



The Corporation of the Township of Seguin

Business Committee Agenda

Thursday, June 4th, 2026 @ 9:30 am

Township of Seguin Municipal Office and by Electronic Participation

1. Call to Order and Approval of the Agenda. ®
2. Declaration of Possible Pecuniary Interest.
3. Appoint a Chair ®
4. Adoption of Minutes of the Regular Meeting of the Committee held May 7th, 2026. (see attached) ®
5. Sign By-law -Discussion. (see attached)
6. Resignation of Andrew Ryeland. (see attached) ®
7. Parry Sound Area Chamber of Commerce (PSACC) Supporting Canadore College for Information. (see attached)
8. Business Directory – Update.
9. Mayor’s Lunch & Golf.
10. 2026 Workplan (see attached).
11. Meeting Dates.
12. Committee Get Together.
13. Adjournment. ®



The Corporation of the Township of
Seguin Business Committee

Draft Minutes of Thursday, May 7th, 2026 @ 9:30 am

A meeting of the Township of Seguin Business Committee was held May 7th, 2026 at the Township of Seguin Council Chambers and by Electronic Participation.

The following Members were present:

- Ann MacDiarmid, Acting Chair (Council Chambers)
- Michelle Berry (Council Chambers)
- Chris Ivanov (videoconference)
- Laurie McDonald (Council Chambers)
- Councillor Ted Collins (videoconference)

Staff Present:

- Valerie Iancovich (Council Chambers)
- Donna McLeod (Council Chambers)

Regrets were received from:

- Les Hess
- Darrin O'Brien
- Andrew Ryeland

Resolution No. 2026-010

Moved by: Laurie McDonald

Seconded by: Michelle Berry

"THAT we do now convene this Regular Meeting of the Township of Seguin Business Committee at 9:37 am."

CARRIED

Approval of Agenda.

After the meeting was called to order, the Chair requested approval of the Agenda. The Agenda was approved as circulated.

Disclosure of Pecuniary Interest.

The Chair requested the disclosure of any possible pecuniary interests. None were declared.

The Committee recommended Ann MacDiarmid as Acting Chair for this meeting.

Resolution No. 2026-011

Moved by: Chris Ivanov

Seconded by: Michelle Berry

“THAT the Township of Seguin Business Committee does hereby appoint Ann MacDiarmid as Acting Chair for the May 7th, 2026 meeting.”.

CARRIED

Resolution No. 2026-012

Moved by: Ted Collins

Seconded by: Michelle Berry

“THAT the Township of Seguin Business Committee does hereby approve the Minutes of the Committee Meeting of April 2nd, 2026 as circulated.”.

CARRIED

Parry Sound Area Chamber of Commerce (PSACC).

Chris McDonald from PSACC. The question addressed is where are there opportunities to work together and how we can support each other. Chris is happy to support or collaboration the PSACC can assist with. The Committee would like to address the sign By-law. There is a concern about Canadore College possibly closing in the future in Parry Sound.

Action Items:

- Chris McDonald will draft a letter to the Committee supporting Canadore College to continue with education and Ann MacDiarmid will take it to the next Seguin Council meeting.
- Donna McLeod will forward the Sign By-law to members to look at and bring back ideas to the next meeting.
- Donna McLeod will invite Sean Carroll from Fire/By-law to attend the next meeting.

- Donna McLeod will invite Dominique O'Brien from Community Services to attend the next meeting.
- Chris McDonald, Janice Heidman and Laurie McDonald will meet and bring their thoughts back to the September 3rd, 2026 meeting.

Business Directory & Survey.

Valerie Iancovich joined the meeting to share the results of the survey. The Business Directory is not loaded onto the website yet as it is not completed. Chris Mahon is working on this.

Action Item:

- Valerie Iancovich will send the results to members.
- Donna McLeod will invite Chris Mahon to attend a meeting where he can demonstrate the site to the members.

Mayor's Lunch & Golf.

Laurie McDonald informed the Committee the event will be at Seguin Valley on Thursday, October 1st, 2026. There was a discussion regarding a speaker and the events for the day.

Meeting ended at 10:28 am due to a committee member leaving the meeting and quorum was lost. Committee members will discuss further items on the agenda at the next meeting.

*Ann MacDiarmid,
Acting Chair*

*Donna McLeod,
Clerk's Department*

THE CORPORATION OF THE TOWNSHIP OF SEGUIN

BY-LAW 2007-116

Being a By-law to regulate the size, use, location and maintenance of signs and advertising devices within the Township of Seguin.

WHEREAS pursuant to paragraph 10 of Section 10(2) and Section 99 of the Municipal Act S.O. 2001, Chapter 25, as amended, a municipality may pass bylaws respecting signs and advertising devices;

AND WHEREAS the Council of The Corporation of the Township of Seguin has a primary objective of reducing the aesthetics, blight and clutter of excessive signage within the Township;

AND WHEREAS the Council of The Corporation of the Township of Seguin must keep its roads and highways within the Township safe and without hazard caused by signage;

AND WHEREAS the Council of The Corporation of the Township of Seguin considers it reasonable and necessary to regulate or prohibit signs including the requirement of fees for permits;

NOW THEREFORE the Council of The Corporation of the Township of Seguin enacts as follows:

1. The short form of this by-law shall be known as "The Sign By-law"

2. DEFINITIONS

- 2.1 **ALTER** means when used in reference to a sign or sign structure, to change any one or more external dimensions and/or construct material, but shall not include the replacement of the plastic face, painting, repainting, cleaning or other normal maintenance and repair of a sign not involving structural changes.
- 2.2 **BACKLIT SIGN** is a type of Illuminated Sign in which the lighting is within or behind the sign with the light shining through the sign.
- 2.3 **BANNER** means a sign composed of lightweight, flexible material such as cloth, plastic, canvas or other similar material, and which is mounted at each end so as to allow movement by atmosphere conditions.

- 2.4 **BILLBOARD** shall mean a mounting board to which a notice is fastened in such a manner as to permit its periodic replacement, and which advertises goods, products, services or facilities that are not available at the location of the sign, and/or which directs a person to a location different from that where the sign is located.
- 2.5 **COMMERCIAL SIGN** means a sign used to identify or name the business on the property in which the business is housed or located and is used solely to identify or name the business on the same property.
- 2.6 **COMMERCIAL IDENTIFICATION FINGER BOARD SIGN** means a **SIGN** erected by the **TOWNSHIP** for the purposes of identifying and pointing in the direction of the place of business whose name is on such **SIGN**.
- 2.7 **CONTRACTOR'S IDENTIFICATION SIGN** means a sign identifying the contractor involved in the renovation, construction or demolition of a building or structure.
- 2.8 **DIRECTOR** means a person appointed by Council to administer this by-law.
- 2.9 **ELECTION SIGN** means any sign:
- (a) advertising or promoting a candidate in a federal, provincial or municipal election or by-election;
 - (b) or other advertising device, including without limitation, posters, placards, bulletins, banners, notices, pictures or any combination thereof, which promote or relates to any federal, provincial or municipal election, including an election of a local board or commission;
 - (c) or that uses words, pictures or graphics or any combination thereof intended to influence persons to vote for or against any question or by-law submitted to electors under section 8 of the Municipal Elections Act, 1996.
- 2.10 **ERECT** includes the placing or the installation of, arranging for the placing of or installation of, the renting or, or the leasing of a sign.
- 2.11 **ESSENTIAL SERVICE** means hospitals, hotels, motels, hostels, tourist homes, restaurants, food stores, drug store, parking lots and motor vehicle service stations.
- 2.12 **FIELD ADVERTISING SIGN** means a sign that advertises a business or product or service provided elsewhere than upon the property where the sign is located but shall not include Temporary Signs.

- 2.13 **GRADE** means the average elevation of the finished surface of the ground adjacent to the sign, but shall not include any artificial embankment or planter box.
- 2.14 **GROUND SIGN** means any sign supported by uprights or braces which is not attached to any part of a building, and includes a pylon sign or signs commonly known as spanner or spreader-type signs, attached to, or forming part of, light standards or other similar devices located on unprotected gas pump island aprons for a motor vehicle use.
- 2.15 **HIGHWAY** means a common and public highway and includes a street and a bridge forming part of a highway on, over or across which the highway passes.
- 2.16 **ILLUMINATED SIGN** means a sign which is lit from behind, above, or below the sign but is not permitted to be flashing.
- 2.17 **INCIDENTAL SIGN** means a sign of minor consequence and size.
- 2.18 **LEGAL NON-CONFORMING** shall apply to a sign or advertising device that is lawfully erected or displayed on the day the by-law comes into force but does not comply with the requirements of this by-law.
- 2.19 **LOCATION SIGN** means any sign either freestanding or attached to, placed or mounted upon a building, that either names or identifies the property, occupant (s) or owner (s), or a business conducted, or advertises a product or service (s) available, or conveys a message placed solely for guidance on the property on which the sign is located.
- 2.20 **LOT FRONTAGE** means that side or limit of the lot that abuts directly on a street or highway.
- 2.21 **MOTOR VEHICLE FUEL DISPENSING USE** means a property or part of a property where the principal use is the storage and sale of gasoline, propane, or other motor vehicle engine fuel, kerosene or motor oil and lubricants (for the operation of motor vehicles), directly to the public on the premises.
- 2.22 **PORTABLE SIGN** means any sign which is specifically designed or intended to be readily moved from one location to another, and which does not rely on a building or fixed foundation for its structural support, and includes signs commonly known as "A-Board" or "Mobile" sign, and an "inflatable" device tethered to any building, structure, vehicle or other device.

- 2.23 **POSTER SIGN** means a large printed bill or placard without a hard backing posted for advertising.
- 2.24 **PRIVATE ROAD SIGNS** means a sign designating an access road or joint use driveway that is owned by a private individual or group and is not a public road allowance.
- 2.25 **REAL ESTATE SIGN** means a sign which advertises real property for sale, lease or development.
- 2.26 **RESIDENTIAL** means any lands other than those zoned industrial or commercial, but does not include lands owned by a utility or railroad.
- 2.27 **ROOF SIGN** means any sign which is located on or above any roof of a building or located on the top of, or above the parapet of a building. A roof sign shall not include any sign erected on the wall of a penthouse or other like structure which projects above the roof of a building.
- 2.28 **SANDWICH BOARD SIGN** shall mean a temporary self supporting sign which stands by means of spreading the two sides to form an "A" shape not to exceed a size of 3 feet (0.91 metres) wide X 4 feet (1.22 metres) high.
- 2.29 **SHOPPING CENTRE or PLAZA** means a group of commercial and/or industrial establishments with or without off-street parking.
- 2.30 **SIGHT TRIANGLE** means on a corner lot, the triangular space formed by the street lines and a line drawn from a point in one street line to a point in the other street line, each such point being 9 metres (30 feet) measured along the street line from the point of intersection of the street lines. Where the two street lines do not intersect a point, the point of intersection of the street lines shall be deemed to be the intersection of the projection of the street lines or the intersection of the tangents to the street lines.
- 2.31 **SIGN** includes any device: a) located outside of any building which is to be used for the purpose of identifying, advertising or attracting attention to any business, enterprise, organization or project, product or service, including all parts of such device including frames, but excluding supporting sign structure; or b) located on any premises by means of painting on or attaching bills, letters, numerals, pictorial matters or electric or other devices in such a way as to be visible to the public. A Sign also includes any inflatable device tethered to any building, structure, vehicle or other anchor and an announcement, notice, directional matter, name, declaration, demonstration, display, illustration or insignia.

- 2.32 **SIGN AREA** means the area within the entire outer perimeter, including cutouts, if any, and including all visible faces used for sign purposes, but not including the thickness of the sign where same is 40 centimetres (16 inches) or less and is not used for message purposes. Where a sign is not bounded or enclosed within a distinct area and/or frame, the area shall be that of a rectangle, circle or other simple geometrical shape containing all letters, symbols and devices on the sign.
- 2.33 **SIGN FACE** means a board or other material which may be painted or have letters or graphical information affixed to it. For the purpose of this by-law, size restrictions are based on a single face. A sign may have two (2) faces but cannot be a V shape sign unless it complies with specific restrictions in this by-law.
- 2.34 **SIGN PERMIT** means a permit issued by the Director, or his designate, pursuant to the provisions of this by-law.
- 2.35 **SIGN STRUCTURE** means the supports, uprights, bracing and/or framework of a sign.
- 2.36 **STREET** means a street, highway, road, or other public right-of-way, but does not include a private lane.
- 2.37 **STREETLINE** means the property line or common boundary between a property or lot and a street and in the case of a corner lot, means both such lines produced to the point of intersection.
- 2.38 **TEMPORARY SIGN** means a sign not permanently constructed at one place in the ground or affixed to any other sign structure.
- 2.39 **TOWNSHIP** means The Corporation of the Township of Seguin.
- 2.40 **VACANT LOT** means a parcel of land separately assessed that has no building thereon, but does not include any improved land.
- 2.41 **WALL SIGN** means any sign attached to and supported by a wall of a building, or attached to and supported by the face of a parapet of a building, and includes a sign painted or mounted on a canopy or awning. Wall signs also include those signs located on a gas pump island apron which is located under a gas island canopy of a motor vehicle dispensing use.
- 2.42 **ZONE** means an area designated for particular land uses as determined by zoning by-laws and/or regulations as may be applicable in the Township.

3. GENERAL PROHIBITIONS

- 3.1 No person shall **ERECT** or permit to be erected, or allow to remain on lands or building owned, rented or leased or occupied by them, any **SIGN** in the **TOWNSHIP** other than in accordance with the provisions of this by-law.
- 3.2 Except as provided in Section 8 of this by-law, no person shall erect or structurally alter any **SIGN** in the **TOWNSHIP** without first obtaining a **SIGN PERMIT** from the **DIRECTOR**.
- 3.3 No **SIGN** shall obstruct the view of any **SIGN** or signal erected by a public authority on public property or resemble any public traffic **SIGN** or signal, other than a stop **SIGN** or other traffic **SIGN** meant solely for local traffic safety purposes.
- 3.4 No flashing illumination of **SIGNS** is permitted.
- 3.5 No illuminated **SIGN** being electrically animated or having moving parts or message changes is permitted.
- 3.6 **BACKLIT SIGNS** are not permitted in the communities of Rosseau, Humphrey, Orrville, and Foley Centre. The boundaries of the communities are defined in the Township of Seguin Official Plan and implementing zoning bylaws. **BACKLIT SIGNS** are also not permitted in the waterfront designation as defined by the Township Official Plan.
- 3.7 No **SIGN** shall be lit from lights located at or near the bottom of the **SIGN** and shining upwards.
- 3.8 No **SIGN** shall be located so as to obstruct or impede any flue or air intake or exhaust, fire escape, fire exit, door, window, scuttle, or skylight so as to prevent or impede the free access of emergency personnel to any part of a building including fire department siamese connections and/or fire hydrants.
- 3.9 No **SIGN**, light fixture or other device for advertising purposes, including a canopy or awning, which projects more than 7.5 centimetres (3 inches) over a sidewalk or other pedestrian walkway is permitted unless it is located at least 2.4 metres (8 feet) above the surface of the walk or street grade. Where such a **SIGN**, awning, or canopy projects over a sidewalk on a street, the **SIGN** is not permitted unless the **TOWNSHIP** has issued an encroachment permit.

- 3.10 The erection of **SIGNS** on lands used or zoned exclusively for residential purposes is prohibited other than those **SIGNS** specifically permitted under Section 8 of this by-law.
- 3.11 **ROOF SIGNS** are prohibited.
- 3.12 **COMMERCIAL** or **POSTER SIGNS** are not permitted to be located on: trees, hydro poles, buildings on public road allowances, property owned by a Public Authority, public road allowances. Such **SIGNS** will only be permitted on the insides of windows of a commercial establishment.
- 3.13 No **POSTER SIGN** or **BANNER** shall be affixed to a fence on private property adjacent to any Municipal, or Provincial highway. This regulation shall not apply to:
- i) **SIGNS** affixed or painted on boarding erected around a construction site.
 - ii) **BANNERS** classified as an **INCIDENTAL SIGN** under Section 8.12 of this by-law.
- 3.14 Signs affixed to trees are prohibited except personal name signs no larger than 0.2 square metres (2 square feet).
- 3.15 No **FIELD ADVERTISING SIGN** shall be permitted within 365 metres (1200 feet) of Provincial Highway #69, 141, 518, 612, 632 and 400, Cardwell Road, Hunter Drive, Oastler Park Drive, and Rose Point Road. Clear cutting of trees will not be permitted to allow for increased visibility of Field Advertising Signs.
- 3.16 A trailer or vehicle shall not be used as a **SIGN**.

4. ADMINISTRATION

4.1 PERMITS AND APPLICATIONS

- 4.1.1 Except as provided in Section 8, no person shall **ERECT** or structurally **ALTER** a **SIGN** until such time as a **SIGN PERMIT** for such erection or structural alteration has been issued by the **DIRECTOR**.
- 4.1.2 Where a **SIGN** has been lawfully erected prior to this by-law coming into force, such **SIGN** shall be permitted provided that it is not removed, enlarged or structurally altered without a **SIGN PERMIT**. For those **SIGNS** which are **LEGAL NON-CONFORMING**, refer to Section 9.

4.1.3 The application for a **SIGN PERMIT** shall include the following:

- a) two (2) completed copies of the application form prescribed by the **DIRECTOR**;
- b) two (2) copies of a plot plan showing the **STREET LINE** and other boundaries of the property on which it is proposed to **ERECT** or **ALTER** the **SIGN**, and showing the proposed location of the **SIGN** upon the property in relation to all other **SIGN** structures existing or proposed on such property and showing all other information as may be necessary, including the total existing **SIGN AREA**, to enable the application to be processed to ensure compliance with all pertinent requirements of this by-law. If required by the **DIRECTOR**, such plans and/or information shall be certified by a registered Ontario Land Surveyor;
- c) two (2) copies of complete working drawings and specifications covering the construction and/or alteration of the **SIGN**, including any frame work. Where the **SIGN** is proposed to be or is located on a building or other structure, sufficient data shall be shown to determine that such building or structure can safely carry the additional loads and stresses imposed thereon by the erection or alteration of such **SIGN**. Where required by the **DIRECTOR**, such drawings shall include calculations bearing the stamp of the registered professional engineer;
- d) approval from the Ministry of Transportation as required;
- e) proof of payment of the required fee.

4.2 **PERMIT FEE**

The fee payable upon application for a **SIGN PERMIT** for a **SIGN** other than a **PORTABLE SIGN** pursuant to this by-law shall be the fee set out in Schedule A to this Bylaw.

4.3 **RENEWAL**

4.3.1 A **SIGN PERMIT** may be renewable once for a further six (6) month period without the need for re-submitting the documents referred to in paragraph 4.1.3(a) to (c) upon submitting a written request for renewal, before the expiry of the initial six (6) month period and provided such permit meets the then current requirements.

4.4 REVOCATION

- 4.4.1 The **DIRECTOR** may revoke a permit issued under this Bylaw,
- a) where it was issued on mistaken, false or incorrect information; or
 - b) where after six (6) months after its issuance, the erection of the **SIGN**, for which the permit was issued has not been seriously commenced; or
 - c) where erection of the **SIGN** is substantially suspended or discontinued for a period of more than one (1) year; or
 - d) where it was issued in error; or
 - e) where the permit holder or property owner or his agent requests in writing that it be revoked.

Prior to revoking a permit in accordance with this by-law, the **DIRECTOR** shall give written notice of intention to revoke to the permit holder at his last known address and, if on the expiration of thirty (30) days from the date of such notice, the grounds for revocation continues to exist, the permit shall be revoked without further notice and all submitted plans and other information may be disposed of or, at the request of the permit holder, returned at the applicant's request.

5. REGULATIONS RESPECTING SIZE, TYPE AND LOCATION

5.1 SIGNS PERMITTED

- 5.1.1 Except as otherwise expressly permitted by the provisions of this by-law, **SIGNS** are permitted only on lands zoned for commercial or industrial uses.

5.2 GROUND SIGNS

- 5.2.1 No **GROUND SIGN** shall have a **SIGN AREA** greater than 3 square metres (32 square feet).
- 5.2.2 No **GROUND SIGN** higher than 1.2 metres (4 feet) measured from grade at an intersection, shall be erected in a 9 metres (30 foot) **SIGHT TRIANGLE**.

5.2.3 No more than two (2) **GROUND SIGNS** shall be located on any one property and such **SIGNS** shall not be located closer to each other than 150 metres (500 feet).

5.2.4 The maximum size, height and setback of **GROUND SIGNS** shall be as follows:

Sign Area of Face	Minimum Setback from street line	Max. height measured from grade to top of sign		Min. Setback from a lot line abutting a Residential Zone, Park, Hospital or School	Min. Setback from any other lot line
		commercial / industrial zone	residential zone		
Less than 3 sq. metres (32 sq. ft.)	3 metres (10 feet)	3 metres (10 feet)	3 metres (10 feet)	30 metres (100 feet)	1.5 metres (5 feet)

5.2.5 Notwithstanding Section 5.2.4 herein, a legally existing **SIGN** located on land expropriated or acquired by the **TOWNSHIP** of Seguin, may be relocated with a setback from the abutting expropriation line or acquisition line, a minimum of 1.5 metres (5 feet) for a **SIGN** having a **SIGN AREA** of a single face not greater than 3 square metres (32 square feet).

5.2.6 **SANDWICH BOARD SIGNS** shall not be subject to Section 5.2. Such **SIGNS** are permitted on public road allowances but cannot obstruct vehicular or pedestrian traffic or be within the sight triangle of an intersection. Such **SIGNS** must be a minimum of 15 metres (50 feet) apart.

5.2.7 Landscaping may be required by the **TOWNSHIP** as part of the **SIGN** application.

5.3 **WALL SIGNS**

5.3.1 The total **SIGN AREA** of all **WALL SIGNS** on any one architectural elevation shall not exceed 10% of the area of the architectural elevation on which it is erected regardless of lot size or frontage. Roof structures as shown on architectural elevations are not included in the calculation of elevation area.

5.3.2 In a shopping centre or plaza, the total **SIGN AREA** of all **WALL SIGNS** on any architectural elevation of a single store or business shall not exceed 30% of the total area of that elevation. It is the responsibility of the owner and/or the owner's agent to allocate an appropriate **SIGN AREA** for each store, office or other floor area.

5.3.3 On a private property no part of any **WALL SIGN** shall project more than 7.5 centimetres (3 inches) from the face of the wall except in the case of a **SIGN** painted on canopy, provided such canopy is located at least 2.5 metres (8 feet) above the surface of any sidewalk or pedestrian walkway and complies with setback requirements of the Municipal Zoning By-law.

5.3.4 No **BACKLIT WALL SIGN** located in an industrial or commercial zone with the exception of motor vehicle fuel dispensing uses, shall be located closer than 15 metres (50 feet) to any residential zone boundary.

On a property used as a motor vehicle service station and abutting a residential use, no **ILLUMINATED WALL SIGN** visible from the residential use shall have a vertical dimension greater than 1 metre (3 feet).

5.4 **VACANT LOTS**

5.4.1 **GROUND SIGNS** erected on a vacant lot zoned or regulated for industrial uses or commercial uses are subject to those provisions of Section 5.2.

5.5 **BILLBOARDS**

5.5.1 No **BILLBOARD SIGN** shall be permitted unless it complies with the size and location requirements of Section 5.2 (**GROUND SIGNS**).

5.6 **TEMPORARY SIGNS**

All **TEMPORARY SIGNS** must comply with all requirements of this by-law. Such **SIGNS** are to be erected and removed as per Section 8.11.

5.7 **PRIVATE ROAD SIGNS**

All **PRIVATE ROAD SIGNS** must be approved by the Township of Seguin Fire Chief to promote optimum emergency response times and all private road signs will be constructed to Township standards.

5.8 **COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS**

5.8.1 Notwithstanding any other provisions of this bylaw, the Township will construct a post at the corner of a roadway where it intersects with a Township maintained road to accommodate the mounting of finger board signs for the purpose of directing traffic to commercial business locations. All **COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS** shall be designed in accordance with the specifications set out in Schedule "B" of this By-law and subject to the application fees of this bylaw.

6. **CONSTRUCTION DETAIL**

6.1. All lights used to illuminate any **SIGN**, building or structure shall be arranged so that the light is not directed or deflected into neighbouring properties or traffic flow.

7. **MINOR VARIANCES**

- 7.1 Where a proposed sign does not comply with the provisions and regulations under this by-law, such person may apply to the Council of the **TOWNSHIP** of Seguin for a minor variance from the provisions and regulations of this by-law. The application fee shall be as set out in Schedule "A" of this By-law and is payable at the time of application.
- 7.2 The information necessary for Council's consideration is outlined in the required application form.
- 7.3 The Council of The Corporation of the **TOWNSHIP** of Seguin may authorize minor variances from the provisions and regulations of this by-law provided that in the opinion of Council the general intent and purpose of the bylaw is maintained.

8. **SIGNS NOT REQUIRING PERMITS (EXEMPTIONS)**

The following **SIGNS** do not require a **SIGN PERMIT** from the **DIRECTOR**. Except with respect to setbacks from the street line and abutting properties, or unless otherwise specified in this section or elsewhere in this by-law, the provisions of this by-law shall not apply to the following **SIGNS**:

- 8.1 **SIGNS** erected by or for any Federal, Provincial, or Municipal government agency which are located on its own lands and which are used solely in conjunction with identification of the agency or its mandate. Such **SIGNS** are not subject to municipal by-law regulations.

- 8.2 **SIGNS** erected by or for any Federal, Provincial, or Municipal government agency used for the identification of tourist accommodation and attractions.
- 8.3 Apartment buildings, townhouses, or other approved multiple residential complexes may have building or complex identification **SIGNS** having a maximum area of 2 square metres (24 square feet) erected in accordance with Section 5 or a **SIGN** on a decorative wall plus an "apartment for rent" type **SIGN** having a maximum **SIGN AREA** of 0.5 square metres (6 square feet).
- 8.4 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating no trespassing, safety, caution or any other regulatory **SIGN**, including entrance, exit, parking or **TRAFFIC SIGNS** on private property.
- 8.5 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating the name and address of the owner or occupant of the premises on which the **SIGN** is located, or the name of the land or premises or both. In a commercial or industrial **ZONE** the **SIGN AREA** of municipal numbering on a wall, shall not exceed 0.6 square metres (6 square feet).
- 8.6 A **SIGN** not exceeding 0.4 square metres (4 square feet) in area indicating the name and profession of a physician, dentist, chiropractor or other professional person having his/her office and/or residence, on the lot which the sign is located, or any home based business conducted from a property used as a residence, provided such occupancy and land use is permissible under the zoning by-laws and in compliance with other related land use regulations in effect in the **TOWNSHIP**.
- 8.7 A non-illuminated **REAL ESTATE SIGN**, provided that such **SIGN** does not exceed 1 square metre (11 square feet) in area and is actually located on the building or property to which such **SIGN** relates.
- 8.8 A **CONTRACTOR'S IDENTIFICATION SIGN** shall not be permanently constructed at one place in the ground or be affixed to any other **SIGN** structure, have a **SIGN AREA** less than 1 square metre (11 square feet), have a height not exceeding 2.5 metres (8 feet), shall be non-illuminated, and shall be located on the property where the work is being performed and only during the period of such work.
- 8.9 **SIGNS** or lettering attached to or painted directly upon any vehicle, trailer or cycle, provided such vehicle, trailer or cycle's principle use is not for **SIGN** purposes.

- 8.10 A **SIGN** having a maximum **SIGN** area of 2.8 square metres (30 square feet) advertising the sale of seasonal produce from the agricultural lands on which they were grown, during the appropriate growing season for the produce advertised.
- 8.11 **PORTABLE SIGNS** erected on a place of worship or Municipal park not exceeding 1 square metre (10 square feet) and having no one dimension greater than 1.2 metres (4 feet), used in conjunction with a function on the same property, or for a charitable function. Such **SIGNS** are permitted to be erected 30 days prior to the function and must be removed within 10 days after the function.
- 8.12 **INCIDENTAL SIGNS** maximum 0.4 metre (4 square feet) in area which is part of equipment or display, **SIGNS** affixed to or painted on boarding around a construction site, a **BANNER SIGN** advertising a special event, having a maximum material dimension of 5 metres (16 feet) by 1.2 metres (4 feet) erected adjacent to a **STREET**, by a charitable organization and having permission of the property owner on which the SIGN is situated, flags, park bench, mailbox, newspaper box, bus shelter **SIGNS**, corner stone, holiday decorations, metal plaques, community gateway signs, provided that such **SIGNS** shall not be located on public property without the necessary approvals.
- 8.13 **ELECTION SIGNS** are exempt from the provisions of this By-law.
- 8.14 This Bylaw does not relieve any person from satisfying any other requirements of a municipality, government authority or agency with respect to the erection or displaying of a **SIGN**.

9. REMOVAL AND ENFORCEMENT

9.1 **LEGAL NON-CONFORMING SIGNS**

- 9.1.1 This bylaw does not apply to a **SIGN** that was lawfully erected or displayed on the day this bylaw comes into force if the **SIGN** is not substantially altered, and the maintenance and repair of the **SIGN** or a change in the message or contents displayed shall be deemed not in itself to constitute a substantial alteration.

9.2 **REMOVAL OF SIGNS**

- 9.2.1 Any employee of the **TOWNSHIP** is authorized to enter land and pull down or remove any **SIGN** at the expense of the owner of the **SIGN** if it is erected or displayed in contravention of this bylaw.

9.2.2 Any **SIGN** pulled down or removed under this section may be destroyed or otherwise disposed of by the **Township** without notice or compensation to any person who has an interest in the **SIGN** and the cost of any disposal shall be included in the expense charged to the owner pursuant to subsection 9.2.1.

9.2.3 All **SIGNS** which have become outdated for any reason shall be removed within 30 days of the occurrence which caused the **SIGN** to be outdated, provided that where a lawful **SIGN** has become outdated, an appropriate change of message shall constitute removal for purposes of this Section.

9.2.4 All **SIGNS** must be kept in a good state of repair or they will be subject to Sections 9.2.1 and 9.2.2.

9.3 **VIOLATIONS**

9.3.1 Every person who contravenes any provision of this By-law is guilty of an offence and upon conviction, is liable to the fine and other penalties under the Provincial Offences Act R.S.O. 1990, c.P33. Every such fine shall be recoverable under the Provincial Offences Act.

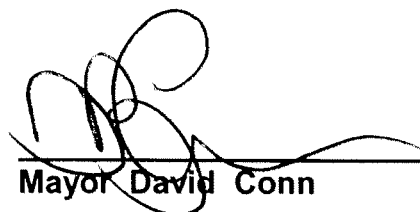
9.3.2 If any portion of this By-law shall be found by a court of competent jurisdiction to be invalid for any reason, the said portion shall be deleted herefrom and the remaining portions of the by-law shall remain in full force.

10. METRIC/IMPERIAL UNITS


10.1 Imperial measurements are provided solely for the purpose of convenience. In the event of a conflict between the metric and imperial measurements provided in this bylaw, the metric measurements shall prevail.

11. **By-law No. 99-50 is hereby repealed.**

READ A FIRST, SECOND AND THIRD TIME AND PASSED THIS 4th day of September, 2007.



Mayor David Conn



Clerk Craig Jeffery

SCHEDULE A TO BY-LAW 2007-116

SIGN PERMIT FEES

1. \$100.00 PLUS \$20.00 PER SQUARE METRE OF SIGN FACE
2. WHERE A PERMIT IS REQUIRED BY THE MINISTRY OF TRANSPORTATION, NO ADDITIONAL FEE TO THE TOWNSHIP IS REQUIRED.
3. WHERE A PROPOSED SIGN DOES NOT CONFORM TO THE BY-LAW, A MINOR VARIANCE APPLICATION FEE IS \$200.00 NON-REFUNDABLE.
4. FEES FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS
 - \$100.00 for each finger board with single sided lettering.
 - \$150.00 for each finger board with double sided lettering.

SCHEDULE B TO BY-LAW 2007-116

COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS

SPECIFICATIONS FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS

1. All corner posts for commercial identification finger boards shall be constructed with pressure treated wood measuring at least 89mm x 89mm (3.5" x 3.5"), or equivalent, firmly anchored to the ground.
2. All commercial identification finger board signs shall meet the following specifications:
 - a) finger boards shall be of wood a minimum of 1.27 centimetres (½ inch) thick;
 - b) height of finger boards shall be 15.25 centimetres (6 inches);
 - c) length of finger boards shall be 1 metre (39 inches);
 - d) background colour of finger boards shall be burgundy on both front and back;
 - e) colour of lettering, and any logo or symbol, on finger boards shall be white;
 - f) margin of lettering on the rear face of a finger board with double sided lettering shall be 15.25 centimetres (6 inches) from the edge to be mounted on the post;
 - g) margin of lettering on the front face of a finger board shall be 7.62 centimetres (3 inches) from the edge to be mounted on the post;
 - h) height of lettering on finger boards shall be 10.16 centimetres (4 inches); and
 - i) font of lettering on finger boards shall be Helvetica.

FEEES FOR COMMERCIAL IDENTIFICATION FINGER BOARD SIGNS

- \$100.00 for each finger board with single sided lettering.
- \$150.00 for each finger board with double sided lettering.

THE CORPORATION OF THE TOWNSHIP OF SEGUIN

BY-LAW 2009-106

Being a By-law to amend By-law 2007-116, Being a By-law to regulate the size, use, location and maintenance of signs and advertising devices within the Township of Seguin.

WHEREAS pursuant to paragraph 10 of Section 10(2) and Section 99 of the Municipal Act S.O. 2001, Chapter 25, as amended, a municipality may pass bylaws respecting signs and advertising devices;

AND WHEREAS the Council of The Corporation of the Township of Seguin has a primary objective of preserving the natural beauty and tranquility of its northern Ontario setting as well as preserving its small rural and waterfront character;

AND WHEREAS to achieve such objective the Council of The Corporation of the Township of Seguin wishes to prevent aesthetic blight, excessive clutter and disturbance to natural settings caused by signage;

AND WHEREAS the Council of The Corporation of the Township of Seguin must keep its roads and highways within the Township safe and without hazard caused by signage;

AND WHEREAS the Council of The Corporation of the Township of Seguin considers it reasonable and necessary to regulate or prohibit signs including the requirement of fees for permits;

AND WHEREAS on the 4th day of September, 2007 Council of The Township of Seguin enacted By-law 2007-116, being a By-law to regulate the size, use, location and maintenance of signs and advertising devices within the Township of Seguin;

NOW THEREFORE the Council of The Corporation of the Township of Seguin enacts as follows;

1. **THAT** Section 2 of By-law No. 2007-116 is hereby amended by adding the following definition:

SCENIC CORRIDOR shall mean the area within 365 metres (1200 feet) of any limit of Provincial Highway #69, 141, 518, 612, 632 and 400, Cardwell Road, Hunter Drive, Oastler Park Drive and Rose Point Road.

2. **THAT** Section 3.15 of By-law No. 2007-116, is hereby replaced with the following:

3.15 No **FIELD ADVERTISING SIGN** shall be permitted along **SCENIC CORRIDORS**. Clear cutting of trees to allow for


increased visibility of **FIELD ADVERTISING SIGNS** is prohibited where such signs are permitted.

READ A FIRST, SECOND AND THIRD TIME, PASSED AND ENACTED THIS 21st day of September, 2009.



David Conn,
Mayor





Karen Bethune,
Acting Clerk

Circumstances beyond my control

From Andrew Ryeland <aryeland@gmail.com>

Date Wed 5/27/2026 7:41 PM

To Donna McLeod <dmcleod@seguin.ca>

Cc annmacdiarmid1@gmail.com <annmacdiarmid1@gmail.com>

I am submitting my resignation from the Seguin Business Committee effective immediately. Unfortunately, I have some serious health issues [REDACTED]

Please note that this is very difficult for me as I thoroughly enjoy our meetings together. If I get through this I'd be happy to submit an application to rejoin this dynamic team and you know I'll be happy to add perspective whenever called upon.

Donna please forward this to the committee.

Cheers
Andrew

[REDACTED]

((AI via))
Google Pixel 9 PRO XL™



May 7, 2026

Seguin Business Committee
Seguin Township
5 Humphrey Drive
Seguin, ON

Dear Members of the Seguin Business Committee,

On behalf of the Parry Sound Area Chamber of Commerce, we are writing to express our growing concern regarding the potential closure of the Canadore College Campus in Parry Sound and to emphasize the critical importance of maintaining a post-secondary presence in West Parry Sound.

For many years, the Canadore campus has played an important role in supporting our regional workforce and strengthening local economic development. Most notably, the nursing and Personal Support Worker (PSW) programs have become essential pipelines for recruitment and retention efforts at the West Parry Sound Health Centre and within the broader healthcare sector. At a time when healthcare staffing shortages continue to challenge rural communities across Ontario, the loss of these local training opportunities would create significant long-term impacts for both employers and residents.

However, the value of the campus extends far beyond healthcare alone.

West Parry Sound is currently experiencing increasing labour shortages across several sectors, including skilled trades, construction, manufacturing, tourism, hospitality, and transportation. Local employers are consistently identifying difficulties in attracting qualified workers, particularly in rural and Northern communities where access to training opportunities is limited.

Rather than viewing the campus as a declining asset, we believe there is tremendous potential to reposition and expand it as a regional workforce development hub. There is a unique opportunity to collaborate with industry partners, municipalities, economic development organizations, and employers to create sector-specific programming tailored directly to the needs of our local economy.

Potential opportunities could include:

- Skilled trades and apprenticeship preparation programs
- Construction and heavy equipment operation training
- Carpentry, electrical, plumbing, and HVAC certification pathways

- Tourism and hospitality workforce development
- Entrepreneurship and small business management courses
- Remote learning and hybrid workforce training initiatives
- Short-term micro-credential programs aligned with regional employer needs

Keeping education and workforce training local is vital to attracting and retaining young people, supporting employers, and ensuring long-term economic sustainability throughout the region.

The Parry Sound Area Chamber of Commerce strongly believes that the conversation surrounding the Canadore Campus should shift from closure to revitalization. We encourage the Seguin Business Committee to join us in advocating for collaborative solutions that preserve and strengthen this important community asset.

We would welcome the opportunity to work together with municipal leaders, educational partners, businesses, and regional stakeholders to identify opportunities that ensure the campus remains viable and responsive to the future needs of West Parry Sound.

Thank you for your continued leadership and commitment to the economic wellbeing of our region.

Sincerely,

Chris McDonald
Executive Director
Parry Sound Area Chamber of Commerce

2026 Business Committee Workplan DRAFT

Project	January - March	April - June	July - September	October-December
Business Directory	Vetting all input	Liaise with new website	Test operational efficiency	COMPLETE
Mayor's Lunch	October 1st, 2026 LOCATION	Speaker confirmed	Invitations out	COMPLETE & DEBRIEF
Industry Specific survey	Design survey	Which industries	Online survey out	RESULTS REPORTED
Housing Advocacy (Darrin)	Terms of Reference Developed	Subcommittee created	Key targets	Ongoing reporting
Develop 2026 workplan		Bring ideas to Committee	Finalize workplan & budget, submit to Council	APPROVAL in 2026 budget
Take Time to smell the roses				Everyone
Highlight Businesses on a regular basis				
Heritage Rewards				
Welcome Package				
Provide Township Staff who make decisions possible avenues to take off the list				
Tariffs Roundtable Discussion		April 3 rd , 2025 @ Canadore College 6pm		Ongoing
Budget			Discussion by September every year	Ongoing