

Corridor Signing Policy

March 2010

**CORRIDOR MANAGEMENT AND PROPERTY SECTION
PROVINCIAL HIGHWAYS MANAGEMENT DIVISION
MINISTRY OF TRANSPORTATION**



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1 FOREWORD

This edition of the Corridor Signing Policy replaces the Ministry of Transportation's previous Commercial Signing Policy, dated April 14, 2009.

This Policy is Chapter 6 of the ministry's Corridor Procedures Manual.

Local Area Offices administer the ministry's corridor management function. Inquires related to specific signing applications and/or location related requests should be directed to the nearest local Area Office. Please consult the blue pages of your local telephone directory, or the ministry's website for contact information.

Custodial Office

Inquiries about policy amendments, suggestions or comments may be directed to:

Provincial Highways Management Division
Contract Management and Operations Branch
Operations Office
Corridor Management and Property Section

Ministry of Transportation
2nd Floor, Garden City Tower
301 St. Paul Street
St. Catharines, ON L2R 7R4

Tel: (905) 704-2916
(905) 704-2656
Fax: (905) 704-2777

<http://www.mto.gov.on.ca/english/engineering/management/corridor/index.shtml>

2 DEFINITIONS AND EXPLANATIONS

Advertising or Decorative Devices

An advertising or decorative device is a device, other than a recognized or standard type of sign that is placed, or affixed, to advertise, attract attention, or to promote publicity for an individual firm, organization, product or event. They include devices of a decorative nature (i.e. landscaping), banners, bunting, streamers, strings of flags or multiple flag installations, lights, or other such devices. They are all subject to the approval of the Ministry.

Agricultural Product

An agricultural product means an agricultural product that is not edible, an agricultural food product or a food product that is processed on a farm in Ontario from an agricultural food product.

Area of a Sign

Area of a sign means the number of square metres (square feet) on the surface of a sign including the border and/or frame.

- a) Where a sign has no border and/or frame, the area will be composed of individually installed letters, numerals or other shapes, excluding spacing; and
- b) Where a sign is supported by a structure secured to the ground and which is not supported by any building or other structure, the sign area will be the number of square metres (square feet) on the surface of a sign including the border and/or frame.

Back to Back Sign Structures Located on Private Property

"Back to back" for the purpose of this policy shall mean either,

- (1) Two signs affixed directly to one another with no open space which is visible from the highway, or
- (2) Two signs erected in the form of a "V" with the closed end of the "V" nearest to the highway.

Billboard Sign

A billboard sign is a sign which contains a message that is not related to the property that the sign is located on.

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation or disability.

Changeable Message Signs

A changeable message sign is a sign with the capability of content changes by means of mechanical or electronic input. This type of sign displays changing static messages for a fixed duration. It includes the following:

- 1) Mechanical – a changeable sign whose display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs.
- 2) Electronic – a changeable sign whose content can be changed by means of an electrically energised display matrix, such as an LED pixel board.

Community Business Message Board

A Community Business Message Board is a sign that advertises local businesses within a municipality.

Controlled Area

Controlled area shall mean the area within 400 m (one-quarter mile) of any limit of a Provincial Highway. Where a controlled-access highway intersects another highway or road, particularly at intersections where an interchange or other highway facility exists, the 400 m (one-quarter mile) distance shall be measured from a line determined by projecting the normal right-of-way (i.e. fence line or property line) of the controlled-access highway across the intersection, interchange, etc.

The setback distances in this policy are based on a minimum basic setback distance computed on a right-of-way width of 37 m (120 ft.).

Delegated Authority

Delegated Authority shall mean the individual within MTO who has the authority to issue permits under the PTHIA. These include the Field Services Engineers (Eastern Region, Northeastern Region and Northwestern Region), Manager of Corridor Management (Central Region), and Head, Corridor Management Section (West Region), and any alternate or person occupying such position in an acting capacity. The Delegated Authority is responsible for reviewing permit applications, resolving conflicts, issuing permits, and enforcing policies if violations occur.

Development/Real Estate/Construction Signs

A development, real estate, construction sign may consist of a message which identifies any property which is for sale, lease, rent, trade or under development, or may identify the developer, contractor, architect, engineering consultant or include the name of the future occupant or owner of the site or property.

Election Signs

Election signs are placed by, or on behalf of, a candidate or a political party and includes signs designed to encourage citizens to vote.

Frontage Road Does Not Limit Control

The existence of a road, frontage road or street within the controlled area shall not limit the application of this policy except for particular types of signs as specifically set out in this policy.

Height of a Sign

The height of a sign with border or frame shall be the vertical distance from the ground on which it stands to the highest extremity of the sign.

The height of a sign, without border or frame, that is affixed to or mounted upon any building or other approved mounting shall be the vertical distance from the ground to the top of the letter, symbol, or other part of the sign that is the highest point. The height of any roof sign shall be measured from the ground at the wall of the building which wall is nearest to the highway.

Highway Classification

- (1) Freeways and Expressways
 - a) opposing lanes of traffic are separated by a median
 - b) no direct land access is permitted
 - c) fully controlled access highways
- (2) Staged Freeways and Expressways
 - a) 2 or 4 lane staged /freeway/expressway
 - b) ultimate design same as Class 1
 - c) modified controlled access highways

(3) Special Controlled Access

- a) future multi-lane divided or undivided
- b) similar to Class 2 but volumes do not warrant freeway design

(4) Major

- a) 2 or 4 lanes undivided

(5) Minor

- a) 2 or 4 lanes undivided

For more information regarding MTO's Highway Access Classification system and to find out the classification of the highway that you are located adjacent to, please contact your local Ministry Area Office.

Inflatable Device

An inflatable device may consist of a cold/hot air balloon and balloons inflated with other gases.

Land area under active development

The total land area as noted in this policy is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).

Landscape Sign

Any arrangement of natural materials and/or conventional signing that displays the name of the business or property owner and is typically located on the ground or a berm.

The area of the sign shall be calculated by the square footage of the message content and/or logo within the display.

Location Signs

A location sign shall be any sign that is located on a property, either freestanding or attached to, or placed or mounted upon a building, or landscaped that either names or identifies the property, occupant(s) or owner(s) or a business conducted on the property, or advertises a product or service(s) available upon the property, or conveys a message placed solely for guidance on the property.

Luminous and Illuminated Signs

(1) Luminous sign:

- a) A sign lit by internal lighting,
- b) A sign whose content can be changed by means of electrically energized display matrix, such as a light-emitting diode (LED).

(2) Illuminated sign:

- a) A sign that is lit by floodlights, indirect lighting, etc.

Message on Two Sides Counts as Two Signs

Where a sign conveys a message, identifies a business or property, or advertises a business, product, real estate or service on more than one side, each side of the sign shall be counted as one sign for the purpose of this policy. Cylindrical and spherical shaped signs shall be counted as two signs when visible from two or more directions. Official signs on the right-of-way of a highway shall only be counted as one sign regardless of whether the message is on one or both sides.

Official Signs

Official signs shall include:

1) Signs placed by the Ministry, such as:

- (a) route markers, assurance signs etc., and,
- (b) roadway identification signs, directional signs and other guide signs.

2) Signs which the Ministry requires a person, firm or organization to place for reasons of safety, information, guidance or for any other reason. Signs required by the Ministry shall include signs and safety devices required during the construction or maintenance of a highway, or during or because of an encroachment upon a highway etc.

3) Signs approved by the Ministry and placed by another Ministry of the Ontario Government or Federal Government, such as:

- (a) signs placed by the Ministry of Natural Resources: fire area, game preserve, park area, forest area, conservation area etc.,
- (b) signs placed by the Ministry of Culture, Tourism and Recreation: tourist information,

- (c) signs placed by the Ministry of Agriculture and Food: experimental plot, horticultural station, inspection station etc.,
- (d) signs placed by the Ministry of Economic Development and Trade: conservation area etc.
- 4) Signs required by Federal Government legislation, e.g. signs required by the Canada Elections Act.
- 5) Official signs related to the armed forces.
- 6) Signs related to conservation areas which have been approved by the Ministry and have been placed by appropriate municipal officials.

Portable Trailer, Mobile, Movable, or Framed Read-O-Graph Signs (Portable Sign) and Inflatable Devices

A portable sign means a sign or advertising device that is not permanently attached to the ground, a building or a structure, and that is designed to be moved from place to place.

Sign

Sign shall include any sign, notice, advertising device, or any part thereof whether it contains words or not and shall include any device that is used solely to attract attention.

Signs Must be of Permanent Construction

Each sign, other than temporary signs or portable signs shall be of permanent construction and shall be fixed in a permanent location. The foundation or base of a sign shall be part of the sign for the purposes of this policy but shall not be included in the measurement when determining the area of a sign.

Signs Visible from Highway and within the Controlled Area are Subject to Approval of the Ministry

Each visible sign placed within the controlled area shall be subject to the approval of the Ministry.

Temporary Signs

A temporary sign shall be a sign or notice of a temporary nature (i.e. charitable functions, special events) which sign must not exceed 3.7 m² (40 sq. ft.) in size and must not be in place for longer than 4 weeks. Signs exceeding 3.7 m² (40 sq. ft.) in size should be classified as either location signing or billboard signing according to their location and are subject to the applicable restrictions. Approval or any required permits must be obtained before erection of these signs.

Unit or Establishment

A unit is an individual business having its own name and identity, and which occupies space of more than 200 sq. ft. within a commercial building. The ownership of the unit is not a factor.

3 GENERAL PRINCIPLES OF THE POLICY

3.1 Legislative Act

General

The ministry's legal authority to regulate signing upon, or adjacent to, a provincial highway derives from Sections 34 and 38 of the Public Transportation and Highway Improvement Act (PTHIA).

For a King's Highway:

34(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

- (c) display any sign, notice or advertising device, whether it contains words or not, within 400 metres of any limit of the King's highway, other than,*
 - (i) one sign not more than 60 centimetres by 30 centimetres in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises,*
 - (ii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,*
 - (A) the signs display information about the sale of agricultural products, other than tobacco, that are produced and offered for sale on the premises where the signs are displayed, and*
 - (B) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the Public Sector Salary Disclosure Act, 1996, or*
 - (iii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,*
 - (A) the signs display directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale or information about the sale,*
 - (B) the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (A) were produced,*

(C) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the Public Sector Salary Disclosure Act, 1996,

(e) sell, offer for sale or display produce, goods or merchandise upon the King's Highway;

An "agricultural product" is defined in Section 34(1):

"agricultural product" means an agricultural product that is not edible, an agricultural food product or a food product that is processed on a farm in Ontario from an agricultural food product;

For a Controlled-Access Highway:

38(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

(c) sell, offer or expose for sale any vegetables, fruit or other produce or any goods or merchandise upon or within 45 metres of any limit of a controlled-access highway or within 395 metres of the centre point of an intersection;

(e) display any sign, notice or advertising device, whether it contains words or not, other than one sign not more than sixty centimetres by thirty centimetres in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of such premises within 400 metres of any limit of a controlled-access highway;

3.2 Applications and Permits

All visible signs within 400 m of any limit of a provincial highway require a Ministry issued permit, with the exception of one sign measuring not more than 0.18 m² per property and certain signs advertising agricultural products. These permits shall be of such form and upon such terms and conditions, as the Ministry considers appropriate. Furthermore, these permits may be cancelled at the sole discretion of the Ministry.

3.3 Fees

The Ministry may prescribe a fee to be paid for any permit issued under the provisions of the PTHIA.

3.4 Classifications

Please refer to the appendix located at the back of this policy guideline for a list of sign classifications.

3.5 Compliance, Enforcement and Municipal Requirements

The placing of a sign that contravenes this policy, or the conditions included in the Ministry's approval, may result in prosecution and/or cancellation of any approvals or permits.

The PTHIA provides the Ministry with the authority to issue a notice to a property owner/permit holder to alter and/or remove any non-complying signs. Furthermore, the Ministry may, as provided for under the legislation, legally enter upon private lands to do whatever is necessary to ensure compliance with that direction.

Any person who contravenes Sections 34(2), 38(2), or fails to comply with a notice issued under the PTHIA, is guilty of an offence and upon conviction is liable for a fine.

In addition to the conditions of a Ministry sign permit, a property owner/permit holder must meet all of the requirements of the local municipality and any other agency having jurisdiction over the placement of signs.

4 APPLICATIONS AND PERMITS

4.1 Onus on the Applicant to Secure Sign Permit

The PTHIA places the onus upon the individual to secure a permit from the Ministry of Transportation before displaying a sign within 400 m (0.25 mile) of any limit of a highway other than one sign 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of the premises, and certain signs advertising agricultural products. Each sign shall be subject to the requirements of this policy.

Each person, firm or municipality planning to display a sign(s) within the controlled area adjacent to a Provincial Highway, except only those signs which are specifically exempted by law or by this policy, shall be required to obtain a sign permit(s) in all instances where this policy so indicates. The applicable fee must accompany the application for a permit. In cases where an application for a permit is received and a permit is not required by this policy, the Delegated Authority shall prepare a Letter of Approval, in duplicate and send the original to the applicant. The second copy will be placed in the Ministry's office file.

4.2 Current Schedule of Fees will Apply

A sign permit which was issued before this policy came into effect and which is subject to annual renewal shall be, henceforth, subject to renewal at the current schedule of fees at the time of renewal. The permit, if it is for a sign that is to be continued under this policy, must be renewed in accordance with the dates stated in this policy. The fee for the current calendar year, if not paid previously, shall be due and payable immediately after this policy came into effect. The fee for each permit issued after this policy came into effect shall be in accordance with the annual schedule of fees.

4.3 Applicant to be Advised of Requirements

Each owner or applicant seeking information regarding the control of signs etc. exercised by the Ministry must be fully advised of the restrictions which apply to those areas which are adjacent to Provincial Highways.

4.4 Application Form

Application for a sign permit shall be made on the Application for Sign Permit (Form PH-A-17), by each person, firm, or organization planning to display a sign(s) or advertising device(s) within the controlled area.

4.5 Where to get a Permit Application Form

You can obtain a permit application form:

- ☐ From MTO's area office closest to you (See the following Table for locations.)
- ☐ From MTO's website:
<http://www.mto.gov.on.ca/english/engineering/management/corridor/>

MTO Area Offices

Region	City	Details
Central Region	TORONTO	1201 Wilson Avenue 7 th Fl. Building "D" Downsview, ON 416-235-5385 ph 416-235-4267 fax 1-866-636-0663 toll free
East Region	OTTAWA	347 Preston Street, 4th Floor Ottawa, ON K1S 3J4 613-745-6841 ph 613-748-5297 fax 1-888-362-1770 toll free
	BANCROFT	50 Monck Street PO Box 300 Bancroft, ON K0L 1C0 613-332-3220 ph 613-332-3751 fax 1-800-554-0487 toll free
	PORT HOPE	138 Hope Street North Port Hope, ON L1A 2P1 905-885-6381ph 905-885-9273 fax 1-866-224-0622 toll free
Northeast Region	SAULT STE MARIE	70 Foster Drive 4 th Floor, Suite 420 Sault Ste. Marie, ON P6A 6V4 705-945-6611 ph 705-945-6830 fax 1-877-366-0669 toll free
	HUNTSVILLE	207 Main Street West Huntsville, ON P1H 1Z9 705-789-2391 ph 705-789-3606 fax 1-800-255-7814 toll free

Region	City	Details
	NEW LISKEARD	500 Rockley Road PO Box 1390 New Liskeard, ON P0J 1P0 705-647-6761 ph 705-647-4571 fax 1-800-720-1120 toll free
	COCHRANE	74 2 nd Street Cochrane, ON P0L 1C0 705-272-4333 ph 705-272-6448 fax 1-800-280-1465 toll free
	SUDBURY	159 Cedar Street 5 th Floor, Suite 503 Sudbury, ON P3E 6A5 705-564-7722 ph 705-564-3144 fax 1-800-222-1047 toll free
	NORTH BAY	447 McKeown Avenue Suite 301 North Bay, ON P1B 9S9 705-497-5537 ph 705-497-6800 fax 1-800-461-9547 toll free
Northwest Region	THUNDER BAY	615 South James St. 1 st Floor Thunder Bay, ON P7E 6P6 807-473-2044 ph 807-473-8423 fax 1-800-465-5034 toll free
	KENORA	808 Robertson Street Kenora, ON P9N 3X9 807-468-2740 ph 807-468-2784 fax
West Region	LONDON	659 Exeter Road Main Floor London, ON N6E 1L3 519-873-4203 ph 519-873-4228 fax 1-800-265-6072 toll free

The following illustrates an application form for a sign permit.



Ontario

Ministry of
Transportation

Application for Sign Permit

A Separate Application Is Required for Each Sign Unit.

Application is hereby made to

☐ Erect a Sign ☐ Alter a Sign ☐ Relocate a Sign ☐ Change Ownership

Type of Sign

☐ Location (Business) ☐ Billboard on Highway ☐ Personal Direction GRR-2 ☐ Other
☐ Billboard on Private Property ☐ Private Roadway GRR-1 ☐ Temporary Sign ☐ Municipal Decorative Display

Wording, Symbols or Pictures on Sign

Enclose sketch or picture to properly describe sign, location on property, relationship to highway, etc.

Description of Sign

Highway Frontage <input type="checkbox"/> Feet <input type="checkbox"/> Metres	Number of existing signs	Total area of existing signs <input type="checkbox"/> Sq. Feet <input type="checkbox"/> Sq. Metres	Lot. No./Con.
Plan No./Section	Township/City	County/District/Regional Municipality	
Highway No. (or Name)	Facing (N.S.E.W.)	On the (N.S.E.W.) side	About (distance) <input type="checkbox"/> Miles <input type="checkbox"/> Kilometres
N.S.E.W.	Nearest Town, Village or Intersection		Width <input type="checkbox"/> Feet <input type="checkbox"/> Metres
Height of actual sign <input type="checkbox"/> Feet <input type="checkbox"/> Metres	Height from ground to top of sign <input type="checkbox"/> Feet <input type="checkbox"/> Metres	Surface area including border <input type="checkbox"/> Sq. Feet <input type="checkbox"/> Sq. Metres	
Distance from sign to highway property limit <input type="checkbox"/> Feet <input type="checkbox"/> Metres	Number of Signs	Distance from edge of pavement <input type="checkbox"/> Feet <input type="checkbox"/> Metres	

Registered Property Owner

Name		Telephone No.	
Address	City/Town/Village	Province	Postal Code

The applicant understands that: (1) All work will be performed at the expense of the applicant. (2) Work must not be begun before a permit is issued. (3) The issuance of a permit does not relieve the applicant of the responsibility of complying with relevant municipal by-laws. (4) If a permit is issued it relates only to the sign as described in the permit. **By signing this application the registered property owner gives M.T.O. permission to enter on the land to remove any sign that is altered or is not maintained in good repair according to M.T.O. requirements and for non-payment and cancellation.**

In consideration of a permit issued in respect to this application, we, the applicants for ourselves, our heirs, executors, administrators, successors and assigns hereby agree to observe, keep and perform and be subject to the regulations and conditions of the said permit and to indemnify and save harmless Her Majesty the Queen, represented by the Minister of Transportation from and against all loss, cost, damages, expenses, claims and demands whatsoever to which Her Majesty may be put or which She may be liable by reason of anything done or omitted to be done in the construction, maintenance, alteration or operation of the works authorized.

A fee in the amount of \$ _____ is enclosed, please make cheques or money orders payable to the Minister of Finance.

Business Name (please print in block letters)

Business Address (Please print in block letters)	City/Town/Village	Province	Postal Code
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Telephone No. Fax No.

Signature (Applicant or responsible officer or firm)	Date (yyyy/mm/dd)	Signature (Property Owner)	Date (yyyy/mm/dd)
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Information in this form is collected under the authority of the *Public Transportation and Highway Improvement Act*, R.S.O. 1990, c. 50, s. 31, 34, 38, and is used to control and record the issuance of this permit. Direct inquiries to: Senior Policy Adviser, Operations Office, 2nd Floor, 301 St. Paul Street, St. Catharines, Ontario L2R 7R4, Telephone: 905 704-2916.

4.6 How to Complete the Permit Application

If you are applying for a Sign Permit, complete all sections.

If you have questions about filling out the permit application form, contact your local area MTO office or the Senior Planner and Policy Advisor, Operations Office, whose phone number is listed at the bottom of the permit application form.

4.7 How to Submit the Completed Permit Application

The property owner shall be responsible for completing the necessary application forms and submitting the appropriate approved fees.

Where the fee for a permit is based on the area of the sign, it shall be the actual physical area of all sign faces that are visible from the highway.

Application instructions, forms and a schedule of current fees are available from the ministry's local area offices, or online at:

<http://www.mto.gov.on.ca/english/engineering/management/corridor/index.shtml>

4.8 Applicant Action Regarding an Application

An applicant proposing to apply for a sign permit must complete and send or deliver the application for sign permit to the appropriate Area Office of the Ministry. The applicable fee must accompany each application.

4.9 Action on Application by Field Services Engineer

The Ministry shall consider each application and the accompanying information having full regard to this policy.

4.10 Action When Application Approved

When an application for a sign(s) has been approved, the Ministry shall issue the permit in the name of the registered property owner or sign owner, whichever the case may be in accordance with this policy.

4.11 Expiry Date of Sign Permits

When a permit issued for a sign installation is subject to annual renewal, the expiry date shall be the last day of the calendar year to which the permit pertains.

4.12 Sign Permit Renewal Notice

Billboard/guide sign permit renewal will be mailed out from the Ministry's Corridor Management and Property Section.

4.13 Application Required When Sign to be Changed

When a major alteration (change in size or location) of a sign is proposed the applicant shall submit a completed application form indicating the proposed changes to the area office. When necessary to clarify the changes, the applicant must submit a detailed sketch and letter clarifying the changes.

4.14 Current Permit Number to be Shown on Application to Change Sign

When a sign that is to be altered or replaced is covered by a permit, the number of the current permit must be shown on the application form.

4.15 When Change in Sign Approved, New Permit is Issued

When an application to alter or replace a sign has been approved, any existing permit shall be cancelled and a new permit will be issued. An application to alter or replace a sign may be approved or refused at the discretion of the Ministry. If a sign is changed in a manner that changes the classification, etc. to a different classification or to a size, etc. that requires payment of a fee or of a higher fee, the difference between the previous amount paid and the fee for the new permit shall be payable before a permit is issued.

4.16 Application to Change Sign May be Approved or Refused

An application to change a sign already erected may be approved or refused at the discretion of the Ministry. Any change must meet the current requirements of the Ministry.

4.17 Sign Must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign(s) to which the permit applies must be placed or erected within six months of the date of issue of the permit otherwise the permit shall be void and shall be cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5 GENERAL RESTRICTIONS REGARDING SIGNS

The following restrictions regarding signs shall apply to the area over which the Ministry has control by authority of the PTHIA (referred to in this policy as the “controlled area”).

5.1 Signs Subject to Approval of Minister

Each sign placed, erected, maintained or altered within the controlled area shall be subject to the approval of the Ministry of Transportation. The only exceptions shall be one sign not more than 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises on which the sign is located or the name of the premises, and certain signs advertising agricultural products, which signs may be placed by the owner under the provisions of the PTHIA without the approval of the Ministry of Transportation.

5.2 Public Sales Barn Signs are Location or Billboard

Signs placed by or on behalf of public sales barns or other auction establishments of a permanent nature shall be classified as location or billboard signs depending upon whether they are located upon the property upon which the sales are held or upon another property.

5.3 Sign Must not be Placed until Permit is Obtained

Installation of a sign within the controlled area must not begin unless a permit or letter of approval is issued by the Delegated Authority.

Failure to adhere to the conditions of a sign permit may result in prosecution of the owner or in cancellation of the permit.

5.4 Location of Signs

A sign, placed within the controlled area, must not be,

1. affixed to, or mounted upon a tree, public utility pole, guide rail, or utility standard;
2. painted or pasted upon rock, surface, or other signboard or structure except if approved by the Ministry;
3. placed in, or allowed to overhang, a daylighting area;
4. placed in a position in which the sign, or any part thereof, encroaches upon, or overhangs the right-of-way of a highway, except where this policy specifically permits such signs, and/or,

5. placed in a position in which the sign, or any part thereof, overhangs the travelled portion of the highway.

The owner of each sign attached to or forming part of an awning, canopy or marquee or other structure that overhangs the right-of-way of a highway shall be responsible for any damage that may be caused thereby or result thereupon.

5.5 Signs Indicating Distance

A sign, other than an official sign, must not carry a message which indicates the distance to a city, town, village or police village. However, a sign may indicate the distance to a place of business provided the distance shown is reasonably accurate.

5.6 Location of Signs Adjacent to At-Grade Intersections in Developed Area

The following restrictions shall apply to signs adjacent to at-grade intersections in a built-up or urban area:

- a) every billboard sign shall be prohibited within 46 m (150 ft.) of the nearest limit of an at-grade intersection of a highway and a road, street, railway or another highway.
- b) a sign within 15 m (50 ft.) of the nearest limit of an at-grade intersection of a highway and a road, etc., which sign is affixed to the commercial establishment to which it applies, may be approved by the Delegated Authority.

5.7 Trees and Shrubs Must not be Removed or Trimmed to Improve View of Advertising

Trees and shrubs located within the right-of-way of a highway must not be removed, cut or trimmed for the sole purpose of improving the view of a sign or other advertising matter. However, brush may be cleared subject to the approval of the Delegated Authority.

On highway rights-of-way in excess of 46 m (150 ft) which have been designated as bush country highway by the Ministry of Transportation, bush and brush may be removed, subject to the approval of the Delegated Authority and at no expense to the Ministry, to permit the erection of billboard signs on the right-of-way.

5.8 Basic Setback to be Restored when Conditions Change

In any case where the basic setback distance for a sign may be relaxed in accordance with this policy in order to provide a better view of a sign (location and billboard in bush country) and the reason for relaxing the basic setback distance ceases to exist, the sign shall be relocated in accordance with the basic setback distance or as near thereto as is practical under the changed conditions.

5.9 Contravention of this Policy May Result in Prosecution

The placing of a sign which contravenes this policy or contravenes the conditions of a permit for that sign, may result in the prosecution of the owner, and/or in the cancellation of the permit.

5.10 Lighting Subject to Approval of the Ministry

A sign may be luminous or illuminated provided the lighting:

- a) does not cause direct or indirect glare that may interfere with traffic safety, and
- b) is not to be used to illuminate a building, sign, structure, or premises etc. either directly or indirectly in a manner that cause direct or indirect glare that may interfere with traffic safety.

5.11 Certain Lights and Lighting Prohibited

The following shall be prohibited:

- Flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention.

5.12 Lights, Lighting and Advertising Devices Creating Hazard May Result in Prosecution

When, in the opinion of Delegated Authority, the use of lights, lighting, advertising devices or the design or location of a sign, may create a traffic hazard or endanger the public, the Delegated Authority shall notify the appropriate police authority.

5.13 Signs Resembling Traffic Signs or Signals are Prohibited

The use of a sign or other device that purports to be, is an imitation of, or resembles an official traffic sign, signal or other traffic regulating device, shall be prohibited.

5.14 Use of Certain Words, Phrases, Symbols, Relating to Directions

A sign may carry directions for reaching an establishment providing such directions, in the opinion of the Delegated Authority, do not interfere with the normal flow of traffic or create a traffic hazard.

5.15 Signs that Interfere with View of Business Establishments or of Other Signs are Prohibited

A permit must not be issued for a sign that would interfere with or block the view of either a commercial establishment or a sign already approved by the Ministry which commercial establishment or sign is owned or operated by a person other than the applicant for the permit. The decision in these cases shall be made by the Delegated Authority.

5.16 Sign Must be Kept in Satisfactory Condition

Each sign placed or retained in the controlled area must be kept in good condition. When the Delegated Authority considers the condition of a sign to be unsatisfactory, the owner must be notified in writing and advised to improve or remove the sign within a specified time period.

5.17 Compensation for Sign to be Determined by the Ministry's Property Section

Compensation may be paid as determined by the Ministry's Property Section when:

- 1) a sign is located upon property which is purchased for use as the right-of-way of a highway.
- 2) a sign is affected by the purchase of property for a highway.
- 3) there is a change in the limits of the right-of-way of a highway.
- 4) it is necessary to move or remove the sign for any other reason for which the Ministry is responsible.

5.18 Sign May be Moved Subject to Approval of the Ministry

An application to move a sign from one location to another within the controlled area may be approved by the Ministry. The old permit, if any, shall be cancelled in these cases and a new permit will be issued. Each relocated sign must meet, in its new location, the current requirements of the Ministry.

5.19 Requirements Regarding Signs on Walls

When it is a requirement of this policy that a sign be affixed to a building, that sign shall not be affixed to a wall which does not form a part of the architectural design of a building.

5.20 Requirements Regarding Signs on Chimneys, Smokestacks or Tanks

Any message on a chimney, smokestack or tank, other than the name of a municipality or business identification, shall be prohibited.

Approved signs painted upon or affixed to a chimney, smokestack or tank must not exceed the height or width of the chimney, smokestack or tank.

5.21 Requirements Regarding Signs at Shopping Centres

Only approved commercial plaza location signs will be permitted (refer to *Commercial Plaza or Industrial Complex Signs* section of this policy).

6 ADVERTISING OR DECORATIVE DEVICES (Banners, Streamers, Inflatable Devices, Flags, etc.)

An advertising or decorative device is a device, other than a recognized or standard type of sign that is placed, or affixed, to advertise, attract attention, or to promote publicity for an individual firm, organization, product or event. They include devices of a decorative nature, banners, streamers, strings of flags or multiple flag installations, lights or other such devices. They are all subject to the approval of the Ministry. Approval shall be at the discretion of the Delegated Authority in accordance with the following:

- a) Advertising or decorative devices must not be placed adjacent to Class 1 and 2 highways except if specifically indicated in this policy.
- b) Advertising or decorative devices must not be placed within or allowed to overhang the right-of-way of the highway.
- c) Advertising or decorative devices must be placed at least 3 m (10 ft.) behind the highway property line and not in a daylighting or visibility requirement area. Where a service road exists, these signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property line.
- d) Approved advertising or decorative devices used solely to decorate a premise, to mark a particular holiday season, or a particular recognized public celebration or ceremony may be placed adjacent to a highway.
- e) The maximum period these devices may remain in place is 69 days and all such devices must be removed within 7 days after the date of the particular holiday which they have been placed to mark.
- f) An advertising or decorative device must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts, standard or pylon.
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights used solely as a means of attracting attention.
- g) All displays or devices must be in good taste. The Ministry reserves the right to determine what constitutes good taste.
- h) The following advertising or decorative devices within the controlled area shall be prohibited:
 - Holograms; and,

- Searchlights.

6.1 Inflatable Advertising Displays

- a) Inflatable advertising shall be considered as a temporary sign and will be allowed under permit per location or property.
- b) An inflatable device/display must be located so it does not encroach on the Ministry rights-of-way or daylighting area.
- c) An inflatable device/display shall only be allowed adjacent to Class 3 special controlled access, Class 4 Major and Class 5 Minor highways when an approved permit has been issued by this Ministry and must be on the property where the business is conducted.
- d) This type of advertising shall be prohibited adjacent to Class 1 freeways/expressways or Class 2 staged freeways/expressways except when the posted speed limit is 80 km or less.
- e) An inflatable advertising display may be internally illuminated but must not:
 - be allowed to move or turn mechanically or by other means,
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights.
- f) An inflatable advertising display shall not be located on any property where in the opinion of the Ministry the display would block the vision of any motorist entering or exiting the property.
- g) One permit for a maximum of (6) months per calendar year will be issued.

6.2 Banners, Streamers And House Flags

Banners, streamers, strings of flags or multiple flag installations, lights, or other such devices shall be subject to the general restrictions for signs and shall be subject to the approval of the Ministry.

- a) Banners, Pennants and House Flags Adjacent to all Highways:

The Ministry will allow banners, pennants or house flags adjacent to all highways, except banners across Class 1 and 2 highways. No messages will be allowed on the banner, pennant or house flag. These devices are intended to attract attention to the site without conveying any messages.

Banners, pennants and flags shall be set back at least 3.0 m (10 feet) behind the Ministry property line with a support or pole height restriction of 7.6 m (25 feet) above property ground elevation.

The number of banners or pennants permitted on a site will be determined by the property frontage along the highway. A maximum of three (3) banners, pennants or house flags are allowed for every 15 m (50 feet) of highway frontage.

b) Banners Across Two - Lane Class 3, 4 and 5 Provincial Highways:

The Ministry will allow banners marking occasions such as jubilees, anniversaries, special occasions sponsored by town councils, service clubs, Chambers of Commerce, etc. to be placed under the following conditions:

- An application to place a banner over or across a 2-lane highway shall be made on an application for encroachment permit.
- An approved banner shall be allowed for a period of time not exceeding four weeks. At the end of that time the banner is to be removed by the applicant.
- The applicant shall be responsible for ensuring that the banner is kept in good repair at all times while it is in use.
- The applicant shall be responsible for obtaining any and all other required approvals, which relate to the erection of the banner, such as, Hydro One, Bell Canada, Municipal, etc.
- Approved banners must be placed a minimum of 7.6 m (25 ft.) in height above the centre line of the highway.
- Approved banners must be supported at the top and bottom by a cable not less than 6 mm (1/4") in diameter or a rope not less than 13 mm (1/2") in diameter.
- Approved banners must be placed as close as possible to the limits of the built-up areas of the city, town or village in question.
- Banners must be constructed or manufactured so that they can withstand the elements.
- Banners must not be attached to any part of a bridge or other highway facility.
- Banners will not be permitted over or across Class 1 and 2 highways.

c) Pole Mounted Event Banners:

The Ministry will allow banners located on the highway right-of-way attached to existing poles to mark occasions such as jubilees, anniversaries, special occasions sponsored by the town council, service clubs, Chambers of Commerce, etc. to be placed under the following conditions:

- An application to place a banner along a 2-lane highway shall be made on an application for encroachment permit.
- Third party advertising will not be permitted on the banners.
- An approved banner shall be allowed for a period of time not exceeding 6 months. At the end of that time the banner is to be removed by the applicant.
- The applicant shall be responsible for ensuring that the banner is kept in good repair at all times.
- The applicant shall be responsible for obtaining any and all other required approvals, which relate to erection of the banner, such as Hydro One, Bell Canada, Municipal, etc.
- Approved banners must not exceed 0.61 metres (2 feet) in width and 1.83 metres (6 feet) in length and shall be placed on an existing pole a minimum of 3.66 metres (12 feet) off the ground.
- Approved banners must be placed within the limits of a built-up area of the city, town or village in question and the posted speed limit must be less than 70 km/h.
- Banners must be constructed or manufactured so that they can withstand the elements.
- Banners will not be permitted along Class 1 and 2 highways.

6.3 National/Provincial Flags

Flag poles shall be set back behind the property limits a sufficient distance such that they cannot fall on to the travelled portion or shoulder of the highway.

No restrictions on size and number of flags, unless in the opinion of the Delegated Authority the flags are causing a traffic hazard. No permits are required.

6.4 Advertising Messages On Trucks, Trailers Etc.

Trucks, trailers etc. bearing an advertising message or business or private identification shall be classified according to use.

A sign of this nature must not be placed in the controlled area where the message, if displayed on a standard type sign, would be contrary to this policy (i.e. billboard signs adjacent to a Class 1 or 2 highway).

In the event trucks, trailers etc. carrying advertising or other messages are placed adjacent to a highway in contravention of this policy, the Delegated Authority shall discuss the matter with the owner of the advertising device and/or the property owner where the advertising device is located, regarding the removal of the advertising device.

7 Temporary Signs

7.1 Temporary Signs Subject To Approval Of The Ministry

Each temporary sign shall be subject to the approval of the Ministry. The general restrictions regarding signs shall apply to each temporary sign. The location of temporary signs shall be restricted as specified in this policy. A Letter of Approval will be required for certain types of temporary signs as specified herein. Each request for a temporary sign(s) must state the maximum number of signs the applicant proposes to place. A fee will not be required for a Letter of Approval.

7.2 Types Of Temporary Signs

Temporary signs shall include:

- a) agricultural society signs, plowmen's association signs, plowing match, exhibition and fall fair signs and the signs placed by recognized organizations of a similar nature to advertise a particular event. Certain approved signs may be placed by the Ministry to direct persons to temporary events, e.g., a plowing match, etc.;
- b) the signs of recognized service clubs and religious and charitable organizations and of other recognized public service organizations which signs are placed to advertise a particular event;
- c) private auction sale signs; and,
- d) Election signs, Canadian Forces Convoy Route markers, Snowmobile crossing signs, Real Estate/Development signs, Mobile signs.

Note: Commercial auction sale signs are prohibited as a temporary sign.

7.3 Requirements Regarding Temporary Signs

A Temporary sign must not:

- exceed 3.0 m² (32 sq. ft.) in size;
- be affixed to another sign or to a guide rail or other highway facility or structure;
- be placed adjacent to a Class 1 or a Class 2 highway, excepting certain real estate signs or other signs as specifically permitted by this policy;

- be placed within the highway right-of-way except where this policy specifically states that this may be done;
- be placed where it may interfere with an official sign, traffic signal or safety device;
- be in place for longer than a four (4) weeks period;
- remain in place more than 3 days after the expiry date in the Letter of Approval;
- exceed one sign facing in each direction of travel on any 2.0 km section of a provincial highway; and,
- be further than 8.0 km. from the site of the event being advertised.

7.4 Maximum Of Two Temporary Signs On One Property

A maximum of two temporary signs shall be permitted upon any one property at any one time.

7.5 Temporary Signs Shall Face Traffic

Each temporary sign shall not be located on the left hand side facing the motorist.

Only one Letter of Approval shall be required to cover all temporary signs placed by one person or organization to advertise one event etc. within one Area Office of the Ministry. Each Letter of Approval shall stipulate the maximum number of temporary signs which may be placed under the conditions of that Letter of Approval.

7.6 Separate Approval Required In Each MTO Area Office

When temporary signs advertising one event etc. are to be placed in locations involving more than one Ministry Area Office, a separate Letter of Approval shall be required from each Ministry Area Office in which the signs are to be placed.

Multiple requests submitted by the same organization within the same calendar year will be required to follow the billboard guidelines.

7.7 Certain Signs Prohibited If Event Advertised Operated For Private Profit

Temporary signs must not be placed by, or on behalf of, a person or organization to advertise an event that is conducted for private profit. These restrictions shall apply to a circus, midway, thrill show, automobile and horse racing signs etc., except when the function is sponsored by a recognized public service or charitable organization to which a percentage of the gross receipts will accrue under the terms of a signed contract.

7.8 Letter Of Approval May Be Withdrawn If Sign Placed In Contravention Of Instructions

A Letter of Approval for temporary signs may be cancelled if the person or organization to whom the approval was issued, or an agent thereof, places a sign(s) in a manner that is contrary to the conditions approved by the Ministry.

7.9 If Event Advertised Is Postponed Expiry Date May Be Extended

If an event advertised by means of temporary signs has been postponed due to rain or other reasons, the date of expiry of the original approval may be extended by the Delegated Authority. The holder of the Letter of Approval must notify the Delegated Authority of the postponement of the event and of the new date on which it is expected the event will be held.

7.10 Election Signs

An election sign must not be placed upon or adjacent to the right-of-way of a Class 1 Freeway or Class 2 Staged Freeway.

Election signs may be erected on the right-of-way or adjacent to a Class 2 undivided Staged Freeway, a Class 3 Special Controlled Access highway, a Class 4 Major highway or Class 5 Minor highway after an official election has been called.

Signs up to 0.7 m² (8 sq. ft.) in size must be placed a minimum of 4m (12 ft.) from edge of pavement. Signs over 0.7 m² (8 sq. ft.) and up to 3.7 m² (40 sq. ft.) must be placed at the outer limit of the highway right-of-way.

Election signs may be placed on the right-of-way of a highway other than a Class 1 Freeway and Class 2 divided Staged Freeway, but must be placed at least 4m (12 ft.) from edge of pavement.

An election sign must not be affixed to a permanent or an official sign or to the guide rail or other highway structure or facility and must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device.

Portable read-o-graph sign trailers are prohibited on the right-of-way of a highway. Such read-o-graph sign trailers may be utilized providing they are erected on private property and meet the requirements of the Ministry for portable read-o-graph signing.

Permits or Letters of Approval for any election signs erected under this policy are not required.

Candidate committees, or workers shall be allowed three (3) working days after election day in order to remove candidate advertising (election signs) from the Ministry right-of-way and adjacent properties.

Signs not retrieved by this time will be picked up by the Ministry patrol forces and stored in a safe place (patrol yard, etc.,) for a period of two weeks. After this time they will be disposed of.

7.11 Canadian Forces Convoy Route Markers

Route markers in the form of tack signs, approximately 36 cm. by 25 cm. (14 in. by 10 in.) will be permitted affixed to trees, posts and Ministry Official Signs.

These markers may be placed one day before the convoy is to pass and should be removed within one day after the convoy has passed. The markers shall be erected and removed by military personnel.

The Canadian Forces shall notify the Ministry of their intention to erect convoy markers and the location of these markers prior to their actual installation.

7.12 Snowmobile Crossing Sign

This sign shall be used to warn motorists of the location of a snowmobile crossing where there is a large volume of snowmobiles crossing a highway from an organized trail. Only approved organized snowmobile trail crossings will be signed. Visibility at the crossing must meet the requirements for a commercial entrance.

Snowmobile clubs are to submit their request on an annual basis to the Delegated Authority for consideration.

The sign shall be erected prior to November 1st and shall be removed during the month of April. The sign shall be located approximately 150 m in advance of the crossing.

The complete cost of manufacturing, erection and removal of this sign will be the Ministry responsibility.

7.13 Development/Real Estate/Construction Signs

Development/Real Estate/Construction Signs adjacent to all Highways are subject to the following requirements:

- a) A development/real estate/construction sign which does not exceed 3.0 m² (32 sq. ft.) shall require a letter of approval.
- b) A development/real estate/construction sign which exceeds 3.0 m² (32 sq. ft.) but does not exceed the maximum of 46 m² (500 sq. ft.) shall require a permit.
- c) Signs shall be set back a minimum distance of 3 m (10 ft.) behind the property line.

- d) Signs must not exceed 8 m (25 ft.) in height above the ground.
- e) The signs must be removed when an application for a permanent location or on premise sign is received.
- f) A development/real estate/construction sign may be illuminated.
- g) For development signs, supporting documentation must be submitted with the sign application (i.e. site plan, letter of intent, proof of ownership).
- h) Permit shall be issued for a two (2) year period.

7.14 Portable Signs (Mobile)

A portable trailer, ground, mobile, movable, or framed read-o-graph sign is a sign which is movable and which is not permanently attached to the ground, a structure or any other sign or building.

Portable signs are subject to the following requirements:

- a) A sign permit is required for every portable sign adjacent to Class 3, 4 and 5 highways. No portable signs are permitted adjacent to Freeways or Expressways (Class 1 and 2 highways 4 lane).
- b) The maximum size of a portable sign will be 8.9 m² (96 sq. ft.), representing 4.4 m² (48 sq. ft.) per side.
- c) A one time fee payable to the Minister of Finance will be required.
- d) One portable sign will be allowed for each business property with the exception of plazas and industrial complexes (i.e. 3 or more units). Plazas and industrial complexes will be allowed a maximum of three (3) portables based on one (1) sign per 46 m (150 ft.) of frontage.
- e) The portable sign shall be allowed within the total allowable square metres of location signing allotment available for the site.
- f) The sign permit will only be issued to the property owner, not the portable sign company. Any instructions for compliance will be directed to the property owner.
- g) Portable signs must be kept back a minimum of 3 m (10 ft.) from the property line.
- h) Signs must not be placed to cause a visibility problem.
- i) Signs must not have flashing, intermittent, or actuated lighting of any kind.

- j) The sign must be on the property where the business is conducted and only advertise what is related to that property.
- k) Portable signs are not to be used as billboard signs.
- l) The property owner shall be responsible for obtaining all other municipal approvals.

8 Location Signing

A location sign advertises goods or services available on the property the sign is located on.

8.1 Individual Business

An individual business consists of two (2) units or less on a property.

These instructions do not apply to:

- a) shopping centres, shopping malls, mews, plazas, industrial centres, etc. as they are covered separately under commercial plaza or industrial complex,
- b) portable read-o-graph trailer signs as they are covered separately, or
- c) any sign not visible from the highway. There are no restrictions to such signs nor is a permit required.

Location signing is subject to the following criteria:

- a) Location signing will be allowed to be freestanding or affixed to a building or landscape.
- b) The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building and/or landscape signing. Refer to Section 8.2 for total area of signage allowed for a site of business.
- c) Each location sign shall not be restricted as to size as long as the total location signing on the property does not exceed the Ministry's standards.
- d) Location signing may all face in the same direction or may face in different directions.
- e) The use of logos, logograms, pictures, picturegrams, maps, catch phrases, etc. will be acceptable.
- f) All displays of words, diagrams, pictures, etc. must be in good taste.
- g) Location signs shall be allowed to be painted on a building.
- h) A permit shall be required for all location signing which exceeds 3.0 m² (32 sq. ft.) in total area. A letter of approval shall be required for a sign measuring between 0.18 m² (2 sq. ft) and 3.0 m² (32 sq. ft.) in area.

- i) Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind property line with the exception of signing with no advertising such as entrance, exit, no trespassing, utility location, etc. which shall be placed at appropriate locations. However, these signs must be kept clear of the shoulder of the highway and, if possible, off the right-of-way. Where a service road exists, freestanding signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property limit, also with the above-noted exception.
- j) This policy is subject to all municipal by-laws and does not supersede such by-laws.
- k) Location signs will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.
- l) A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from highway property as noted in Section 8.2.
- m) All sign dimensions shall include borders and trim in the measurements but shall exclude supports. Letters affixed to the building shall be blocked out per letter, excluding the spacing between each letter.
- n) Every sign shall be prohibited within the vision triangle indicated on the chart as shown in Section 8.9 - "Intersection Sight Distance Requirements for Vision Triangle" unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o) Location signs shall not be:
 - affixed to, or mounted upon a tree, public utility pole or utility standard;
 - painted or pasted upon, or made to form a part of a rock face, other signboard or structure such as a hydro tower or water tower, except as approved by the Ministry;
 - placed within, or allowed to overhang a daylighting area;
 - placed in a manner in which the sign or any part thereof encroaches upon or overhangs the right-of-way of the highway, except in a built-up area when the sign is affixed to a building which abuts the right-of-way of the highway or is approved by the Ministry as in the case of utility location signing or fare zone;

- placed in a manner in which the sign or any part thereof, overhangs the travelled portion of the highway;
 - placed facing a sharp change in horizontal or vertical alignment, rock-cut or in any other location where it may create a distraction and cause a traffic hazard;
 - allowed to move or turn by mechanical or other means. This shall apply to any part or parts of such sign standard or pylon;
 - a sign or device having flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention; and,
 - erected to extend beyond the end of the wall or roof which the sign is attached to or mounted upon.
- p) For situations where developments are located adjacent to more than one provincial highway, the amount of signing permitted as noted in Section 8.2 is the amount of signing permitted per highway.
- q) The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of section 8.2.
- r) The total land area as noted in Section 8.2 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- s) A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

8.2 Amount of Signing Permitted On Property (Individual Business)

Category A:

Individual Business - **Under 27,870 m² (300,000 sq. ft.) of total land area under active development**

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B:

Individual Business - **27,870 m² – 92,900 m² (300,000 - 1,000,000 sq. ft.) of total land area under active development**

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C:

Individual Business - **over 92,900 m² (1,000,000 sq. ft.) of total land area under active development**

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

8.3 Commercial Plaza Or Industrial Complex Sign:

A commercial plaza or industrial complex shall consist of three (3) units or more.

Location signing for commercial plaza or industrial complex is subject to the following criteria:

- Location signing will allowed to be freestanding or affixed to a building or landscape.
- The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building signing and/or landscape signing. Refer to Section 8.4 for total area of signage allowed for site of business.
- A commercial plaza or industrial complex shall be permitted “entrance”, “exit” and “no parking” signs on the property at appropriate locations as required. These signs shall consist of only the words “entrance”, “exit” or “no parking” and a symbol or trademark of the commercial or industrial complex involved. The maximum size of these signs shall be approximately 0.9 m² (10 sq. ft.).
- All signs located at major commercial or industrial complexes will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect

glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.

- e) Where a service road exists adjacent to a highway, all setback distances specified in the Corridor Signing Policy, except for the 400 metre outer limit of the controlled area, shall be determined from the service road property line instead of from the highway property limit.
- f) These directions do not apply to portable read-o-graph signs as they are covered separately.
- g) A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from the highway property line as noted in Section 8.4.
- h) Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind the property line with the exception of informational signing such as entrance, exit, no parking, etc. which shall be placed at appropriate locations. Where a service road exists, freestanding signs must not be placed closer to the highway property line than 2 m (6.5 ft.) behind the service road property line, also with the above-noted exception.
- i) These directions are subject to all municipal by-laws and do not supersede such by-laws.
- j) A directory board or sign(s) indicating tenant identification and location within a commercial or industrial complex shall be permitted but should not be legible from the highway. Any such directory board should consist of individual panels, each panel not exceeding 20 cm (8 in.) by 0.91 m (3 ft.), identifying individual business establishments forming a part of the complex. These directory signs should be located within 3 m (10 ft.) of the building in question, preferably near the building entrance.
- k) Any sign located at a commercial plaza or industrial complex, providing either complex identification or individual commercial establishment identification, must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts of such signs, standard or pylon;
 - have flashing lights, or intermittent, or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention; and
 - be longer than or extend beyond the wall of that part of the building to which the sign is affixed.

- l) The building/structure related to the freestanding sign adjacent to the highway shall be visible from the highway. The displayed message must be related to the business located on that property. The signs must be placed in an area projected by a line running 76 m (250 ft.) from either side of the building in question to the highway.
- m) A sign erected on a building to identify a commercial or industrial individual unit forming a part of a commercial complex may also contain other wording such as advertising, logos, logograms, catch phrases or pictures etc. as long as the total sign area does not exceed Ministry standards.
- n) Signs shall be prohibited within sight triangles. This applies to all types of signs. For sight triangle requirements refer to Section 8.9 unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o) The permit for a pylon sign is to be issued to the property owner.
- p) For situations where developments are located adjacent to one or more provincial highways, the amount of signing permitted as noted in Categories A, B, C and D of Section 8.4 is the amount of signing permitted per highway.
- q) The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of section 8.4.
- r) The maximum size of a double-faced pylon sign or industrial complex identification sign shall not exceed the total area indicated in Categories A, B and C. This shall be in addition to the signing affixed to a building as noted in Category D of Section 8.4.
- s) The total land area as noted in Section 8.4 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- t) A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

8.4 Amount of Signing Permitted on Property – Commercial Plaza or Industrial Complex

Category A: Pylon Signs

Less than 27,870 m² (300,000 sq. ft.) of total land area under active development

- This policy is applicable to all highways.
- A commercial plaza or industrial complex adjacent to a highway shall be permitted one (1) pylon sign and one (1) additional pylon sign is permitted adjacent to an intersecting road.
- This shall be in addition to affixed to a building sign as noted in Category D of this section.

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed “1 Pylon”	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B: Pylon Signs

27,870 m² – 92,900m² (300,000 – 1,000,000 sq. ft.) of total land area under active development

- This policy is applicable to all highways.
- A commercial plaza or industrial complex adjacent to a highway shall be permitted two (2) pylon signs adjacent to a highway and one (1) additional pylon sign is permitted adjacent to an intersecting road.
- This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed “2 Pylons”	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C: Pylon Signs

Over 92,900m² (1,000,000 sq. ft.) of total land area under active development

- This policy is applicable to all highways.
- A commercial plaza or industrial complex adjacent to a highway shall be permitted three (3) pylon signs adjacent to a highway and one (1) additional pylon sign is permitted adjacent to an intersecting road.
- This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed “3 Pylons”	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

Category D: Affixed to a Building Sign

- This policy is applicable to all highways.
- Signing allocation shall be calculated based on the total area of the individual units' exterior elevation visible to the highway.
- Maximum signing area allowed per unit shall not exceed **20%** of exterior elevations.
- Signing area per unit can be shared amongst other tenants within the property provided it's within the maximum allowable signing allocation.
- This shall be in addition to the pylon signing as noted in Categories A, B and C of this section.

8.5 Home Occupation Sign

Most municipalities permit home occupations to locate in all residential and rural/agricultural zoning categories without specific amendment to the local zoning by-law.

The size of the home occupation, namely whether it occupies 25% or 30% of the total floor area should be of no consequence to the Ministry since it is the responsibility of the municipality to determine whether the proposed use qualifies as a home occupation under the local by-laws.

The home occupation sign shall consist of one sign no greater than 3 m² (32 sq. ft.) or a two-sided sign with a total area no greater than 3 m² (32 sq. ft.) to identify the business.

A letter of approval is required with no fee.

8.6 Environmental/Greening Initiative Sign

Government agencies (including Municipalities and Conservation Authorities) will be permitted a sign to be placed adjacent to any highway to identify an environmental and/or greening initiative on the same property on which the sign is located. The sign is subject to the following requirements:

- a) The sign is located on the property that is owned or managed by the government agency or conservation authority.
- b) The message content must be related to the initiative on that property.
- c) The sign must not be placed within 3 m of the property line and no higher than 5 m above the grade in the vicinity of the sign.
- d) A two-sided sign not exceeding 1.22 m by 2.44 m (4 ft. by 8 ft.) will be permitted.
- e) The sign must be removed when the management or ownership of the property changes. The permit shall be issued to the property owner and is not transferable to a new owner.
- f) A letter of approval is required with no fee.
- g) Proof that the property is a designated environmental or greening initiative shall be submitted.

8.7 Guideline For Farm and Agricultural Product Signing

For the purposes of this section, an agricultural product that is processed on a farm in Ontario from an agricultural food product shall be deemed to be produced on the premises on which the agricultural food product is produced.

The policy applies to all highways except Class 1 Freeways and Class 2 Staged Freeways.

8.7.1 Signs Permitted on a Farm:

- a) one sign not more than 0.6 m by 0.3 m (2' by 1') in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises,
- b) a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size if,
 - the signs display information about the sale of agricultural products, other than tobacco, that are produced and offered for sale on the premises where the signs are displayed; and
 - the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the Public Sector Salary Disclosure Act, 1996.

8.7.2 Permitted Directional Sign (off premises):

Signs displaying directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale if the following conditions are met: the owner of the signs must be the same as the owner or tenant of the land where the products are produced and the signs must be located on privately owned land zoned for agricultural uses and must be displayed only during the season during which the products are offered for sale.

- a) a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size if,
 - the signs display directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale or information about the sale,
 - the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (a) were produced,

- the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the Public Sector Salary Disclosure Act, 1996, and
- the signs are displayed only during the season during which the agricultural products mentioned in sub-subclause (a) are offered for sale.

8.8 Decorative Municipal Displays

Towns and cities may place Decorative Municipal Displays (signs) off the highway right-of-way, using a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering to advertise to the travelling public that they are now entering the town or city limits.

For Decorative Municipal Displays (signs) on the highway right-of-way, please refer to OTM Book 8, Guide and Information Signs.

Decorative Municipal Displays (signs) adjacent to all Highways off the highway right-of-way may be permitted subject to the following criteria:

a) Location:

- Displays are to be erected on the right hand side of the highway and within the municipality limits.
- Displays must be set back a minimum of 3 m (10 feet) behind the property line if at all possible.

b) Qualifications:

- The municipality is required to submit to the Ministry for each location:
 - a completed application for a sign permit (Form PH-A-17) and if applicable an application for an encroachment permit (Form PH-A-5); and,
 - A plan of the display.

c) Restrictions:

- The display must not exceed 3 m (10 ft.) in height above the ground or highway elevation, whichever is higher and must not exceed 6 m (20 ft.) in width.
- Lighting must be shielded and must not emit glare onto the Provincial highway.

- The display must consist of a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering.
- The message must generally be restricted to the name of the municipality.
- Construction and location of displays must be in accordance with approved drawings. Any deviation is to receive prior approval from the Ministry before commencing that portion of the work.
- Whenever possible construction and or maintenance of the display should be carried out from a road or street other than the travelled portion of the highway. Any work that affects the travelled portion of the highway must conform to the OTM Book 7, Temporary Conditions and the Occupational Health and Safety Act.
- A maximum of two (2) displays, one (1) per direction on each highway.

Note: The municipality is allowed only one (1) display location, either on the right-of-way or off the right-of-way for Class 1 and 2 highways.

8.9 Changeable Message Sign (Location Sign)

A Changeable Message Sign is a sign that permits changing static messages; these signs would not be animated, nor would they include video.

a) Definition

A sign with the capability of content changes by means of mechanical or electronic input. This type of sign displays changing static messages for a fixed duration. It includes the following:

- Mechanical – a changeable sign whose display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs.
- Electronic – a changeable sign whose content can be changed by means of an electrically energized display matrix, such as an LED pixel board.
- A changeable message sign may be fully or partially incorporated as a component into any location sign.

b) Specifications

- The following specifications must be applied to all changeable message signs.

- Minimum Dwell Time (MDT) – is the minimum amount of time, in seconds, which a static message must be displayed for.
- Maximum Transition Time (MTT) – is the maximum amount of time, in seconds, which shall be allowed between consecutively displayed static messages.

Type	MDT (sec)	MTT (sec)
Mechanical	180	2
Electronic	180	1

- The purpose of the MTT is to ensure a near instantaneous change between fully displayed messages. Transition effects such as wipe, slide, fade, or pixelate shall not be allowed.
- A changeable message sign that alternates solely between current time and current temperature shall be permitted a MDT equal to 15 seconds. The MTT shall be as listed in the previous table, dependant on whether the sign is mechanical or electronic in nature.
- All changeable messages signs must be designed to ensure that in the event of a malfunction the displayed image becomes fixed or blacks out.
- Changeable message signs may be illuminated per the specifications of this Policy.
- Changeable message signs will be subject to all the other requirements of the Corridor Sign Policy that apply to freestanding signs.
- Changeable message signs are permitted for Billboard Signs.
- Changeable message signs are not permitted for Bush Country Billboard Signs and Community Business Message Boards.

8.10 Diagrams: Intersection Sight Distance Requirements for Vision Triangle

AT-GRADE INTERSECTIONS

SIGHT DISTANCE

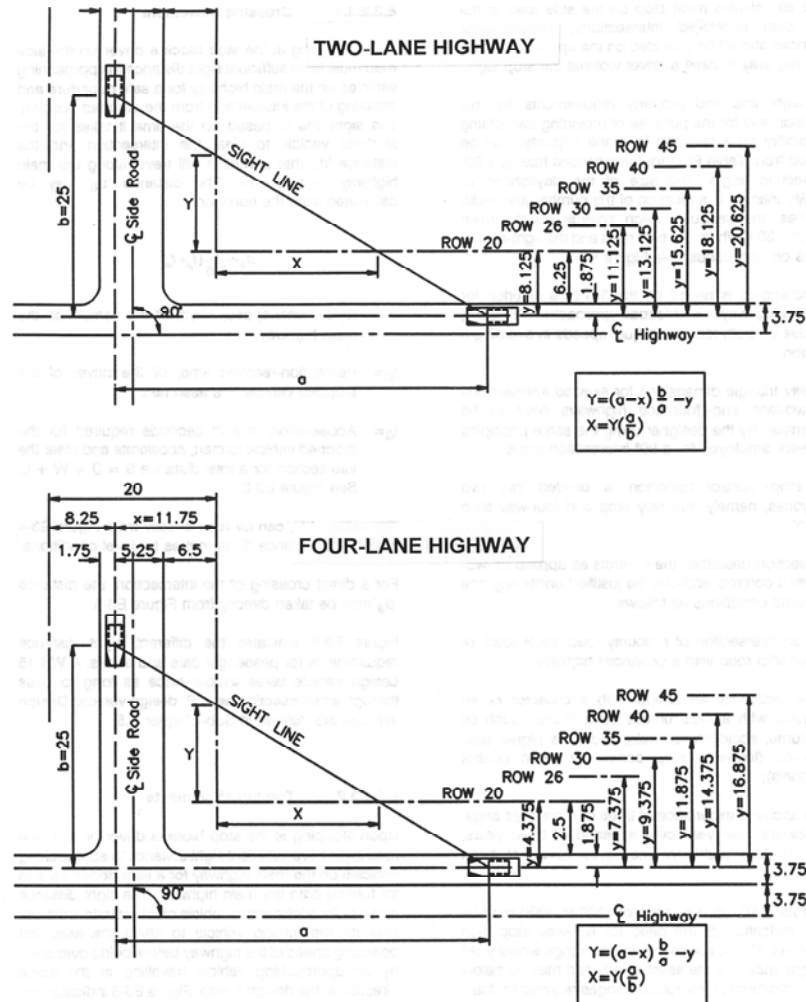


Figure E3-3
Sight Distance and Visibility Triangle at 90° Intersections
for Approaches with Stop Control

94-06

E3-6

AT-GRADE INTERSECTIONS

SIGHT DISTANCE

Two-lane Highway

Design speed on Highway	Approach Distance 'a' based on 3 s	Visibility Triangle: X & Y											
		Highway Right of Way (m)											
		20		26		30		35		40		45	
km/h	m	X	Y	X	Y	X	Y	X	Y	X	Y	X	Y
40	30	8	7	5	4	2	2	-	-	-	-	-	-
50	40	15	10	10	7	7	5	3	2	-	-	-	-
60	50	22	11	16	8	12	6	7	4	2	1	-	-
70	60	29	12	22	9	17	7	11	5	5	2	-	-
80	65	32	12	24	9	19	7	13	5	6	2	-	-
90	75	39	14	30	10	24	8	17	6	9	3	2	1
100	85	46	14	36	10	29	8	20	6	12	3	3	1
110	95	53	14	41	11	34	9	24	6	15	4	5	1

Four-lane Highway

Design speed on Highway	Approach Distance 'a' based on 3 s	Visibility Triangle: X & Y											
		Highway Right of Way (m)											
		20		26		30		35		40		45	
km/h	m	X	Y	X	Y	X	Y	X	Y	X	Y	X	Y
40	30	13	11	9	8	7	6	4	3	1	1	-	-
50	40	21	13	16	10	13	8	9	6	5	3	1	1
60	50	29	15	23	12	19	10	14	7	9	5	4	2
70	60	38	16	30	13	26	11	20	8	14	6	8	3
80	65	42	16	34	13	29	11	22	9	16	6	9	4
90	75	50	17	41	14	35	12	27	9	20	7	12	4
100	85	58	17	48	14	41	12	33	10	24	7	16	5
110	95	66	17	55	14	47	12	38	10	28	7	19	5

Table E3-3

Minimum Property Requirements at 90° Intersections
for Approaches with Stop Control

8.11 Diagrams: Methods of Determining Area of Sign

Diagram – Box Sign

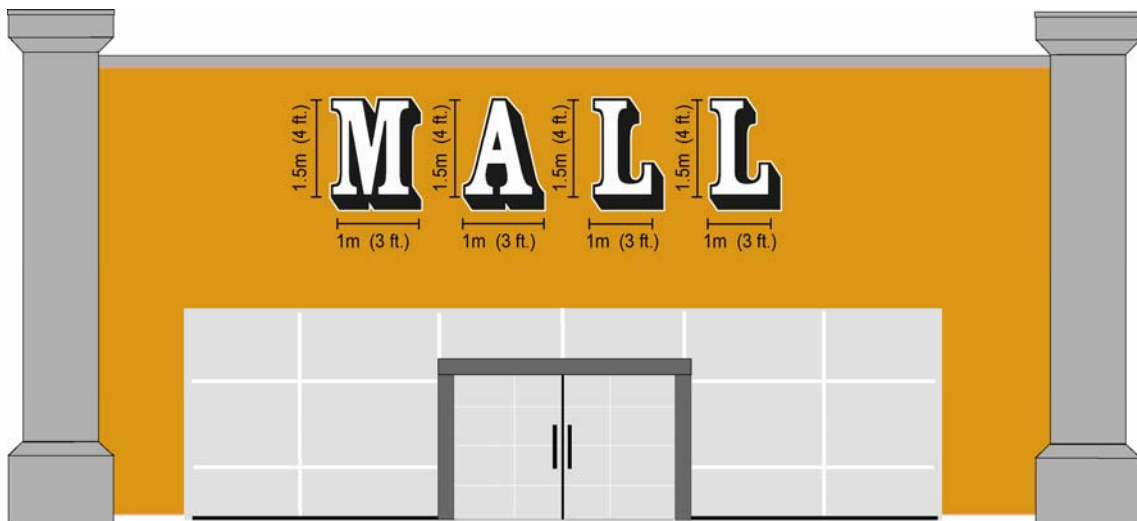


Area: $1\text{m} \times 6\text{m} = 6\text{m}^2$

Or

$3' \times 20' = 60 \text{ sq. ft.}$

Diagram – Channel Letter Sign

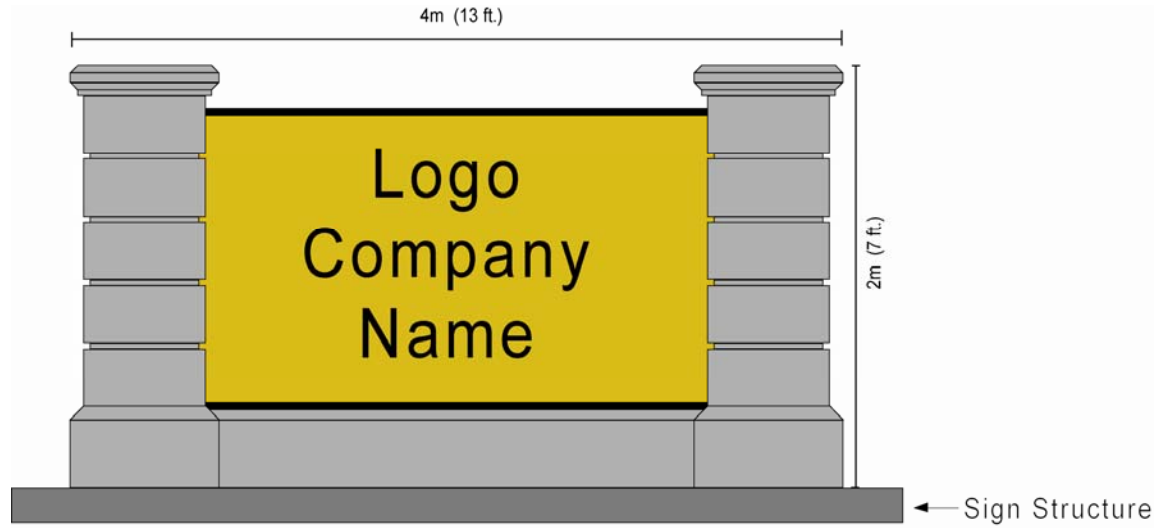


Area: $(1.5\text{m} \times 1\text{m}) \times 4 = 6\text{m}^2$

Or

$(4' \times 3') \times 4 = 48 \text{ sq. ft.}$

Diagram – Ground Mount Sign



Area: $4\text{m} \times 2\text{m} = 8\text{m}^2$

Or

$13' \times 7' = 91 \text{ sq. ft.}$

Diagram – Landscape Sign

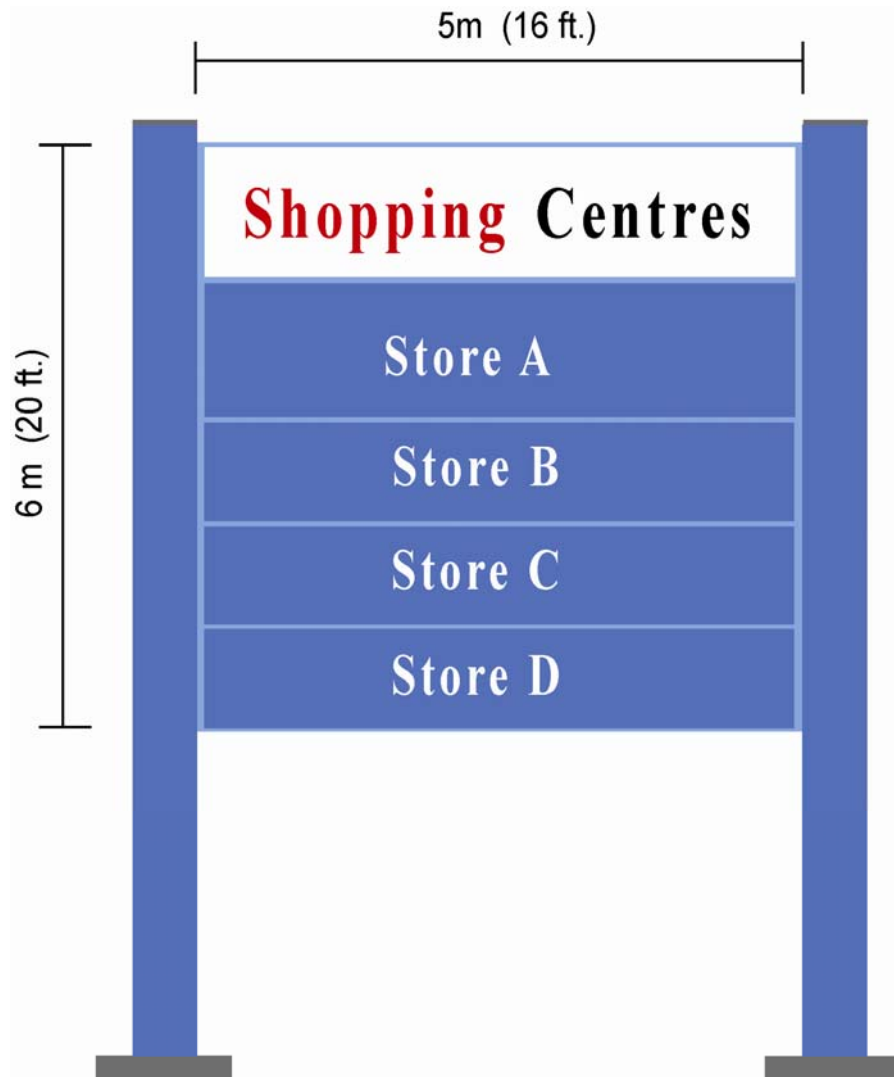


Area: $3\text{m} \times 6\text{m} = 18\text{m}^2$

Or

$10' \times 20' = 200 \text{ sq. ft.}$

Diagram – Pylon Sign



Area: 5m X 6m = 30m²

Or

16' X 20' = 320 sq. ft.

NOTE: The diagrams depicted in this section are examples and do not necessarily reflect the full range of signs. These examples are intended to serve as a guide for determining the area of a sign.

9 Billboards

A billboard sign is a sign which contains a message that is not related to the property that the sign is located on.

Billboard signs are not permitted within the controlled area adjacent to Class 1 and 2 highways. Refer to Chapter 10 for policies regarding Bush Country billboards.

9.1 Message On The Billboard

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation or disability.

9.2 Billboard Requirements In Rural Area

A billboard sign which is located in an area designated as a rural area with a posted speed limit of more than 70 km/h or more must not:

- a) exceed 8 m (25 ft.) in height above the ground.
- b) exceed 60 m² (650 sq. ft.) in area.
- c) be placed within the controlled area adjacent to a Class 1 and 2 highways.
- d) be placed in or be allowed to overhang a daylighting area.
- e) be placed within 305 m (1000 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist.
- f) be affixed to or mounted upon or be made to form part of a fence.
- g) be placed within 91 m (300 ft.) of the limit of a road, street, or railway that intersects a highway at grade, or
- h) be placed adjacent to a curve where the radius is less than 1165 m radius (1.0 degree 30 minutes).
- i) must not contravene federal/provincial legislation. Must not advertise restricted products (i.e. tobacco).

9.3 Billboard Requirements In Built-Up Or Urban Area

A billboard sign which is located in an area designated as a built-up or urban area with a posted speed limit of less than 70 km/h must not:

- a) exceed 8 m (25 ft.) in height.
- b) exceed 60 m² (650 sq. ft.) in area.
- c) be placed within the controlled area adjacent to a Class 1 and 2 highways.
- d) be placed in, or be allowed to overhang, a daylighting area.
- e) be placed within 75 m (250 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist.
- f) be made to form a part of a building.
- g) be placed within 45 m (150 ft.) of the limit of a road, street or railway that intersects a highway at a grade

9.4 Location Of Billboard Signs Related To Direction Of Travel Of Vehicles

In situations where billboard signs have been placed to be viewed on the left hand side of the highway, no additional billboard signs will be permitted within the spacing requirements on the opposite side of the highway (refer to 9.15 Diagram – Billboard Spacing Requirements).

9.5 Angle Of Billboard Sign As Related To Highway

The angle of a billboard sign as this relates to the centre line of a highway shall be equal to or greater than 45 degrees whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the centre line of the highway, the angle this formed would be at the minimum angle of 45 degrees.

9.6 Billboard Signs In City, Town, And Village Etc.

Billboard signs which are located within the limits of a city, town or village and adjacent to an assumed highway shall be subject to this policy. Billboard signs located adjacent to a connecting link are not controlled by the Ministry.

9.7 Setback Distance For Billboard Signs

The following setback distances shall apply to billboard signs:

- a) No signs are to be placed within 23 m (75 ft.) of the highway property line, except location signs and bush country signs.
- b) Signs up to and including 11.9 m² (128 sq. ft.) must be set back 23 m (75 ft.) from the highway property line.
- c) Signs over 11.9 m² (128 sq. ft.), but not over 18.60 m² (200 sq. ft.), must be set back 30 m (100 ft.) from the highway property line
- d) Signs over 18.60 m² (200 sq. ft.), but not over 30.19 m² (325 sq. ft.), must be set back 46 m (150 ft.) from the highway property line.
- e) Signs over 30.19 m² (325 sq. ft.), but not over 60.39 m² (650 sq. ft.), must be set back 84 m (275 ft.) from the highway property line.
- f) Signs greater than 60.39 m² (650 sq. ft.) will not be allowed within the controlled area.

9.8 Basic Setback Distances Must Be Maintained

The setback distances for billboard signs located other than in a built-up area must not be reduced to less than the setback distances set out in subsection 9.7- *Setback Distance for Billboard Signs*, regardless of the width of the right-of-way of the highway.

9.9 Setback Distance For Billboards In Built-Up Area

A billboard sign that is located within a built-up area must not be reduced to less than the setback distances set out in subsection 9.7 - *Setback Distance for Billboard Signs*, except when a building line approved by the Delegated Authority has been established. In such cases, the billboard sign may, if approved by the Ministry, be placed at less than the basic setback distance for billboard signs of a similar size but not closer to the highway than the approved building line.

9.10 Requirements Regarding Billboard Affixed To A Building

A billboard sign located adjacent to a highway may be affixed to a building providing the height of the sign does not exceed 8 m (25 ft.) above the ground. A billboard sign which is affixed to a building shall be on the right side of the highway, facing the motorist. Each such sign must conform to the basic setback provisions as set out above.

9.11 Each Billboard Must Be Covered By A Permit Up To 5 Years

A sign permit, issued by the Ministry, must be obtained for each billboard sign. It is a requirement of the Ministry that these permits be obtained, and that they be renewed annually up to a maximum period of five (5) years at which time a new application may be required from the initial date of the original permit. All sign permits issued prior to September 24, 1994, are not affected by the five (5) years and will remain until such time as the sign site becomes available.

The sign permit will be issued in the name of the registered property owner for a sign located on private property. However, when the owner of the property has a documented arrangement with the advertiser/sign operator the sign permit may then be issued to the advertiser/sign operator.

The permit is to be renewed annually by payment only. The advertiser/sign operator will be entered into the Ministry sign computer system and, therefore, the renewal notice will go to the advertiser/sign operator and not the property owner.

9.12 Signs Must Be Placed Within Six Months Of Issuance Of Permit

When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six (6) months of the date of issuance of the permit otherwise the permit shall be void and shall be cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

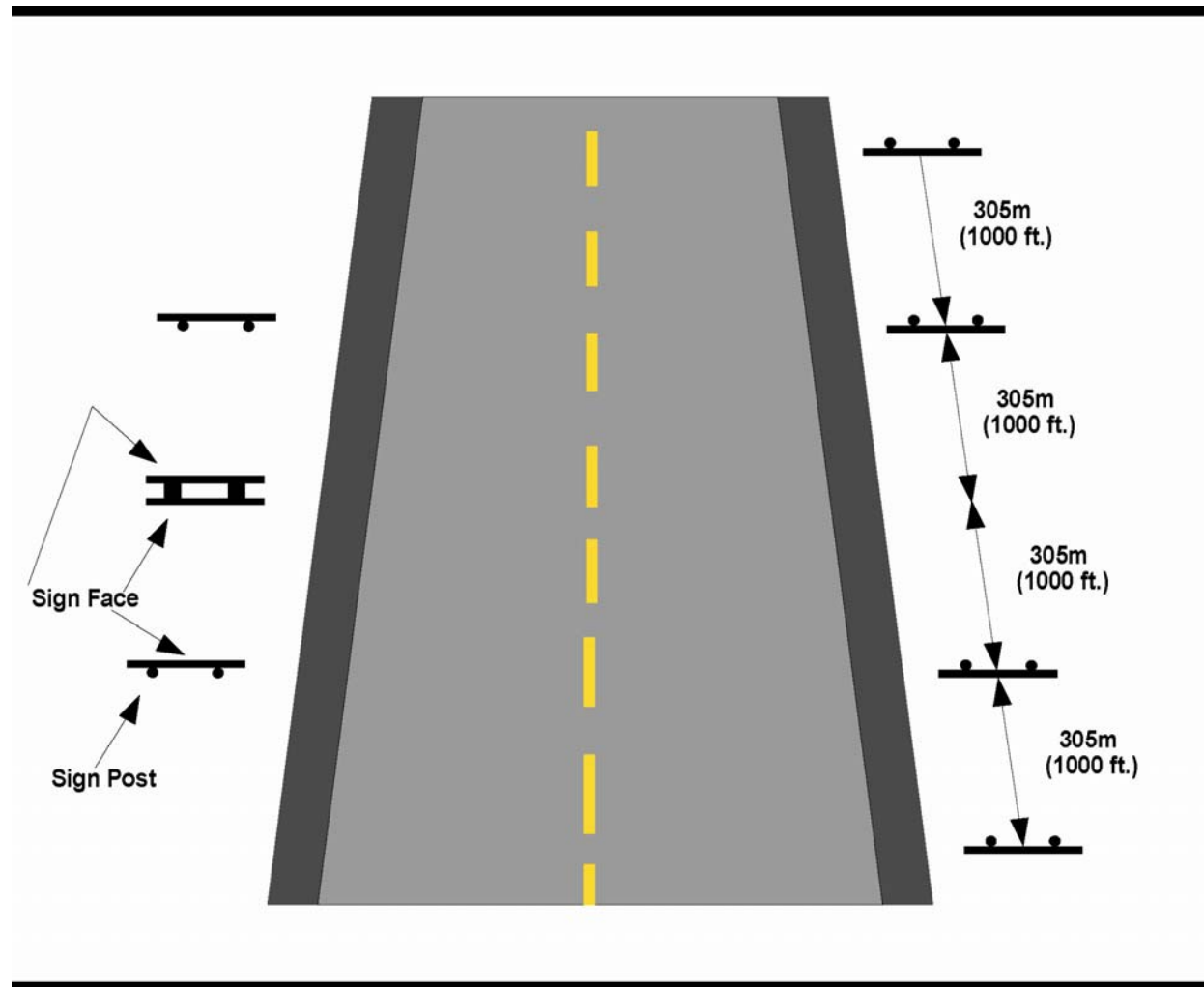
9.13 Message on Sign May be Changed

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels). If the size and setback of the sign remains the same a new permit is not required. A new permit is only required when the size or setback has been changed.

9.14 Changeable Message Sign

Changeable message signs are permitted for billboards and must conform to the specifications and requirements set out in section 8.9 of this policy. The issuance of a permit will be based on the size and location of the sign and not the number of individual advertisements. There is no restriction as to the number of individual advertisements displayed on any one changeable message sign.

9.15 Diagram: Billboard Signing – Spacing Requirements



10 Bush Country Signs and Billboards

10.1 Location Signs Adjacent To Bush Country Highways

The instructions regarding location signs adjacent to bush country highways shall be applied only on highways or parts of highways that have been designated as bush country highways by the Delegated Authority. The instructions shall not be applied to overcome obstructions blocking the view of signs adjacent to highways or parts of highways which have not been designated as bush country highways. Brush shall not be interpreted as “bush” for the purposes of this section. Under no circumstances shall a sign be located upon the right-of-way of a highway because the view of the sign in the normal location is obscured by brush. Brush on the right of-way shall be cleared with Ministry approval by the sign owner as required to give a clear view of approved business identification signs located on private property (Brush Removal Permit). The Ministry shall not clear brush that is off the right-of-way of a highway. Arrangements for clearing brush that is off the right-of-way shall be made between the owner of the property and the owner of the sign(s).

Where a highway has been designated as a bush country highway, the location signs of a commercial establishment may be moved nearer to the right-of-way of the highway if these signs would be hidden from the view of approaching traffic by bush. In cases where location signs adjacent to a bush country highway are hidden from the view of approaching traffic by bush upon the right-of-way of the highway, they may be moved onto the right-of-way under a sign permit.

A location sign that is moved nearer to or onto the right-of-way of a bush country highway in accordance with this policy shall be kept in good repair and in a condition satisfactory to the applicable Delegated Authority.

Location signs moved closer to or onto the right-of-way of a bush country highway in accordance with this policy shall not:

- a) be more than 11.9 m² (128 sq. ft.) in total area;
- b) be placed such that the front edge of the sign is more than 0.9 m (3 ft.) in front of the bush line, and the location of each such sign shall be as approved by the applicable Delegated Authority. Where bush on the right-of-way of a highway is removed, each location sign shall be moved back so that it will be not more than 0.9 m (3 ft.) from the new bush line;
- c) exceed two in number and each sign shall face in a direction different from the other;
- d) be placed less than 46 m (150 ft.) from the sign of another establishment which sign is located upon the right-of-way of the highway or less than 46 m (150 ft.) from an official highway sign;

- e) be placed until a permit for the sign(s) has been obtained; and
- f) be placed where there is an official guide sign erected to identify the establishment or to direct traffic to the establishment.

10.2 Billboard Signs in Bush Country

The same procedure for designating a bush country highway shall apply in the case of billboard signs. The normal restrictions regarding billboard signs shall apply in all matters not specifically dealt with in these paragraphs regarding billboard signs in Bush Country.

Bush country highways or sections of highway are identified in Section 10.6. All new designations must be approved by the Delegated Authority.

Typical site locations for billboard signs on bush country highways are illustrated in section 10.6.1.

10.3 Billboard Signs Adjacent To Bush Country Highway May Be Moved Closer To Right-Of-Way

Where a highway has been designated as a bush country highway and where a billboard sign would be hidden from the view of approaching traffic by bush when placed according to the basic setback distance for billboard signs, these signs may be moved closer to the right-of-way of the highway than the basic setback distance.

The sign permit will be issued in the name of the advertiser/sign operator for a sign located on Ministry right-of-way for a period of five (5) years.

The permit is to be renewed annually by payment only up to a maximum period of five (5) years. At that time, if after reviewing the status of the waiting list it is determined that no expressed interest has been indicated for that site, the annual renewal by payment only is appropriate. All sign permits issued prior to September 24, 1994, are not affected by the five (5) years and will remain until such time as the sign site becomes available.

The renewal notice will go to the advertiser/sign operator.

In order to maintain fairness and equal access to the highway right-of-way, a waiting list will be required in certain Regions. The waiting list will be maintained by the Delegated Authority in order to be readily available to interested parties.

10.4 Requirements Regarding Billboard Signs In Bush Country

A billboard sign that is moved closer to a bush country highway in accordance with this policy must not be:

- a) located where there are available sites in a clear area.
- b) more than 11.9 m² (128 sq. ft.) in area.
- c) placed more than 0.91 m (3 ft.) in front of the bush line to the front edge (right) of the sign.
- d) located on the left hand side of the highway facing the motorist.
- e) located within 305 m (1,000 ft.) of another billboard sign per direction.
- f) erected before a permit for the sign has been obtained.
- g) located where the left edge of the sign will be less than 9 m (30 ft.) from the edge of the highway pavement.
- h) a changeable message sign.

10.5 Billboard Signs - Waiting List Requirements

- a) this list is optional and solely at the discretion of the Regional or Area Office.
- b) should a Region or Area Office decide to maintain a waiting list, the list shall contain the billboard sign applicants per highway within each Region or Area Office.
- c) applicants will appear only once on the list for each highway per Region or Area Office.
- d) when an applicant is offered a site and he/she accepts, he/she will be placed at the bottom of the list for other highways.
- e) when an applicant declines a site, he/she will retain their position on the list.
- f) a successful applicant will be allowed only one sign per highway for each direction of travel to advertise an individual business/franchise.
- g) the sign must be located within 100 km of the business.

10.6 Bush Country Highways

The following highways have been designated as bush country highways. Consult your local Area Office for a current listing and exact designation limits.

Central Region

No highways have been designated.

Eastern Region

Only the following highways have been designated:

- Highway 28 from Lakefield northerly to Highway 41.
- Highway 35 northerly from Fenelon Falls.
- Highway 41 from Kaladar northerly Highway 60 (north junction).
- Highway 60 easterly to Killaloe.
- Highway 62 from Madoc northerly to Highway 127.
- Highway 118 westerly from Highway 28.
- Highway 127 from Maynooth northerly to Highway 60.
- Highway 523 from Highway 60 southerly to limit of Hastings County.

Northeast Region

All highways have been designated.

Northwest Region

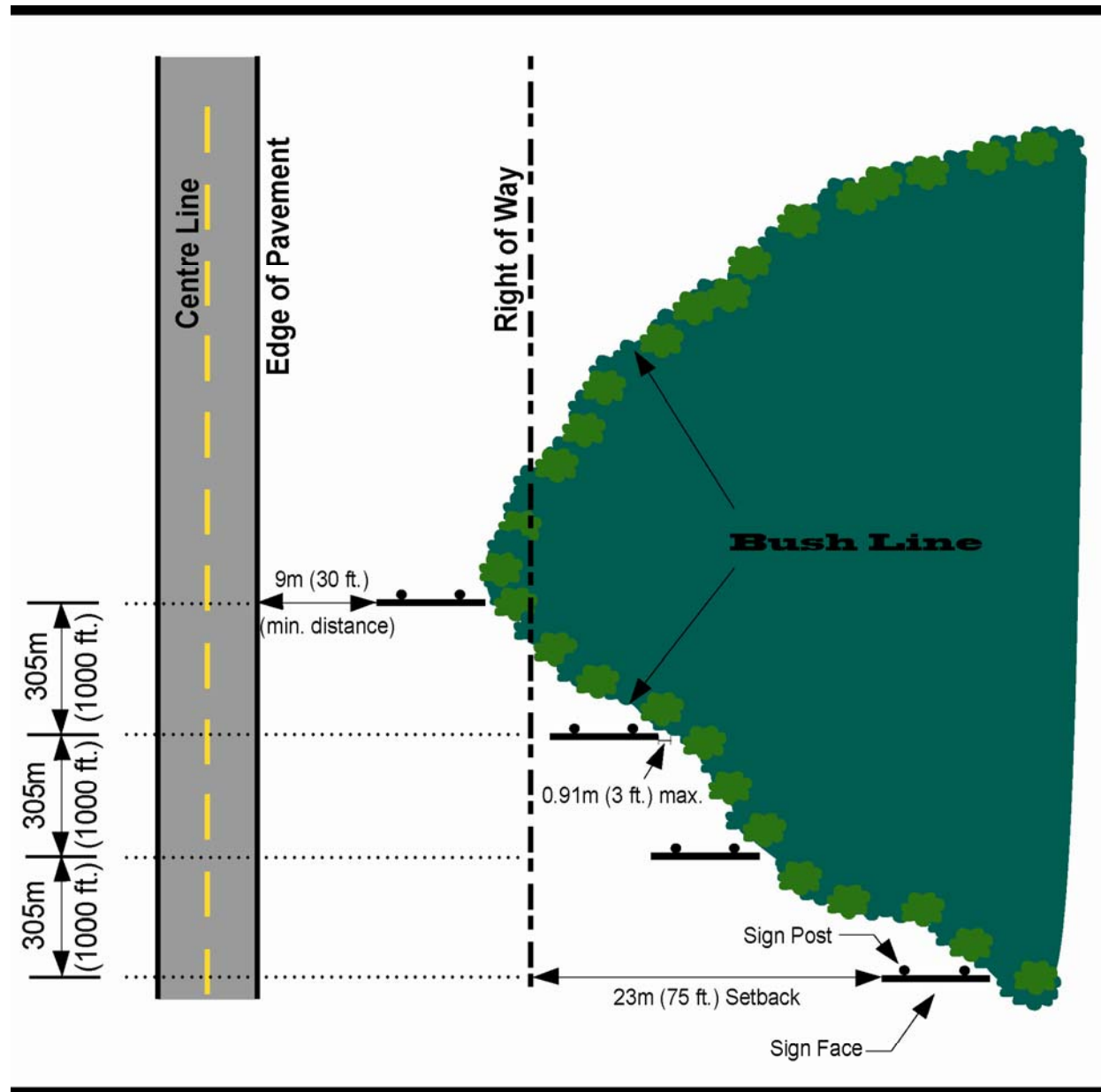
All highways have been designated except the following:

- Thunder Bay Expressway composed of Highway 61, from Chippewa Road northerly to Highway 11/17, and Highway 11/17, from Highway 61 easterly to Lakeshore Road.
- Highway 11/17 (New) from Vibert Road easterly to the Harbour Expressway.
- Highway 17A - Kenora Bypass.

West Region

Only Highway 6, from Wiarton northerly to Tobermory, has been designated.

10.6.1 Diagram: Typical Site Locations for Billboard Signs on Bush Country Highways



11 Community Business Message Board

A Community Business Message Board is a sign that advertises local businesses within a municipality.

- (1) Community Business Message Boards are subject to the following criteria:
 - a) allowed on Class 1 and 2 highways where a new highway alignment has bypassed a community.
 - b) the advertiser on the sign must not qualify for a Canadian TODS sign or any other Ministry signing programs.
 - c) the closest community to the highway will be allowed a Community Business Message Board.
 - d) signing allocations will be based on the following population thresholds.
 - Population less than 500
one (1) Community Business Message Board per direction
 - Population 500 – 2000
two (2) Community Business Message Boards per direction
 - Population over 2000
three (3) Community Business Message Boards per direction
 - e) the community will be responsible for the message content (business identification)
 - f) the businesses or services advertised must be located within the municipality for which the Community Business Message Board is intended.
 - g) up to four (4) local businesses will be allowed on the Community Business Message Board.
 - h) must be located on private property or highway right-of-way provided the highway has been designated a bush country highway.
 - i) must not exceed 8 m (25 ft.) from the ground to the top of the Community Business Message Board.
 - j) must not exceed 4.9 m (16 ft.) in width.

- k) must not exceed 2.4 m (8 ft.) in height.
- l) the exit number must be located at the bottom portion of the Community Business Message Board.
- m) the community must supply further directional signing on their own road allowances to the businesses being advertised on the Community Business Message Board.
- n) each Community Business Message Board is subject to an annual fee.
- o) the permit will be issued in the name of the municipality/city/town.
- p) a sign permit fee is required for each sign location.
- q) must not be located within 305 m (1,000 ft.) of another Community Business Message Board sign per direction.
- r) a Community Business Message Board located on the highway right-of-way must not be:
 - located where there are available sites in a clear area.
 - placed more than 0.91 m (3 ft.) in front of the bush line to the front edge (right) of the sign.
 - located where the left edge of the sign will be less than 9 m (30 ft.) from the edge of the highway pavement.
 - located on the left hand side of the highway facing the motorist.
- s) application for Sign Permit is required.
- t) a Community Business Message Board must be located within the geographic boundaries of the municipality.
- u) must not be a changeable message sign.

APPENDIX

Classifications

For the purpose of this policy each type of sign shall be placed in one of the classes under classification of signs. The following types are classified and may be used as a guide to the classification of other signs,

TYPE	DESCRIPTION	CLASSIFICATION
Advertising	- at a place where the goods and services advertised are available on the property	Location
	- at place where the goods and services advertised are not available on the property	Billboard
	- a sign or notice of a temporary nature, under 3.0 m ² (32 sq. ft.) in size	- Temporary
Advertising Devices	-see Devices	
Agricultural	- to identify members of agricultural groups and clubs	- Location
	- to identify field crops, sale of crops, etc.	- Location
	- to identify the location where crops are for sale	- Temporary
Agricultural Society	- to identify the property of the society	- Location
	- to advertise annual or special event	- Temporary
Association, Miscellaneous	- on member's property and of approved size	- Location
Auction Sale	- See Sale, Auction	
Awning	- advertising or other message on an awning is classified as a sign	- Classify according to use

TYPE	DESCRIPTION	CLASSIFICATION
Banner	- in any location off the right-of-way	- Advertising Device
	- on or over Class 1 and 2 highways	- Prohibited
	- on or over the right-of-way	- Temporary
Breed Association (cattle, horse, sheep, swine etc.)	- see Association, Miscellaneous	
Bunting	- in any location off the right-of-way	- Advertising Device
	- on or over the right-of-way	- Prohibited
	- used to advertise at place where item advertised is not available on the property	- Billboard
	- used to advertise at place where item advertised is available on the property	- Location
	- used to identify, or name, a business located on the property	- Location
Camp or Lodge etc.	- used to identify or name private camp or lodge and located on the property	- Location
	- used to identify or name public camp or lodge and located on the property	- Location
	- used to advertise, or give directions for reaching any public camp or lodge and not located on the property	- See Policy on Guide Signs
	- used at entrance to trail or road other than a named road to give directions for reaching a private camp or lodge	- See Policy on Guide Signs

TYPE	DESCRIPTION	CLASSIFICATION
Canopy or Marquee	- see Marquee or Canopy	- Location
Car Race Posters	- temporary, used to advertise race meet etc.	- Temporary
Charitable or Religious Organization	- See Agricultural Society etc.	- Location
Chimney or Smokestack	- using a chimney or smokestack as a sign mounting restricted. Only business identification and municipality names allowed. Must not exceed height or width of chimney.	- Location
Church	- to name and identify church	- Location
	- to convey message regarding church services	- Location
Circus, Posters, Tack Signs	- if event conducted solely for private profit; See Temporary Signs	- Prohibited
Construction	- placed on site during construction for any purpose other than signs placed, required or approved by the Ministry construction projects or projects on the right-of-way of a highway	- Temporary
	- placed, required or approved by the Ministry of highway construction projects or projects on the right-of-way	- Official
Contractors	- on construction site naming general and sub-contractor(s) and/or architect for convenience of persons making deliveries etc.	- Location
Crop Association	- on member's property	- Location

TYPE	DESCRIPTION	CLASSIFICATION
Crop Identification	- on farm etc. to identify crop, seed strain etc.	- Location or Temporary
Device	- a permanent device, other than a recognized type of sign, advertising an item available on the property	- Location
	- a permanent device, other than a recognized type of sign, advertising an item not available on the property	- Prohibited
	- temporary advertising devices, other than a recognized sign, advertising an item available on the property without a message	- Location
Election	- used by or on behalf of a candidate or party.	- Temporary
Entrance or Exit	- used to mark the entrance to, or exit from, a property	- Location
Fascia	- a sign placed parallel to and facing a highway	- Classified according to use
Fare Zone	- used to mark the limits of transportation company fare zones	- Location
Fingerboard	- other than official	- Prohibited
Fire Route Marker	- refer to King's Highway Guide Signing Policy Manual	- Official
First Aid	- placed by the Ministry to identify the location of authorized First Aid Post	- Official
	- placed by the Ministry to direct the public to an authorized First Aid Post	- Official
Flags	- with advertising or message	- Advertising Device

TYPE	DESCRIPTION	CLASSIFICATION
Forestry	- to identify provincial, county etc. forestry, reforestation or conservation project(s) etc.	- Official
Fraternal Organization	- located on property on which the organization has its headquarters - located on other than the property on which the organization makes its headquarters	- Location - Prohibited
Horse Race Posters and Track Signs	- temporary, used to advertise racing events	- Temporary
Hotel or Motel	- used solely to name or identify the hotel or motel, bearing only the name of the establishment and located on the property or affixed to the establishment - used to convey a message in addition to the name of the establishment and located on the property or affixed to the establishment	- Location - Location
Identification	- used to identify, or name an occupant, owner, property or residence, other than a commercial establishment and located off the right-of-way of a highway - used to identify, or name a commercial establishment and located off the right-of-way see Policy on Guide Signs erected by the Ministry	- Location - Location
Inflatable Device	- used to identify a newspaper - Cold or Hot Air Balloon - Balloons inflated with other gases	- Location - Temporary

TYPE	DESCRIPTION	CLASSIFICATION
Marker, Pipe Line, Cable, Bell etc.	- on the right-of-way and approved and required by the Ministry	- Official
Marquee or Canopy	- used to identify or name a business - used for advertising product for sale on the property	- Location - Location
Midway, Posters Tack Signs	- temporary, used to advertise Midway rides and shows	- Prohibited
Notice, posters and Tack signs (Election Signs are excepted)	- temporary notices on highway right-of- way - military convoys - temporary notices off the highway right-of-way	- Prohibited - Temporary - Temporary
No Vacancy	- see Vacancy	
Official	- a sign placed, or required to be placed, by the Ministry - a sign placed by another Ministry of the Ontario Government on a highway right-of-way and approved by the Ministry - required or permitted by the Election Act or other Federal Government Legislation, "other than individual candidate signs which are covered under election signs"	- Official - Official - Official
Oil Company Service Station Identification	- approved oil company identification sign used on service station property to identify the oil company whose products are dispensed at the station	- Location

TYPE	DESCRIPTION	CLASSIFICATION
Oil Company Miscellaneous	- used at a service station to advertise products, services etc., available at the station	- Location
Overhanging	- used for business identification	- Location
	- used for advertising	- Location
	- overhanging signs, canopies, marquees and similar devices	- Location
Posted Panel	- posted paper used for advertising etc. other than where product or service available on the property	- Billboard
Private	- a sign placed on a private or residential property used solely to identify the property, or name the occupant or owner	- Location
	- an entrance or exit sign	- Location
	- to direct persons to private camp etc. in resort area and located off the right-of-way of a highway	- Official- see policy on guide Signs
	- to advertise	- According to use and location
Professional (Doctors etc.)	- to identify office or place of business and type of service	- Location
Public Assembly	- to name and identify public assembly hall i.e., town hall, community hall and community owned halls of a similar nature	- Location
	- to convey message regarding public or community meetings	- Location
Pylon	- Freestanding sign used to identify or name a business, product or service on the property	- Location

TYPE	DESCRIPTION	CLASSIFICATION
Real Estate	- when located on the property and under 3.0 m ² (32 sq. ft.) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development or subdivision	- No Restrictions
	- when located on property other than that advertised, regardless of size of sign	- Billboard
	- when located on the property and over 3.0 m ² (32 sq. ft.) and under 46 m ² (500 sq. feet) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development	- Location
	- leased, rented, sold or traded	- Prohibited
Reforestation	- see Forestry Signs	
Restaurant	- used solely to identify or name the business and located on the same property	- Location
	- used to advertise and located on the same property	- Location
Roads Identification	- other than official, within 3 m (10 ft.) of highway right of-way	- Prohibited
	- 3 m (10 ft.) or more from highway right-of-way	- Location
	- see King's Highway Guide Signing Policy Manual	
Running or String	- a series of two or more signs placed one after the other along a highway with each sign conveying portion of a message	- Prohibited

TYPE	DESCRIPTION	CLASSIFICATION
Sale, Auction etc.	<ul style="list-style-type: none"> - to advertise the sale of private goods or property when such sale is not held at a public sale barn etc. - commercial auction 	<ul style="list-style-type: none"> - Temporary - Billboard or Location
Service Clubs	<ul style="list-style-type: none"> - used on the right-of-way within the limits of the city, town, village or police village in which the organization makes its headquarters to convey information regarding service clubs and service club meetings etc. - alone or combined with Chamber of Commerce signs located outside the limits of a city, town, village or police village and located off the highway right-of-way - temporary notices used for advertising functions sponsored, or the services provided, by a club. 	<ul style="list-style-type: none"> - Encroachment - Billboard - Temporary
Shopping Centre	<ul style="list-style-type: none"> - used to identify the centre or plaza - used to identify a commercial establishment forming part of centre or plaza 	<ul style="list-style-type: none"> - Location - Location
Snowmobile	- refer to King's Highway Guide Signing Policy Manual	
Sold	- indicating real estate etc. has been sold	- Prohibited
String or Running	- see Running or String Signs	
Sub-Contractors	- on construction site naming the general and sub-contractor(s) and/or architect for the convenience of persons making deliveries	- Temporary
Subdivision	- see Development/Real Estate	

TYPE	DESCRIPTION	CLASSIFICATION
Theatre	- canopy, marquee and other theatre signs used solely to identify the theatre by name	- Location
	- to advertise the plays or other business of the theatre	- Location
Tourist Information	- when placed by the Ministry of Culture, Tourism and Recreation	- Official
	- when approved by the Ministry of Economic Development, Trade and Tourism placed or authorized by the Ministry	- Official
	- when placed by others than the Ministry for the purpose of advertising accommodations, attractions or service not available on the property on which the sign is located	- Billboard
	- see Policy on Guide Signs	
Tower	- affixed to a tower. Must not exceed height of tower. Location sign or a municipality name/logo only allowed. This does not include a tower (structure) built specifically to carry a sign	- Location
Trucks/Trailers	- advertising a message	-According to use
Utility	- on right-of-way of highway to indicate location of pipe lines, pipe line valves, hydro and telephone sub-stations etc. off right-of-way	- Location
Vacancy and No Vacancy	- used to indicate availability of accommodation at hotel, motel, camp etc.	- Location
Water Tower	- see Tower Signs	