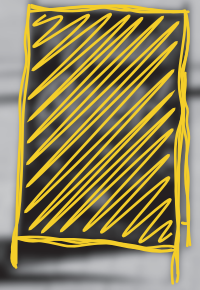


SIDEWALK SIGNS ON CITY PROPERTY



WHAT IS IT?

A **sidewalk sign** (aka sandwich board, a-frame, T-frame) is a lightweight, easily moveable sign not fastened to anything.

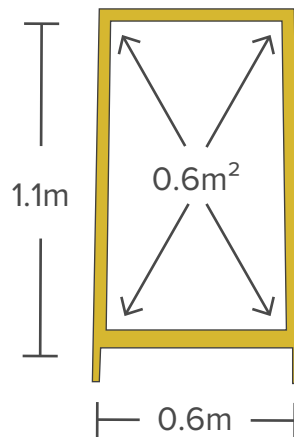
WHAT'S THE COST?

There is no fee.

HOW BIG CAN IT BE?

HEIGHT: 1.1m
WIDTH: 0.6m
AREA: 0.6m²

- These measurements are maximums.
- The name and phone number of the sign owner must be on the sign.



THE FINE PRINT

Following registration, the sign can be placed on public property when the business is open. This information is provided as a summary, and does not replace the regulations found in Sign By-law S.-5868-183. This information only pertains to temporary sidewalk signs on City property. Registration materials are available for review and download at www.london.ca/signpermit.

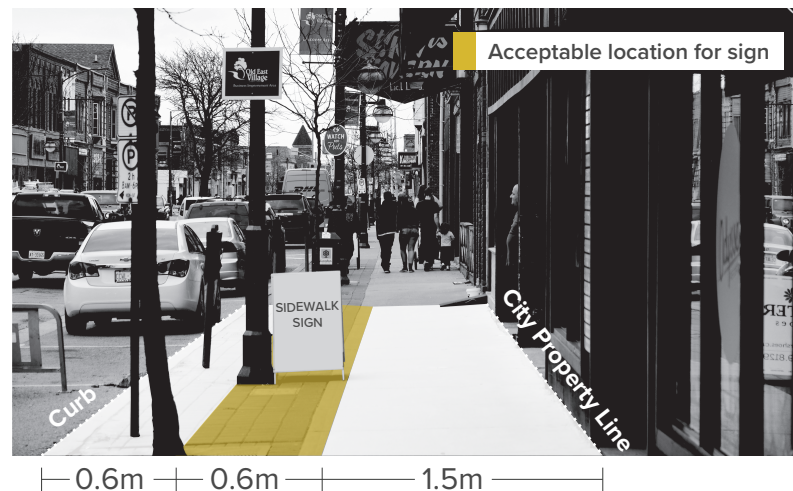
WHERE CAN IT GO?

The sign must be placed a minimum of 0.6m (2 ft.) from the curb and a maximum of 1.2m (4 ft.) from the curb.

Along with the measurements above, there must also be a 1.5m clear sidewalk area.

If the front of the building is set back more than 1m from the property line, different rules apply. If you're unsure, contact the Business Hub for more info.

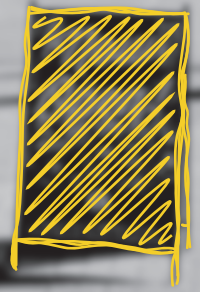
See below for an example:



Note: the sidewalk depicted is 2.7m wide. If the distance from the curb to the building is less than 2.7m (8.9ft.) then a sidewalk sign on City property may not be permitted.

Contact us for registration or more information
businesshub@london.ca / 311 x5680

SIDEWALK SIGNS ON CITY PROPERTY CONTINUED



WHAT CAN MY SIDEWALK SIGN SAY?

The sign must identify or advertise a product or service offered at the business on the property where the sign is located.

- The Licensing Agreement requires you to provide the “lettering, logo, graphic, or message that is to appear on the sign”, show that on your diagram.
- If it’s a chalkboard sign, tell us. Indicate that there will be changing messages and show us how the sign is decorated, sponsored, etc.
- If a company is providing you with a sign (branded food or beverage company sign), include a photo of the sign with your application material.
- **Remember:** all sidewalk signs must have the name and telephone number of the sign owner securely attached to, and clearly displayed on, the sign.

HOW DO I APPLY FOR A SIDEWALK SIGN ON CITY PROPERTY?

In order to get permission to display your sidewalk sign on City property, you’ll need to:

- Complete the application form, called **Licensing Agreement By Owner of a Sidewalk Sign – Schedule ‘B’**, and;
- Have your insurance company complete the **Certificate of Insurance – Standard**, and;
- Submit those documents along with a drawing of the sign which shows the height, width, and overall area. Include a photo or diagram of the letters, logo, graphic, or message that will be on the sign.

If needed, a **Sidewalk Sign Template** is available from the City website to help you submit the necessary information.

All application materials and templates are available for download at www.london.ca/signpermit, or available at the Business Hub – 7th floor, City Hall.

WHAT IF MY BUILDING IS FURTHER THAN 1.0m FROM THE PROPERTY LINE?

If the building is set back from the property line more than 1.0m (3.3ft.) you are not eligible to display a Sidewalk Sign on City Property. Instead, the sidewalk sign must be placed on private property.

Contact us for registration or more information
businesshub@london.ca / 311 x5680

