

BY-LAW NO. HAM-2025-26
A BY-LAW TO AMEND THE HAMPTON ZONING BY-LAW NO. HAM-2023-16

The Council of Hampton, under authority vested in it by the Community Planning Act, enacts as follows:

1. An amendment to the Table of Contents is hereby updated to read:

Section 14 Signs

2. An amendment to Section 2.11.4.1(b) Development Permit Required which reads:

the use of land, buildings and structures for the purpose of displaying advertising signs or billboards; or

Is hereby updated to read:

the use of land, buildings and structures for the purpose of displaying advertising signs;
or

3. An amendment to Section 3 Definitions which reads:

***“billboard sign”** means a surface whereon advertising matter is set in view conspicuously and which advertising does not apply to the premises or any use of premises wherein it is displayed or posted.*

Is hereby updated to read:

“billboard sign” - deleted.

“sign, awning or canopy” means a sign that is incorporated into the material of an awning or canopy.

“sign, banner” means a temporary sign made of lightweight, non-rigid material such as cloth, canvas, or vinyl, which is mounted, hung, or strung from a building, structure, or between poles.

“sign, billboard” means any type of sign that advertises goods, products, or services not located, sold, or provided on the same lot as the sign.

“sign, construction” means a temporary sign erected on a lot or premises where construction, excavation, demolition, alteration, or substantial repair of a building or structure is being performed under a valid building permit.

“sign copy” means any colour, graphic, logo, image, message, numeral, picture, symbol, text, or word, or any combination thereof, displayed on a sign face.

“sign, directional” means a sign directing vehicles or pedestrians to an access, driveway, or parking on a lot.

“sign, electronic” means any sign, sign structure, or portion of a sign that is capable of displaying words, symbols, figures, or images that can be electronically or digitally changed by remote or pre-programmed means.

“sign face” means the surface of a sign upon, against or through which the sign face area is displayed including any frame or border and any writing, emblem, logo, or other display representative of the name of the development or identifying the site owner or manager.

“sign, fascia” means a sign structure attached directly against the wall of a building or structure.

“sign, freestanding” means a sign with a structure that is permanently attached to the ground and supported by one or more posts or other similar means.

“sign height” means in the case of a ground sign, the vertical distance from grade to the top of the highest part of the sign including any supporting framework or bracing, or in the case of a wall sign or projecting wall sign, the vertical distance from the bottom of the sign structure to the top of the sign structure inclusive of any frame or border.

“sign, projecting” means a sign structure attached to a building or structure that projects from the main wall of the building or structure.

“sign, real estate” means a sign advertising the sale, rent, or lease of a premise on the lot where the sign is located.

“sign, roof” means a sign structure attached on top of the roof cornice of a building or structure.

“sign, sandwich board” means a portable, self-supporting, A-frame, or T-frame sign with one or two sign faces, that is not permanently affixed to the ground or a structure, and is designed to be easily moved.

“sign, temporary” means a mobile sign structure that is designed in such a manner that it can be readily relocated to provide advertising at another location.

“sign, window” means any sign that is painted, etched, or affixed directly onto the interior of a window or glass door, and is intended to be visible from the public right-of-way or an adjacent property.

4. An amendment to add Section 14 Signs which reads as follows:

14.1 General Provisions

- a) No person shall construct, set up, place, exhibit, erect, or relocate a sign within the municipality except in conformance with this By-Law nor without the issuance of a Development Permit except for signs permitted in Section 14.2.
- b) Any sign erected in contravention to this By-Law may be removed at the expense of the owner.
- c) No signs, whether made from paper, cardboard, cloth, canvas, plastic or similar materials, shall be tacked, posted or otherwise affixed to the walls of any structure, tree, pole, hydrant, bridge, fence or any other surface within a public place.
- d) Subsection (c) shall not apply to placards or notices authorized by the municipality pertaining to municipal matters or police traffic control signs and notices.
- e) Sign design and placement shall complement the building's architecture or façade.
- f) A sign may be single or double sided.
- g) A sign shall be designed with colours and materials coordinated with the building to which it is affixed or associated with.
- h) If illuminated, a sign shall be in accordance with the following:
 - i) Freestanding signs, fascia signs, and projecting signs may be illuminated by internal lighting, external lighting, floodlighting or neon unless otherwise limited by this By-Law;
 - ii) External lighting shall be limited to the greatest extent possible to the sign face with the light source concealed from view; and
 - iii) Illuminated signs shall be automated to adjust brightness and shall have reduced brightness in the nighttime.
 - iv) All wiring and conduits to electric signs and lighting sources shall be placed within the building walls, located underground, or otherwise concealed from view.

14.2 Signs Permitted in All Zones

The following signs are exempt from a Development Permit, provided they comply with this By-Law and, in the opinion of the Development Officer, are safe, secure, and do not obstruct public streets:

- a) Flags that have a minimum clearance of 2.75 metres above grade.
- b) Signs located inside a building and not visible from the exterior of the building.
- c) Signage that forms part of appliances and fixtures such as gas pumps, vending machines, or utility boxes.
- d) Signs or public notices erected or authorized to be installed by the municipality or Provincial or Federal legislation.
- e) Signs for parking and access not exceeding 0.25 m² in area and 1 metre in height, at each entrance and exit to a parking lot.
- f) Non-advertising commemorative plaques, cornerstones, or tablets not exceeding 1 m² in sign face area.
- g) Signs not exceeding 3m² for the purpose of advertising any political party or candidate participating in an election for public office.
- h) Signs up to 0.25 m² in areas that either identify a resident's name and address or state property rules such as "No Trespassing".
- i) Signs not exceeding 3m² used for the purpose of advertising specific community events at the discretion of the Development Officer.
- j) Real Estate signs are permitted when located on the lot that is being advertised to be sold, rented, leased or otherwise placed on the market and are subject to the requirements of Section 14.4.7(d).

14.3 Signs Prohibited in All Zones

Except as otherwise permitted in this By-law or by order of a provincial or federal statute, the following signs are prohibited:

- a) Any roof sign.
- b) Any portable neon signs.
- c) Any sign which obstructs any part of a doorway, window or balcony except for permitted window signs.
- d) Billboard signs or any third-party sign advertising a business, product, service or activity not conducted on the lot where the sign is located.
- e) Except for within the Town Centre (TC) zone and on William Bell Drive, no signage is permitted within the grey triangle at street corners, with sides extending 6 meters from the intersection as shown in Figure 1.
- f) Any sign that has affixed to or contains any flashing, animated, rotating, chasing border, moving or oscillating electrical components.

- g) Any sign that imitates in any way, shape, form, words or lighting, a traffic control device.
- h) Any sign that uses dayglo fluorescent, luminous or reflective paint or similar products.
- i) Any vehicle placed for the purpose of advertising for more than 7 consecutive days.
- j) No sign shall be placed, erected, structurally altered, located or relocated so as to be closer to an energized utility line or utility line equipment than the distances specified in Figure 2.

Figure 1: Sight Lines at Intersections

(IMAGE)

Figure 2: Phase to Phase Voltage of Energized Electrical Utility Line or Utility Line Equipment

Figure 2: Phase to Phase Voltage of Energized Electrical Utility Line or Utility Line Equipment	Distance
Up to 750 v	0.9 metres
750 v – 100 000 v	3.6 metres
100 001 v – 250 000 v	5.2 metres
250 001 v – 345 000 v	6.1 metres

14.4 Types of Signs

14.4.1 Fascia Signs

A fascia sign may be placed, erected, or displayed subject to the following requirements:

- a) One fascia sign on each street-facing exterior is permitted.
- b) A fascia sign shall be installed so that it is parallel to the wall on which it is affixed.
- c) A fascia sign may be internally illuminated.
- d) Notwithstanding (a), in a commercial building containing more than one business, each business may have its own fascia sign with all signs having a unified appearance, and all signs shall, to the satisfaction of the Development Officer:

- i) Be designed for a unified appearance, using similar materials, colours, and copy, including text of a similar type, height, and size; and
 - ii) Not project more than 0.5 metres from the wall on which the sign is affixed.
- e) A fascia sign shall be limited in size to 15% of the area of the façade of a building or portion of a building that is being occupied, as determined by the Development Officer.
- f) A fascia sign shall in no case extend beyond 75% of the width of the façade of a building or premises, as determined by the Development Officer.
- g) A fascia sign exceeding an area of 10m² and/or 1 metre in height shall be limited to individual letters or shapes.
- h) Fascia signs are not permitted above the second storey of a building.
- i) A fascia sign shall only be permitted in the following zones having the following maximum sign face areas:
- | | |
|--|--|
| 1. Home Occupation, Bed and Breakfast, Day Care or Supportive Housing | 0.5 m ² |
| 2. Home Industry in the RR zone | 1.5 m ² |
| 3. Other | 0.25 m ² |
| 4. Town Centre (TC) | 0.5 m ² per metre of occupied building frontage with an external public entrance |
| 5. Mixed Use (MU)
General Commercial (CG) | 0.7 m ² per metre of lot frontage |
| 6. Industrial (I)
Aggregate Extraction (AE) | 0.5 m ² per metre of lot frontage |
| 7. Conservation (C)
Institutional (INST)
Parks and Recreation (PR)
Rural (RU) | 0.5 m ² per metre of lot frontage for each main non-residential use, building, or structure |

Figure 3: Drawing of a Fascia Sign (IMAGE)

14.4.2 Freestanding Signs

A freestanding sign may be placed, erected, or displayed subject to the following requirements:

- a) One freestanding sign is permitted per property.
- b) No part of a freestanding sign shall be located within 2 metres of any property line or driveway access or within 1 metre of any building.
- c) In no case shall a freestanding sign be located so as to obstruct pedestrian or vehicular traffic as indicated in Figure 1.
- d) All freestanding signs shall be located in a landscaped area that is at least equal in size to the sign area as part of the Development Permit.
- e) The sign must have a minimum clearance of 1.2 metres from the average grade adjacent to the sign to the bottom of the sign structure so as not to obstruct visibility.
- f) The total width of the sign including the posts shall not exceed 4 metres.
- g) Freestanding signs shall not exceed 5 metres in height above grade.
- h) A free-standing sign shall only be permitted in the following zones with the following maximum sign face areas:

1.	Home Occupation, Bed and Breakfast, Day Care or Supportive Housing	0.5 m ² per each sign face
2.	Home Industry in the RR zone	1 m ² per each sign face
3.	Other	0.25 m ²
4.	Town Centre (TC)	3.75 m ² per each sign face and a maximum height of 2.5 metres
5.	Mixed Use (MU) General Commercial (GC)	7.5 m ² per each sign face
6.	Industrial (I) Aggregate Extraction (AE)	7.5 m ² per each sign face

7.	Conservation (C) Institutional (INST) Parks and Recreation (PR) Rural (RU)	5 m ² per each sign face
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Figure 4: Drawing of Freestanding Sign (IMAGE)

14.4.3 Awning or Canopy Signs

An awning or canopy sign may be placed, erected, or displayed subject to the following requirements:

- a) An awning and canopy sign shall be located on a street facing façade of the building the sign is attached to.
- b) An awning and canopy sign must be located on the front face of the awning or canopy.
- c) An awning or canopy sign shall be located below the level of the second-floor windows of a building.
- d) An awning or canopy sign may be located on a non-street facing façade if it is located above the primary entrance to a commercial use or multi-unit residential building.
- e) An awning or canopy sign must have a minimum clearance of 2.75 metres above a pedestrian walkway or building entrance or access.
- f) An awning or canopy sign shall not exceed a maximum projection of 1 metre over a sidewalk or walkway.
- g) In a building that contains more than one non-residential use, one awning or canopy sign is permitted per business over its main entrance, provided all awnings and signs on the building have a unified design including awning and canopy material, colour, and type face.
- h) The maximum sign area to be placed on the awning is 40% of the area of the awning or canopy as measured on a drawing of the elevation or vertical plane of the awning and in no case shall the sign area exceed 15 m².

Figure 5: Drawing of an Awning or Canopy Sign (IMAGE)

14.4.4 Construction Signs

- a) Two construction site signs per property are permitted as defined in this By-Law during the construction process until such time as an Occupancy Certificate has been issued by the Town.

- b) A construction sign may be placed or erected on a site, building, or on the business premises to which it relates in accordance with this By-Law.
- c) The maximum height from grade to the top of the sign shall be limited to a maximum height of 5 metres.
- d) A construction site sign is limited to a maximum area of 3.0 m².
- e) A construction site sign shall be removed within 60 days following the issuance of an Occupancy Certificate by the Town.

14.4.5 Projecting Signs

A projecting sign may be placed, erected, or displayed subject to the following requirements:

- a) One projecting sign per a use shall be permitted.
- b) Projecting signs are not permitted in Residential zones.
- c) A projecting sign shall be located on the exterior front face of a business premises.
- d) A projecting sign shall be placed a minimum of 2.75 metres above grade and shall not extend above the roofline or top of the second storey.
- e) A projecting sign at 45 degrees is permitted on the corner of a building.
- f) The maximum height of a projecting sign shall be 7.5 metres from grade.
- g) A projecting sign is limited to a maximum area of 2.5 m² per side.

Figure 6: Drawing of Projecting Sign (IMAGE)

14.4.6 Window Signs

A window sign may be placed, erected, or displayed subject to the following requirements:

- a) Window signs are not permitted in Residential zones.
- b) The number of window signs is not restricted.
- c) Notwithstanding (a), one window sign of a maximum of 0.25 square metres of total sign area, may be permitted in association with a home occupation or home industry use for displaying business hours and status "Open/Closed".
- d) A window sign shall be placed on the interior of the building and shall be limited to windows located at the first and second storey.
- e) Total window signage shall not occupy more than 25% of the window in which it is placed.

- f) Signs may be illuminated by internal lighting and neon tube.

Figure 7: Drawing of a Window Sign (IMAGE)

14.4.7 Temporary Signs

A temporary sign may be placed, erected, or displayed subject to the following requirements:

- a) Banners shall be limited to one banner sign per property and shall:
 - i. not exceed 2 m² in total area;
 - ii. **not be displayed more than 60 days in a calendar year.**
- b) Inflatable signs or figurines:
 - i. Shall not be displayed more than 60 days in a calendar year.
- c) Sandwich Board Signs shall be limited to 1 per ground floor, street-facing non-residential use and:
 - i. Shall be located within 3 metres of the front entrance; and
 - ii. Shall be displayed during hours of operation.
- d) Real Estate Signs shall be located on the private property offered for sale and:
 - i. The top of the sign shall not exceed a height of 2 metres from grade.
 - ii. Shall not exceed a sign face area of 1 m² per side in any Residential zone.
 - iii. Shall not exceed a total sign face area of 3 m² per side in any other zone.
 - iv. Shall be removed within 7 days of the posting of the sold sign or after the property is sold, rented, leased or otherwise removed from the market.
 - v. Shall not be illuminated.

14.4.8 Electronic Signs

Electronic signs require conditional approval from the Planning Advisory Committee. Notwithstanding any conditions imposed by the Planning Advisory Committee, electronic signs are subject to the following requirements:

- a) Electronic signs shall be limited to one per lot.
- b) Electronic signs shall be limited to a size of 0.5 m² per face or 1 m² in total.
- c) Electronic signs shall be automated to adjust brightness shall not exceed 5,000 nits during daytime and 500 nits during nighttime.

- d) Electronic signs shall function as message boards and convey information using static images displayed for at least ten seconds.
- e) Transitions between messages shall not be animated, strobe, or flash.

14.5 Signs in the Town Centre (TC) Zone

The following standards are for all signs located in the Town Centre (TC) zone and are intended to preserve the area's historic and architectural character. Notwithstanding any other provision in this By-law, these guidelines are in addition to the standards found throughout Section 14 and are to be approved at the discretion of the Development Officer:

- i) All signs must be professionally designed and constructed using durable, high-quality materials.
- ii) Signage must be compatible with the architectural style and materials of the building on which it is located.
- iii) Illuminated signs shall be automated to adjust brightness and shall have reduced brightness in the nighttime.
- iv) Signs must not obscure architectural features or windows.

14.6 Sign Maintenance and Removal

All signs must be maintained in a safe and good condition. A sign may be repaired without a Development Permit as long as the repair or maintenance results in a similar or comparable fashion to the previously approved sign at the discretion of the Development Officer.

First Reading: December 9, 2025
Second Reading: December 9, 2025
Third Reading and Enactment:

Robert Doucet
Mayor

Lisa Richard
Clerk