

**STAFF REPORT:           ENGINEERING AND PUBLIC WORKS DEPARTMENT**



**REPORT TO:**           Engineering and Public Works Committee  
**MEETING DATE:**    October 14 2008  
**REPORT NO.:**        EPW.08.85  
**SUBJECT:**           Draft Policy - Permanent Directional Signage Policy and Draft Policy - Special Events Signage Policy within Town Right-of-Ways  
  
**PREPARED BY:**      Jim McCannell, Manager of Roads and Drainage Division.

**A. Recommendation**

THAT Council receive Report EPW.08.85 entitled “Draft Policy - Permanent Directional Signage Policy and Draft Policy - Special Events Signage within Town Right-of-Ways” for their information.

**B. Background**

The Town has received numerous requests to install directional signage within the Town right-of-ways. Generally the Town has refused requests or granted limited time permission on a case by case basis. On occasion, there have been occurrences of signs being placed without permission.

In order to develop a clear understanding of where, when and under what conditions, directional signage is permitted, Staff have prepared draft policies.

The installations of directional signage can be broken in two categories: permanent or temporary. Permanent directional signs are associated with established designations while temporary signage is related to a special event.

David Finbow, Director of Building and Bylaw Department, was instrumental in the development of the policies.

Staff intend to proceed with the adoption of these draft Departmental Policies by year end.

**C. The Blue Mountains’ Strategic Plan**

Town’s Strategic Plan Goal # 1 “Managing growth to ensure the ongoing health and prosperity of the community”.

## **D. Budget Impact**

Permanent signage located on Town property will be maintained by the Town. A one time charge to cover the construction and installation of the sign and posts will be collected. In addition to this an annual fee will be collected from the parties requesting the sign. The annual fee will cover the ongoing maintenance of the permanent directional signage.

Special events signage will be monitored through a fee system as well. The number of special events allowed to place signs will be controlled as will the number of individual signs that each organization event may set up.

The fee structure and forms need to be finalized before the implementation of the policies. The by-law to enact the fees will be brought to Council for approval.

## **E. Environmental Impacts**

The control of directional signage will promote the effective movement of people thereby reducing lost travel time and lowering greenhouse gases emitted.

## **F. Attached**

1. Draft Policy - Permanent Directional Signage within Town Right-of-Ways
2. Draft Policy - Special Events Signage within Town Right-of-Ways

Respectfully submitted,

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Jim McCannell  
Manager of Roads and Drainage Division

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Reg Russwurm  
Director of Engineering and Public Works

TOWN OF THE BLUE MOUNTAINS

POLICY

Subject Title: Permanent Directional Signage within Town Right-of-Ways

Corporate Policy:	<input type="checkbox"/>	Policy Ref. No.:	
Administrative Policy:	<input type="checkbox"/>	By-law No.:	N/A
Department Policy:	<input checked="" type="checkbox"/>	Name of Dept.:	Engineering & Public Works
Date Approved:		Staff Report:	N/A

Policy Statement(s)

1. The Town of The Blue Mountains intends on discouraging and restricting the proliferation of signs within Town right-of-ways however, acknowledges that some permanent directional signage within public right-of-ways are desirable to assist the travelling public in arriving as directly and expeditiously as possible at the desired location.
2. It is the Town of The Blue Mountains Policy that permanent directional signs within public right-of-ways be principally located in the Provincial and/or County road system right-of-ways in accordance with the applicable policies of the Province and County however it is acknowledged that in some instances further, more detailed, permanent directional signage may be required within the Town’s right-of-ways.

Purpose

The purpose of this policy is to provide guidelines related to the orderly provision of permanent directional signs within Town Right-of-Ways.

Application

This policy applies to those interested in erecting permanent directional signs within Town right-of-ways.

Definitions

Collector Road – As defined and set-out in the Official Plan for The Town of The Blue Mountains and includes the Highway #26 “Connecting Link” located within the (former) Town of Thornbury:

“Collector Roads are designed to collect and carry local traffic to the Provincial Highway, Arterial Roads, and other Collector Roads, or to distribute traffic to local roads, as well as provide limited access to abutting properties. Existing Collector Roads generally have an existing right-of-way width of 20 metres and expanded where possible. New Collector Roads as shown on Appendix Map G may be required to provide a wider right-of-way width of 26 metres, based on an established engineering standard that shall also incorporate design features.”

Directional Sign – Means a sign utilized for the purpose of directing the travelling public to an area, place or building.

Local Roads – As defined and set out in the Official Plan for The Town of The Blue Mountains.

“The remainder of the roads in the Town under municipal jurisdiction are classified as Local Roads. Existing and future Local Roads are generally intended to provide access to abutting properties and to discourage through traffic. Existing rights-of-way are normally 20 metres in width. The minimum right-of-way width for all new Local Roads shall generally be 20 metres.”

Permanent Directional Signs – Mean signs that are supported by one or more uprights, poles, braces or located on a structural base, placed in or upon the ground.

## Policy

It is the Town’s Policy that:

- A. Permanent directional signs are permitted within Collector Road right-of-ways subject to the following criteria:
  - i. Directional signs must be directional in nature only and be associated with areas/places/buildings of significant public assembly/occupancy within the municipality such as: Conference/Meeting Centres; Ski Clubs; Golf Courses; Community Centres; Hotels/Motels/Bed & Breakfast Establishments all containing accommodation for greater than 50 guests; Arenas; Swimming Pools; Parks; etc.;
  - ii. Directional signs must not be located within 9.0 metres of a driveway/laneway;
  - iii. Directional signs must not be located within 9.0 metres of an intersection of the travelled surfaces of two or more roads or the intersection of the travelled surface of a road and a walkway/pathway/trail;
  - iv. Directional signs must not be located within the projected front yard/boulevard area/space of a place of residence;
  - v. Directional signs must be spaced a minimum of 100 metres apart (on one side of the road);
  - vi. Individual directional signs must not exceed 30 cm x 120 cm (1’ x 4’);
  - vii. The maximum number of directional signs on one post is 4;
  - viii. Lettering size shall be restricted to 200 mm in height;
  - ix. Graphics are permitted provided they are consistent with those utilized by the Provincial TODS Program (see [www.canadiantods.ca](http://www.canadiantods.ca)) and do not exceed a height of 254 mm (10”);
  - x. All directional signs shall be non-illuminated;

- xi. All directional signs shall be set on a blue background and contain white letters;
- xii. All directional signs are to be fabricated by, or under the direction of, the Town of The Blue Mountains;
- xiii. All directional sign copy must be approved by the Director, Engineering & Public Works (including text);
- xiv. A permit must be obtained from the Engineering & Public Works Department prior to the erection of the directional sign;
- xv. All directional signs are to be installed by the Engineering & Public Works Department; and,
- xvi. Directional sign permit fees in accordance with the Town's Tariff of Fees By-law are to be paid prior to the erection of the directional sign; and,
- xvii. Annual directional sign fees in accordance with the Town's Tariff of Fees By-law are to be paid to cover the maintenance of such sign and the administration and enforcement of this policy.

The above noted are guidelines only. The permissibility and actual location of a directional sign proposed to be located within the Town right-of-way is at the sole discretion of the Director, Engineering & Public Works, or his designate.

- 2. Permanent directional signs within Local Road right-of-ways are generally not permitted however, directional signs proposed for the purposes set out in 1. A. i. may be considered by the Director, Engineering & Public Works provided same comply with the criteria identified.
- 3. Permanent directional signs proposed to be located within the Niagara Escarpment Development Control Area must conform to the policies set out in this Bulletin and the policies of the Niagara Escarpment Commission.
- 4. Permanent directional signs that are in place and do not conform to this policy may remain for a period of one year following the adoption of this policy. Owners of such directional signs will be advised in writing six months in advance of the date that such sign must be removed to allow for other means of communicating with their clientele.

## **Exclusions**

See Section 2 under the heading of “Procedures”.

## **References and Related Policies**

Please also see the Town’s Sign By-law and Sign By-law Policies, County of Grey Directional Sign Policies and the Ministry of Transportation Tourism-Orientated Directional Signing (TODS) Policies.

## **Consequences of Non-Compliance**

Any and all permanent directional signs erected without the Town right-of-ways without the Town’s explicit written authorization will be removed without notice or warning.

## **Review Cycle**

This Policy will be reviewed on a yearly basis by the Director, Engineering & Public Works and, if warranted, submitted to the Public Works & Engineering Committee for approval.

TOWN OF THE BLUE MOUNTAINS

**POLICY**

Subject Title: Special Event Signage within Public Right-of-Ways

Corporate Policy:	<input type="checkbox"/>	Policy Ref. No.:	
Administrative Policy:	<input type="checkbox"/>	By-law No.:	N/A
Department Policy:	<input checked="" type="checkbox"/>	Name of Dept.:	Engineering & Public Works
Date Approved:		Staff Report:	N/A

**Policy Statement(s)**

3. The Town of The Blue Mountains intends on discouraging and restricting the proliferation of signs within public right-of-ways however acknowledges that a limited amount of temporary directional signage is desirable to assist the travelling public in arriving as directly and expeditiously as possible to an event location.

**Purpose**

The purpose of this policy is to provide guidelines related to the orderly provision of temporary event directional signs within public right-of-ways.

**Application**

This policy applies to those interested in erecting temporary event directional signs within public right-of-ways.

**Definitions**

Collector Road – As defined and set-out in the Official Plan for The Town of The Blue Mountains and includes the Highway #26 “Connecting Link” located within the (former) Town of Thornbury:

Event – Means an event within the municipality and includes significant events and community events within the meaning of AGCO licencing provisions, fairs, car shows, antique shows/sales, weddings, birthdays, garage/yard sales and other similar events.

Public Right-of-Way – Means any public right-of-way located within the Town of The Blue Mountains and includes the County and Provincial Highway systems.

Temporary Event Directional Sign – Means a directional sign utilized for the purposes of directing the traveling public to a temporary event within the Town with such event being of a duration of no greater than 3 days in time.

## **Policy**

It is the Town's Policy that:

Temporary Event Directional Signs are permitted within Town Collector Road right-of-ways and, subject to the relevant provisions of the County of Grey and Province of Ontario, are permitted within County and Provincial right-of-ways subject to the following criteria:

- i. The signs are no greater than 0.6 metres x 0.9 metres in size;
- ii. The signs are no greater than 1.0 metre in height above adjacent finished grade;
- iii. A maximum of 5 signs are installed;
- iv. The proponent provides adequate information to the By-law Enforcement Department identifying the proposed location of such signs prior to the installation of the signs;
- v. Sign locations are accepted by the Town prior to the erection of the signs;
- vi. Signs are not to be erected on hydro poles, traffic signs, fences or other infrastructure;
- vii. Signs are erected at the beginning and removed at the end of the event;
- viii. Signs must not be located within the projected front yard/boulevard area/space of a place of residence;
- ix. Signs must be spaced a minimum of 100 metres apart (on one side of the road);
- x. Signs shall be non-illuminated; and,
- xi. Signs proposed to be located within the Niagara Escarpment Development Control Area must conform to the policies set out in this Bulletin and the policies of the Niagara Escarpment Commission.

## **Exclusions**

N/A

## **References and Related Policies**

Please also see the Town's Sign By-law and Sign By-law Policies, County of Grey Directional Sign Policies, Ministry of Transportation Policies and the Niagara Escarpment Commission policies.



### **Consequences of Non-Compliance**

All signs found to be erected contrary to the provisions of this policy will be removed by the municipality without notice and held by the municipality for a period of time not to exceed 7 days.

### **Review Cycle**

This Policy will be reviewed on a yearly basis by the Sign By-law Review Committee and, if warranted, submitted to the Public Works & Engineering Committee for approval.