4.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

**“680.4.2 Commercial zones - downtown zones (other than the retail core)**

The following signs are permitted in commercial zones and downtown zones other than the retail core:

- (a) awning signs;
- (b) banner signs;
- (c) fascia signs;
- (d) ground supported signs;
- (e) portable signs, except in the area defined as Mackenzie King Square in Section 680.2.40;
- (f) projecting signs;
- (g) roof signs, except in areas identified as Mixed Use Corridor or defined as Mackenzie King Square in Section 680.2.40;
- (h) inflatable signs; and
- (i) video projection signs in the Arterial Commercial Zone (C-6) and the Commercial Campus Zone (C-8) zone only.”

24. Section 680.4.3 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

**“680.4.3 Employment – Industrial – business park zones**

The following signs are permitted in employment, industrial and business park zones:

- (a) awning signs;
- (b) banner signs;
- (c) billboard signs;
- (d) fascia signs;
- (e) ground supported signs;
- (f) portable signs;
- (g) projecting signs;
- (h) roof signs;
- (i) inflatable signs; and
- (j) video projection signs.”

25. Article 4 of Chapter 680 of The City of Kitchener Municipal Code is hereby amended by adding two new sections thereto as follows:

**“680.4.7 Mixed Use Zones**

The following signs are permitted in mixed use zones:

- (a) awning signs;
- (b) banner signs;
- (c) fascia signs;

- (d) ground supported signs;
- (e) portable signs; and
- (f) projecting signs.

680.4.8 Mixed Use Zones – exceptions

Notwithstanding Section 680.4.7, any property developed solely as a residential use shall only permit signs as allowed in Section 680.4.4.”

26. Section 680.6.7 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.6.7 Sign clearance – minimum

The minimum sign clearance shall be:

- (a) 0.0 metres when projecting over an area not intended for pedestrian or vehicular traffic;
- (b) 2.44 metres when projecting over an area intended for pedestrian traffic;
- (c) 4.3 metres when projecting over an area intended for vehicular traffic.”

27. Section 680.6.9 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.6.9 One sign – per business or use

A maximum of one banner sign is permitted for any one business or use on a lot at any one time.”

28. Section 680.7.5 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.7.5

In locations deemed appropriate by the City Planner or designate, billboard signs shall be landscaped in accordance with a landscape plan approved by the City Planner or designate.”

29. Section 680.9.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.9.2 City - public property

No election sign of any kind shall be displayed on any City property or other public property.”



30. Section 680.11.6 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.6

Notwithstanding Section 680.11.4, the maximum height for a ground supported sign on a property identified as Mixed Use Corridor shall be 2.0 metres.”

31. Section 680.11.7 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.7

Notwithstanding Section 680.11.4, the maximum sign area for a ground supported sign on a property identified as Mixed Use Corridor shall be 6.0 square metres.”

32. Section 680.11.12 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.12

On any property identified as Mixed Use Corridor, a maximum of one ground supported sign shall be permitted on any lot less than 50 metres in width and a maximum of two signs shall be permitted on a lot greater than 50 metres in width.”

33. Section 680.11.13 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.13

Ground supported signs are prohibited within 50 metres of another ground supported sign on the same property or within 15 metres of a ground supported sign on an abutting property;”

34. Section 680.11.15 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.15

Ground supported signs located between a front lot line or side lot line abutting a street and the minimum building setback from such lot line, as required in the Zoning By-law, shall contain the civic number and/or full municipal address(es) of

the property on which the ground supported sign is located and shall comply with the regulations which follow:

- (a) if located on a corner property, the full municipal address (civic number and street name) is required;
- (b) the address shall contain text that has a minimum height of 15.0 centimetres;
- (c) the address shall be located at a minimum of 0.9 metres above grade, or at the top of the sign if the sign is less than 0.9 metres in height; and
- (d) the address must be clearly visible and shall be located on all faces of the sign that contain copy.”

35. Section 680.11.19 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.11.19

Any manual changeable copy or automatic changing copy component of a ground supported sign shall be limited to 50 percent of the sign face.”

36. Section 680.12.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.12.2

Inflatable signs shall be erected only in such specific locations as shown on a plan approved for such purposes by the City Planner or designate.”

37. Section 680.14.8 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.14.8 Permit – maximum duration

Sign permits for new home development signs shall be valid for a period of four years.”

38. Section 680.15.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.15.2

Portable signs shall be erected only in such specific locations as shown on a plan approved for such purposes by the City Planner or designate.”

39. Section 680.15.15 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.15.15

Separation distances for portable signs shall be as follows:  
(a) portable signs are prohibited within 50 metres of another portable sign on the same lot or within 10 metres of a portable sign on an abutting lot;  
(b) portable signs are prohibited within 15 metres of a ground supported sign on the same lot unless the ground supported sign has a minimum clearance of 2.44 metres.”

40. Section 680.15.21 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.15.21

In the event that public work construction creates a road closure or limited access impacting a business, the erection of a portable sign may be permitted at a different location at the discretion of the City's Director, Enforcement, or City Planner or designate at no cost. A portable sign may be erected at a location approved in writing by the City's Director, Enforcement, or City Planner or designate provided any private property owner has granted consent. Signs shall be permitted for a period of time as approved in writing by the City's Director, Enforcement, or City Planner or designate and shall not exceed the duration of the construction work.”

41. Section 680.18.5 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.18.5

Ground supported real estate signs shall have a maximum sign height of 2.0 metres and a maximum sign area of 1.0 square metres when located on a lot containing or permitting a single detached dwelling, a semi-detached dwelling, a street townhouse dwelling, with or without additional dwelling unit(s), or a multiple dwelling having up to 6 units.”

42. Article 18 of Chapter 680 of The City of Kitchener Municipal Code is hereby amended by adding thereto the following subsection:

“680.18.11.

Notwithstanding Section 680.15.2 portable real estate signs shall be erected in accordance with regulations set out in Article 15 - Portable Sign Regulations.”

43. Section 680.20.5 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.20.5 Display time/date details

Special event directional signs may only be displayed on the day(s) of the special event, and shall prominently display either the date(s) of the event or the day(s) of the week with text height being at least 5 centimetres.”

44. Section 680.21.8 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.21.8

The subdivider shall ensure that the information is current as of the date the sign is erected. Notice shall be posted on the subdivision signs advising that information may not be current and to obtain updated information, inquiries should be made at the City’s Development Services Department.”

45. Article 22 of The City of Kitchener Municipal Code is hereby deleted.

46. Section 680.24.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.24.2

A sign permit shall not be issued where the sign or copy relates to a use which does not have a valid Zoning Occupancy Certificate as required by the City’s Zoning By-law.”

47. Section 680.24.3 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.24.3

Notwithstanding Section 680.24.1, the following signs shall not require a permit, provided that in all other respects they conform with the provisions of this Chapter:

- (a) address signs;
- (b) banners on City property in locations authorized by Council;
- (c) election signs;

- (d) construction information signs when erected on a property containing a single detached dwelling, a semi-detached dwelling or street townhouse dwelling, with or without additional dwelling unit(s);
- (e) flags;
- (f) incidental signs;
- (g) multiple unit identification, the content and location of which shall be approved by the City's Chief Fire Prevention Officer
- (h) planning application notice signs;
- (i) real estate signs;
- (j) portable signs having a maximum width of 1.0 metre and a maximum height of 1.2 metres , in the retail core and areas designated as Mixed Use Corridor in the City's Official Plan, or if located in accordance with Section 680.15.17 approved by the City during public work construction and portable signs advertising a charitable organization or charitable event;
- (k) special event directional signs)
- (l) window signs that do not block or cover more than 50 percent of the window area on which it is placed and that are not accessory to a home business use;
- (m) posters or notices;
- (n) projecting signs on City property at locations authorized by Council;
- (o) signs in or on public transit shelters;
- (p) signs on bus stop benches;
- (q) signs on playing field fences and scoreboards at Blockline Sportsfield, Budd Park, Centennial Stadium, Jack Couch Ball Park, Bridgeport Sportsfield, Woodside Park, Meinzinger Park, SW Optimist Sports fields, Fisher Park, Heritage Greens Lawn Bowling Club, Lions Sports fields, Breithaupt Park and Peter Hallman Ball Yard;
- (r) telecommunication tower and antenna signs.”

48. Section 680.24.5 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.24.5

The City may revoke a sign permit at any time if it is determined by the City that:

- (a) the sign permit has been issued in error by the City of Kitchener;
- (b) the sign does not conform to this Chapter, the Ontario Building Code, Ontario Regulation 332/12 or any other applicable regulation or legislation; or
- (c) the sign permit has been issued as a result of false, mistaken, or incorrect, information shown on the sign permit application;
- (d) if, after six months after its issuance, the construction of the sign has not been seriously commenced, or
- (e) if the holder requests in writing that it be revoked.”

49. Section 680.25.1 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.25.1

A person to whom a sign permit is issued shall notify the City prior to installation of any sign to arrange an inspection.”

50. Section 680.25.4 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.25.4

An employee of the City reporting to the City Planner or designate, or an officer, may enter on land at any reasonable time for the purpose of carrying out an inspection to determine whether or not this Chapter is being complied with. Entry to any place actually been used as a dwelling unit shall be subject to the requirements of the *Municipal Act, 2001*.”

51. Section 680.26.2 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.26.2

Written notice shall be provided to all property owners within  
a) 60 metres for a sign by-law variance, or  
b) 120 metres for a sign by-law amendment,  
with the opportunity to comment. Notice of the request shall also be posted on the City's website.”

52. Section 680.27.1 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.27.1

The City Planner or designate shall be responsible for the administration of this Chapter and the Director, Enforcement shall be responsible for overseeing the enforcement of this Chapter.”

53. Section 680.27.5 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.27.5

Notwithstanding any other provision of this Chapter, any sign that, in the opinion of the City's Director, Enforcement; Director, Transportation Services or the Chief Building Official (or designates) constitutes an unsafe condition or obscures the

visibility of normal approaching pedestrian or vehicular traffic may be removed or relocated by the City forthwith.”

54. Section 680.27.6 of The City of Kitchener Municipal Code is hereby deleted.

55. Section 680.27.7 of The City of Kitchener Municipal Code is hereby deleted and replaced with the following:

“680.27.7 Sign – removal - disposal

Any sign removed in accordance with the provisions of this Article may be disposed of forthwith without notice to the owner of the sign or their agent and the owner shall not be entitled to compensation.”

56. Section 680.27.8 of The City of Kitchener Municipal Code is hereby deleted.

57. This By-law comes into effect July 1, 2024.

PASSED at the Council Chambers in the City of Kitchener this \_\_\_\_\_ day  
of \_\_\_\_\_, A.D. 2024.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Clerk

