

**1. TOURISM AND PUBLIC SERVICES SIGN POLICY - DRAFT POLICY STATUS AND AMENDMENT TO ACCOMMODATE MTO LOGO SIGN SYSTEM**

**COMMITTEE RECOMMENDATIONS AS AMENDED**

**That Council approve:**

- 1. That the Tourism and Public Service sign policy be left as an interim policy with the following modifications;**
  - a. addition of a new policy section to accommodate MTO's recently initiated Logo sign program, and;**
  - b. adjustment of the application area for TODS and Logo signing;**
- 2. Acceptance in principle of a consultant study to undertake a comprehensive Regional sign policy and By-law review and update to be initiated prior to year's end, in which the Tourism and Public Service signage policy, amongst other sign policy, will be finalized;**
- 3. That municipal facilities such as the Gloucester Splash Wave Pool and the Pineview Golf Course be exempted from the implementation boundary in the east in order to permit Tourism and Public Services signing within approved distances of the Blair Road and Montreal Road interchanges of Regional Road 174;**
- 4. That all signs shall be bilingual, providing equal prominence to English and French;**
- 5. That staff be directed to work with the BIA'S (Market and Rideau) to review the need and install signs on Nicholas Street (for traffic getting off the queensway) to indicate the Market Area and Parliament Hill;**
- 6. That Hunt Club Road be the southern boundary for the duration of this interim policy.**

## DOCUMENTATION

1. Director, Mobility Services and Corporate Fleet Services report dated 11 November 1999 is immediately attached.
2. Extract of Draft Minute, Transportation Committee, 30 November 1999, will be distributed prior to the Council meeting and will include a record of the vote.

REGION OF OTTAWA-CARLETON  
RÉGION D'OTTAWA-CARLETON

REPORT  
RAPPORT

Our File/N/Réf.                    **50 20-99-R049**  
Your File/V/Réf.

DATE                                11 November 1999

TO/DEST.                         Co-ordinator Transportation Committee

FROM/EXP.                        Director Mobility Services and Corporate Fleet Services  
Environment and Transportation Department

SUBJECT/OBJET                 **TOURISM AND PUBLIC SERVICES SIGN POLICY -  
DRAFT POLICY STATUS AND AMENDMENT TO  
ACCOMMODATE MTO LOGO SIGN SYSTEM**

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### **DEPARTMENTAL RECOMMENDATIONS**

**That Transportation Committee recommend that Council approve:**

- 1. That the Tourism and Public Service sign policy be left as an interim policy with the following modifications;**
  - a. addition of a new policy section to accommodate MTO's recently initiated Logo sign program, and;**
  - b. adjustment of the application area for TODS and Logo signing;**
- 2. Acceptance in principle of a consultant study to undertake a comprehensive Regional sign policy and By-law review and update to be initiated prior to year's end, in which the Tourism and Public Service signage policy, amongst other sign policy, will be finalized.**

### **BACKGROUND**

At Transportation Committee's 21 October 1998 meeting, a draft Tourism and Public Service (TPS) sign policy was put forth by staff and subsequently adopted by Council for interim use. The policy was developed primarily to provide staff guidance and direction in accommodating the newly implemented MTO Tourism-Oriented Directional Signing (TODS) policy. Secondly, the policy was an attempt to update the Region's 1983 sign policy which dealt with public service and emergency service signs. The policy was

adopted in draft to allow for a trial implementation phase of the TODS program, as well as to allow staff time to conduct further research and undertake appropriate public consultation in order to finalize the policy.

During the spring of 1999 and concurrent with the trial implementation stage of the TPS policy, MTO launched another highway sign program referred to as the Logo sign system. This was the second part of a two-part program to provide highway users with improved tourist-oriented and services-oriented information. The TODS sign system was part one of the program.

The Logo program was initiated to provide Provincial highway users improved service facility information, where the services relate to food, fuel and accommodation. This system which improves on its predecessor, simple brown and white symbolic signs, consists of a series of prominent directional signs on which established businesses are identified. The new signs are larger, provide more information and have business logos mounted on them such as Petro Canada, McDonalds, Journeys End Hotel, etc. As is the case for TODS, the Logo sign system basically takes the motorist off the highway and provides simple direction to an identified business. Where the identified business has a complex routing from or to a Provincial highway (multiple roads and turns), trail blazer signs are required. As the majority of trail blazers will fall on Regional roads, it is necessary for the Region to have a policy to deal with the program's requirements.

## DISCUSSION

### General Sign Policy

In addition to being granted delegated authority by Council to apply the draft TPS policy until the final draft is presented, staff were also given the responsibility of undertaking public consultation on sign policy where the TPS draft policy was to be used as the back drop for discussion. In response to the latter, staff have assessed the resources requirement to undertake such an initiative. In doing so, it was identified that the specific issues to be dealt with are consistent with other areas of signage in the Region. As a result, and in response to the directive by Committee and Council, staff propose to undertake a comprehensive sign policy and By-law review to cover all issues regarding signs on Regional road rights-of-way.

The review will be geared to an assessment of all sign issues with an output consisting of an umbrella policy which provides policy goals and objectives as well as housing, in a co-ordinated fashion, the various sign components that are the responsibility of the Region. Research on current best practices, human factors assessment, public consultation and fund generation will be some of the key elements of the study. Developer signs, commercial business signs, commercial advertisement, and public/private ventures are the high profile sign issues that will be addressed, along with the basic sign areas such as Tourism-Oriented Directional Signs, Logo Signs, public service signs and emergency services signs. In addition, sign installation, maintenance and enforcement issues will also

be addressed. In completing this task it will be staff's intention to deliver a final product where the emphasis has been placed on providing public service signs with safety being the ultimate guiding factor.

In order to undertake this work, it will be necessary to retain consultant services.

### Logo Sign System

The objective of the Logo Sign System, as defined by MTO, is to provide business identification/directional information for qualified businesses providing accommodation, food, or fuel services to motorists on Provincial highways. Refer to Annex A for sample signs.

The placement of Logo signs is consistent with that of the TODS program, that being identification and directional signs are located at and in advance of highway interchanges with Regional or County roads which provide access to tourist attractions and/or travel support services. If the destination business referred to is in the immediate area of the interchange or a simple single directional arrow sign can identify the necessary route from the interchange, then no additional directional signs (trail blazers) are required and all signs are handled by the MTO representative. However, if a more complex route is associated with a business, additional trail blazers are required. When these trail blazers are required on Municipal roads, it is necessary for the Municipality to approve the sign installation. If no approval is given, the business requesting signs will not be permitted to participate in the program and no highway signs will be erected.

It is recommended that specifications identified by the MTO policy which relate to business qualifications and the installation of trail blazers for the Logo program be adopted for use in the Region's policy. They are clear and consistent with the TPS policy as it exists now.

Recognizing the importance of tourism, the Region via the TPS policy has accommodated the TODS program. For the same reasons the Logo sign program will provide a valuable service to the motoring public in this region and should be accommodated within the policy. Attached as Annex B is a modified draft policy report that accommodates the MTO Logo sign system.

### Area of Implementation

The area of implementation designates which businesses based on location qualify for TODS trail blazer signs. The area was established to assist in controlling a proliferation of signs on Regional roads. As there are concerns with the volume of signs primarily in the urban area, a boundary was established to indicate where signs are and are not permitted. As a result, those businesses falling inside the boundary do not qualify for TODS trail blazer signs.

When the Logo sign system was introduced to the region in the spring, current Regional policy could not accommodate it in its present form. Based on its similarity to the TODS system, staff default to the TODS section of the TPS policy to deal with Logo sign requests and issues related to area of implementation. In attempting to apply the policy when dealing with accommodation sign requests in the Region's urban south end, it was clear that the area of implementation established for TODS signs was not adequate for the Logo system.

To better serve the public with the Logo system, the implementation boundary area has been modified in the southern region. The boundary which was set as the inner greenbelt edge has been adjusted slightly in the south to become that of Hunt Club Road. Although Hunt Club Road and the inner greenbelt edge are for the most part the same boundary, Hunt Club Road provides a more consistent and practical boundary which is easily referenced. This minor adjustment allows for greater access to services off of Hunt Club Road and south of Hunt Club Road in the areas of Merivale Road, Prince of Wales Drive and Bank Street. Without access to these areas, there is a limited supply of qualified accommodation, food and fuel facilities for those motorists travelling from the south.

For consistency and simplicity, the boundary as modified will apply to both TODS signs and Logo signs. The implementation boundary in the east and west will continue to be the inner greenbelt edge.

#### CONSULTATION

The consultation process is not applicable at this time.

#### FINANCIAL IMPLICATIONS

Costs to the Region are minimal as those associated with Logo signing are covered by the user. The Region is only responsible for removing signs should a logo sign user decide to withdrawal from the program.

*Approved by  
Doug Brousseau*

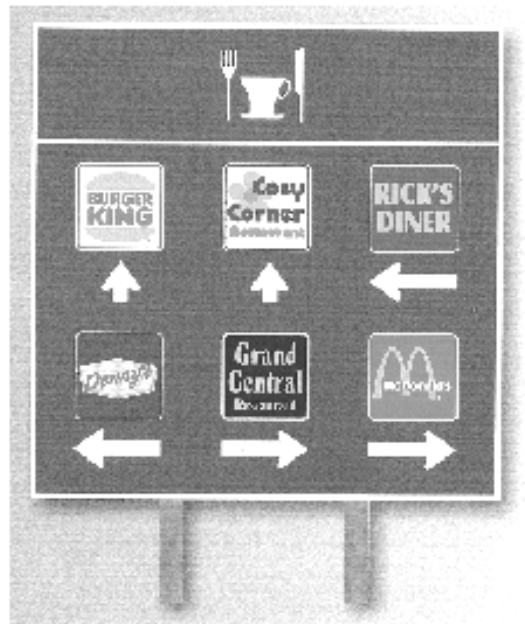
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Attach. ( 2 )

ANNEX A



Trail Blazer



Ramp Sign

Sample Logo Signs

**DRAFT**

**REGION OF OTTAWA-CARLETON**

**TOURISM AND PUBLIC SERVICES**

**SIGNING POLICY\***

A. GENERAL

The tourism industry plays a significant role in the economic viability and growth of Canada's Capital Region. Tourism gives rise to considerable road travel and, consequently, there is a need for effective signs guiding tourists safely to various facilities and services.

The nature and number of activities in which tourists take part, the services they use, and the likelihood that they will return to the Region and encourage their friends to visit, are closely linked to the quality of the welcome and information they receive. Tourist signing is an essential component of this welcome, reflecting our hospitality, facilitating access to tourism products and indirectly promoting such products and activities to road users.

To meet tourists' expectations and enhance the profile of the Region's tourism products, it is proposed that tourist signing be expanded to include more services and facilities, but not as extensively as the system currently in place on Provincial highways.

Two types of signing are covered by this policy, namely, signs for tourism services or facilities (Schedule A), and signs for public services or facilities (Schedule B).

\*The Tourism and Public Service signing policy was adopted in draft by Council on 12 November 1998. Subsequent to its adoption, MTO initiated a new highway related sign program to identify and give direction to travel support services (accommodation, food and fuel facilities). This new program is referred to as the Logo Sign System. To deal appropriately with Logo program within the Region, draft policy has been developed and is attached as an addendum to this TPS policy document.

To limit sign clutter and enhance safety in the more congested and built-up area of the Region, signing under Schedule A of this policy will be permitted only for



destinations outside the application area boundary which is defined as Hunt Club Road in the south and the inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan, for the east and west. The Ministry of Transportation of Ontario (MTO) has been requested to adhere to this policy for Highway 417.

Tourism destination signing inside the greenbelt is governed under a WAYFINDING SYSTEM policy developed by the National Capital Commission (NCC). Tourists visiting Canada's Capital Region within the Region of Ottawa-Carleton are directed to the NCC information centre, and to certain specific destinations (museums and major national attractions); the information centre directs visitors to other destinations in this inner area which cannot be provided with roadway signing, as well as destinations throughout Canada's Capital Region. This policy incorporates the criteria of the NCC system.

This policy was developed in conjunction with the appropriate agencies and authorities and will be reviewed from time to time as the need arises.

## B. OBJECTIVES

Tourist signing objectives are:

- to provide direction to tourism products and public services/facilities from the roadway;
- to enhance the profile of tourism products within the Region;
- to improve existing signing in keeping with the primary goal of ensuring public safety, while guiding motorists to their destination; and
- to increase and promote visits to the Region's many tourism services and facilities.

## C. PRINCIPLES

Tourist/service/facility signs are signs which inform the motorist of services, recreational facilities, tourist attractions, scenic points of interest and other such services/facilities as may be essential or of interest to the driving public. The purpose of this policy is to define the use, design and installation criteria for such signs in order to preserve and enhance the existing and future signage used for the safety, control and direction to the driving public.

A tourist attraction is defined as an establishment with the primary function of satisfying tourist needs by providing recreational, educational, cultural, scientific, environmental or entertainment related activities.

This policy only applies to signs installed within the Regional road right-of-way. All other signage requests will be subject to the appropriate area municipality's signing By-laws/policies or MTO policies.

The NCC governs tourist signing for destinations on or within 1 kilometre of Confederation Boulevard, and on all roads identified as parkways within the Region. The NCC will determine the eligibility of tourist signing in these areas, in accordance with their policies.

#### D. USE

For the purpose of this policy, signing for tourist attractions, services, and facilities has been divided into separate uses for different types of signing. Signing for temporary special events is covered in a separate By-law.

##### 1. Tourism Signs

For the purpose of this policy, only signage to those facilities listed in Schedule A attached will be permitted on Regional roads. Facilities will be signed only where there exists space for signs along a route that will lead motoring tourists to their destination in a reasonably direct manner.

If the operation is on an area municipality road, the area municipality must agree to allow signs on its roads to complete the sequence of signs all the way to the site. Signing installation must be delayed until all signs for a particular destination are approved.

The facility signs must not detract or interfere with other traffic control devices.

In order to qualify for signage under this policy, it must:

- a. meet the basic criteria set forth below plus any further specific criteria listed in Schedule D;
- b. be accessible by a road open to traffic;
- c. be open at least five days a week during its operating season, or year round, on set days and times;
- d. have a reception structure, such as a controlled gate, staffed reception and orientation point, or permanent interpretation panels or displays; and

- e. advertise its location, season and hours, contact information, and facilities either in tourism publications, or in publicity material regularly distributed to Ontario and Regional Tourist Information Centres, or local newspapers.

#### Major Tourist Attraction

A regular tourism operation is eligible for “Major Attraction” (larger) signing if it:

- a. meets the basic criteria noted above plus any further specific criteria listed in Schedule D;
- b. provides services year round, a minimum of five days per week;
- c. provides adequate parking on site or provides designated parking within a five-minute walk;
- d. is universally accessible;
- e. provides bilingual welcoming services;
- f. has attendance of 50,000 or more visitors per year; and
- g. can provide validated statements of this attendance if required.

#### 2. Public Services/Facilities Signs

Upon request, signage to those services/facilities listed in Schedule B attached will be permitted on Regional roads.

In order to qualify for signage under this policy the service/facility must be accessible by a road open to traffic.

#### 3. Emergency Services Signs

Upon request, signage to those emergency services listed in Schedule C attached will be permitted on Regional roads.

In order to qualify for signage under this policy the service must be accessible by a road open to traffic.

#### 4. Temporary Information/Directional Signs

For these events, refer to the Signs By-law.

E. DESIGN

Tourism and public services/facilities signs shall convey their message by the appropriate legend or symbol, colour and shape as determined by the Environment and Transportation Commissioner (the Commissioner). Tourism signs shall have a blue background with a white legend or symbol and border.

Public services/facilities signs shall be maintained as currently designed. Where applicable, a tab sign indicating the name of the service/facility may be installed.

All signs shall be reflectorized or illuminated to show the same colour and shape by night as by day, unless otherwise described in the Ontario Manual of Uniform Traffic Control Devices (MUTCD).

The sign size and design shall be determined by the Environment and Transportation Commissioner.

F. INSTALLATION CRITERIA

1. All signs on Regional roads shall be approved, supplied, installed and maintained by Regional staff. The signs shall be manufactured in accordance with this policy.
2. Signing will normally be limited to the adjacent Regional road. However, advance signs may be installed at an appropriate location on the closest intersecting Regional road for those services/facilities not located on a Regional road. Such signs may be installed on Regional roads not further than 10 kilometres from the parking lot of the service/facility.
3. The appropriate number of directional signs will be permitted in each direction on the adjacent Regional road, or the closest Regional road. The area municipality will be responsible for all signage on roads under its jurisdiction and control. Major Tourist Attractions may be permitted more extensive signing.
4. If a facility qualifies under this policy for the provision of signing, but it is observed by the Commissioner that there are existing operational problems created by the facility, the applicant will be responsible to correct, at their expense, such problems as a condition of the sign(s) installation. The observed operational problems shall be items such as, but not limited to, the following:
  - access improvement
  - throat width
  - radius

- relocation of access
  - reduction in the number of access points
  - provision of parking prohibitions on the adjacent roadway(s)
6. Requests to sign services and facilities in accordance with this policy shall be submitted to the Commissioner in writing for consideration/approval. Details as to the design, location, number, etc., of signs requested shall be included with the written request.

#### G. COST

The applicant will be responsible for all costs associated with the manufacture, installation, and maintenance, including replacement, of all the signs allowed under Schedules A and B of this policy. The Region will assume all costs associated with the supply, installation and maintenance of those signs listed in Schedule C of this policy only.

The Region will assume all costs associated with the removal of all signs which do not meet this policy.

#### H. CO-ORDINATION WITH CANADIAN TODS LIMITED

Canadian TODS Limited (TODS) is a private company operating in the Province of Ontario. Signing is erected by TODS on roadways owned by the MTO, in accordance with an agreement between these two parties. TODS secures paying customers who wish to advertise or direct customers to their business with roadway signing, and erects signing on MTO roadways. TODS has not been given the authority to administer signing on Regional roads, or municipal roads in the Ottawa-Carleton area.

The Region will make a separate agreement with each client secured by TODS, and will erect signing to their facility, provided that the facility meets the criteria of this policy.

In the event that signing to a given “tourist destination” has been provided by TODS on MTO roadways, but the Region believes the signing to be in violation of this policy, or in violation of the TODS agreement with the MTO, and the signing to the tourist destination in question would not be complete without complementary signing on Regional roads, the Commissioner will choose to either:

- a. modify this interim policy, pending a final submission to Committee; or
- b. prepare a separate report to Committee for immediate discussion recommending that TODS remove all signing for the destination in

question and terminate its contract with the destination operator, refunding all monies paid to TODS by the operator.

I. EXISTING TOURISM SIGNAGE

In some parts of the Region (Cumberland Township), tourism destination signage has been in place for several years. While qualifying destination owners should be encouraged to upgrade their signing to this policy, there is no intention to remove existing signing. Upon adoption of this policy, however, all future tourism signage on Regional roads must conform to this policy.

SCHEDULE A**TOURISM SERVICES/FACILITIES ELIGIBLE FOR SIGNING**

- Major Tourist Attractions
- Arena/Community Centres
- Boat Rentals and Charters
- Campgrounds
- Casinos
- Conservation Areas
- Farm Based Tourism Attractions
- Ferries
- Golf Courses (Open to Public)
- Historic Sites
- Interpretative/Craft Centres
- Marinas
- Motor Speedways
- Museums
- Picnic Areas
- Provincial Parks
- Public Art Galleries
- Public Beaches
- Raceways
- Regional Shopping Centres
- Scenic Lookouts
- Shopping/Tourist Districts
- Tourist Information Centres
- Water Theme Parks
- Zoos and Animal Displays

Signing under this Schedule is permitted only for destinations located outside the application area boundary which is defined as Hunt Club Road in the south and the inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan, for the east and west. To accommodate facilities along Hunt Club Road the boundary will in fact be set 500 metres north on Hunt Club Road.

Applicants for signing under this Schedule must also meet the specific criteria listed in Schedule D.

The “Manual of Uniform Traffic Control Devices for Ontario” is published by the Ministry of Transportation and is available from: Ronen Publishing House Inc., Phone: 1-800-856-2196. This document provides for application of generic signing to public facilities including some of the above.

SCHEDULE B

**PUBLIC SERVICES/FACILITIES ELIGIBLE FOR SIGNING**

- Airports
- City/Township Halls
- Churches
- Libraries
- Municipal Yards/Facilities
- Parking (Publicly Operated)
- Transit Terminals (Bus/Rail)
- Universities/Community Colleges

The “Manual of Uniform Traffic Control Devices for Ontario” is published by the Ministry of Transportation and is available from: Ronen Publishing House Inc., Phone: 1-800-856-2196. This document provides for application of generic signing to public facilities including some of the above.



SCHEDULE C

**EMERGENCY SERVICES ELIGIBLE FOR SIGNING**

- Hospital
- Police
- Public Telephone

The “Manual of Uniform Traffic Control Devices for Ontario” is published by the Ministry of Transportation and is available from: Ronen Publishing House Inc., Phone: 1-800-856-2196. This document provides for application of generic signing to public facilities including some of the above.

SCHEDULE DSPECIFIC CRITERIATYPE OF OPERATIONSPECIFIC CRITERIA

Arena/Community Centre

- must be municipally operated.

Boat Rentals and Charters

- meets basic criteria;
- offers rental services for motor boats, rafts, pedalboats, sailboats, windsurfing craft, kayaks, canoes, or rowboats to the general public;
- has adequate equipment to serve transient customers; and
- is on or adjacent to a public beach or boat launch facility, as required to operate the craft rented.

Casino

- meets basic criteria; and
- is a permanent, fixed-location casino recognized by the Province, that is either:
  - a. a commercial casino under the *Ontario Casino Commission Act*, or
  - b. a permanent charitable casino under the *Ontario Gaming Control Act*.

Golf Courses

- meets basic criteria;
- offers a minimum of 9 holes of regulation golf;
- is open to the general public daily during its advertised operating season;
- has a pro shop/rental shop which offers on-site equipment rental; and
- provides public restrooms.

TYPE OF OPERATIONSPECIFIC CRITERIA

Interpretative/Craft Centre

- meets basic criteria;
- has as its main mission the provision of an educational or interpretative programme accessible to transient tourists, to increase their awareness in the industrial, scientific, environmental, agricultural or cultural fields;
- offers guided tours at least 5 days a week in their season, on advertised days and set times, or provides permanent interpretative panels or audio-visual documentation;
- where interpretation is not the main function of the operation (for example, in an industrial site or business), the interpretation programme has a dedicated space for interpretative displays or activities; and
- staff must be hired specifically to welcome visitors and to run the interpretation activity.

Motor Speedways

- meets basic criteria;
- is sanctioned by ASN Canada as a motor speedway having a minimum standard of speedway activities and facilities;
- its public events are licensed by the Canadian Automobile Sport Clubs (Ontario Region); and
- stages public events during a season of at least 12 consecutive weeks in length.

TYPE OF OPERATIONSPECIFIC CRITERIA

## Museums

- meets basic criteria;
- is open at set dates and times that are advertised to the public;
- offers ongoing public programmes, including exhibits;
- is not a purely retail business, an art gallery, a heritage centre, a library, or an archives; and
- is recognized as a professional museum, either (a) by an advisory committee of specialist organizations or bodies formed for the purpose of determining eligibility for professional museum signage; or (b) by qualifying under a definition of “museum” endorsed by the organizations that officially represent professional museums.

## Public Art Galleries

- meets basic criteria;
- is an operation whose primary purpose is the public exhibition, rather than retail sale, of works of art;
- has a permanent art collection; and
- has a permanent facility.

TYPE OF OPERATIONSPECIFIC CRITERIA

Public Beach

- meets basic criteria;
- is operated by a provincial or municipal authority as a public swimming beach;
- has a minimum standard of supervision;
- offers on-site roofed changing rooms open to the public; and
- has adequate off-road parking on or immediately adjacent to the site.

Raceways

- meets basic criteria;
- is a permanent racetrack supervised by the Ontario Racing Commission under the Racing Commission Act; and
- operates during a season of at least 12 consecutive weeks throughout the year.

Regional Shopping Centres

- As designated in the Regional Official Plan Schedule B as “Regional Scale Retail”.

Shopping/Tourist Districts

- As designated by the Local BIA and/or Area Municipality Council.

TYPE OF OPERATIONSPECIFIC CRITERIA

Zoos and Animal Displays

- meets basic criteria;
- is a zoological garden/park, aquarium, petting farm, aviary, bird sanctuary, animal conservation centre, game farm, or other public animal exhibit;
- has a permanent location;
- is open to the public in regularly scheduled hours;
- is open at least 12 full weeks per year; and
- complies with all relevant legislation and regulations concerning the keeping of animals in captivity, including the *Ontario Game and Fish Act*, the *Ontario Society for the Prevention of Cruelty to Animals Act* and enactments.

City/Township Hall

- meets basic criteria; and
- is the main administration building of a city or township.

Churches

- See Regional Policy adopted 28 March 1979.

Municipal Yard/Facility

- meets basic criteria; and
- facility is operated by either a city or township.

Parking

- meets basic criteria;
- parking facility is open to the general public; and
- the parking facility is publicly operated.

Transit Terminal

- meets basic criteria; and
- offers transit service to the public.

To be eligible for tourism signing, the establishment must meet the general criteria specified in this Policy, Schedules A, B or C as applicable, plus the specific criteria in this schedule. In addition, and where not listed in this Schedule, the guidelines in the “Manual of Uniform Traffic Control Devices for Ontario” (published by the Ministry of Transportation and is available from: Ronen Publishing House Inc., Phone: 1-800-856-2196), must be followed.

## TOURISM AND PUBLIC SERVICE SIGNING POLICY

### LOGO SIGN SYSTEM ADDENDUM

#### A. GENERAL

In 1998, the Region was introduced to the Tourism-Orientated Directional Sign (TODS) sign program. This program was implemented to better inform and direct highway travellers to tourist destinations. Subsequently, in 1999, the Region was introduced to a second MTO highway sign program, that being the Logo sign program which focused on improving information and direction signage for the travel support services area, ie accommodations, food and fuel facilities. As is the case for TODS, Logo signs supply a missing or weak link between the highway motorist and desired or travel support required destinations. Both programs have and will continue to improve on the level of service provided by the provincial highway system to its users and at the same time provide better support for area businesses.

The Region's role in both programs is to provide route markers or trail blazer signs to assist motorists from the highway to the destination where necessary. Signs are necessary when MTO interchange signs cannot provide adequate direction to a destination on their own. Both programs prohibit businesses to participate in their programs should adequate trail blazers not be provided by the appropriate municipality. Policy to govern and direct the Region's handling of TODS trail blazers currently exists in draft form. As no similar policy currently exists for the specific needs of the Logo program, the material provided in this addendum provides the required policy.

With the introduction of the Logo sign program there is a larger potential for signs to be erected within Regional right-of ways. To limit sign clutter and enhance safety in the more congested and built-up areas of the Region, only businesses having their destination location within the application area qualify for Region's trail blazer component of the Logo sign program. For both the Logo and the TODS programs the application area is defined as the area outside the boundary line of Hunt Club Road in the south and the inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan, for the east and west. And, to assist the Region in reducing the over signing of Regional roads, the Ministry of Transportation of Ontario (MTO) has been requested to adhere to our policy and respect our application area, especially when dealing with signs on and around Highway 417 and 416 and its interchanges.

Due to the simplicity of MTO's Logo policy, the Region's policy as it relates to the trail blazer component draws directly from the Ministry's document. The policy developed below is a specific summary of MTO's policy. Where the



Region's policy is not clear or issues require more detailed information, the Ministry's policy should be referred to.

B. OBJECTIVE

The objective of the Logo Sign System is to provide business identification and directional information for qualified accommodation, food, and fuel services to motorists on freeways and staged freeways.

C. PRINCIPLES

The Logo Sign System provides for business identification and directional information for Essential Motorists Services throughout the province on the right-of-way corridors of Ontario's freeways and staged freeways. It replaces the generic motorist services icons with brand-specific logos. The provincial Logo signs will be located on the shoulder of the freeway and/or Exit Ramps. Logo trail blazers will, for the most part, be located on the shoulder of Regional roads.

The Logo Sign System shall be limited to Essential Motorist Services. The System is not to be confused with field advertising or the Tourism Oriented Directional Signing programme (TODS) located on the freeways within the province. To qualify for the Logo Sign System, a range of common and service-specific criteria must be met.

For highway and ramp signs a separate sign will be used for each of the three categories of service (accommodation, food and fuel), with a maximum of six Logos per Sign Board. Composite Signs may be used where there are a maximum of three Logos per category of service. The six Logos will consist of the six closest qualified businesses requesting participation in the program. For trail blazers, as routes disperse from an interchange it is more practical to use individual stand alone signs; however, composite signs can be used where and when desired, especially in heavily signed areas.

This policy only applies to trail blazer signs installed within the Regional road right-of-ways. Signage requests which require local street trail blazers will be subject to the appropriate area municipality's signing By-laws/policies.

#### D. ELIGIBILITY CRITERIA

To participate in the Logo program, eligibility criteria has been broken down in two sections, common criteria and service specific criteria. Both must be satisfied to be fully qualified for the program. If not fully qualified, the program does allow for marginal qualification under special conditions. Those businesses qualifying under the marginal criteria participate only on a yearly basis and can be bumped from a display board by fully qualified businesses.

##### **Common Criteria**

To qualify for a logo at a Signable Interchange, a business must:

- not be participating in the TODS programme;
- must be available to the general public;
- be five kilometres or less driving distance from the Primary Point of Intersection to the main door of the business;
- be no more than two turns from the intersecting roadway;
- have in place any required Trailblazer Signs, together with the supporting municipal permits and/or approvals;
- be open for business seven days a week, 12 months a year;
- be visible from the intersecting roadway or adjacent roadway which forms part of the trail blazed route;
- have a direct entrance to the business; and
- comply with all relevant legislation and regulations.

##### **Service-Specific Criteria**

In addition to meeting the common criteria described above, a business must meet the additional specific requirements pertaining to its service type.

### Criteria for Accommodation

An accommodation business must provide, at a minimum:

- 15 units for overnight accommodation;
- access to check-in service 24 hours a day;
- a lockable door for each unit;
- phone service within each unit; and
- a restroom, with hot and cold water and bath or shower facilities within each unit.

### Criteria for Food

A food business must provide, at a minimum:

- indoor seating for 20 patrons;
- continuous food service, opening no later than 7:00 a.m. and closing no earlier than 11:00 p.m.;
- reasonable access to a public telephone during hours of operation; and
- a public restroom.

### Criteria for Fuel

A fuel business must provide, at a minimum

- fuel, oil, water and pressurized air;
- continuous service, opening no later than 7:00 a.m. and closing no earlier than 11:00 p.m.;
- reasonable access to a public telephone during hours of operation; and
- access to a public restroom.

### Multi-Service Business

In the event that a business provides more than one Essential Motorist Service, it may be eligible to display a Logo for each service it provides on the Sign Board, provided the following conditions are met:

- it meets all minimum criteria for the service;
- it does not prevent participation by another business which offers a sole service and would otherwise qualify for placement on the Sign Board; and
- space is available on the Sign Board.

### **Marginal Qualification**

MTO or its designated representative, may, at its discretion, permit businesses which meet the majority of the criteria, but are not fully compliant, to participate in the Logo Sign System. Such businesses' right to utilize spaces shall be re-evaluated on an annual basis. Should the demand by fully qualified businesses increase, the fully qualified businesses shall be given priority when considering annual renewal of contract.

### Marginal Criteria for Accommodation

An accommodation business must provide, at a minimum:

- 10 units for overnight accommodation;
- access to check-in service 24 hours a day;
- a lockable door for each unit;
- phone service within each unit;
- a restroom with hot and cold water and bath or shower facilities within each unit; and
- be located 25 kilometres or less from the Primary Point of Intersection to the main door of the business.

### Marginal Criteria for Food

A food business must provide, at a minimum:

- indoor seating for 20 patrons;
- continuous food service opening no later than 11:00 a.m. for no less than 12 hours per day Monday through Saturday and 8 hours per day on Sunday;
- (or) continuous food service, opening no later than 11:00 a.m. for no less than 12 hours per day, 6 days a week;
- reasonable access to a public telephone during hours of operation;
- a public restroom; and
- be located within 8 kilometres or less from the Primary Point of Intersection to the main door of the business.

#### Marginal Criteria for Fuel

A fuel business must provide, at a minimum:

- fuel, oil and pressured air;
- continuous service for 12 hours per day;
- (or) continuous service for 12 hours per day 6 days per week;
- reasonable access to a public telephone during hours of operation;
- access to a public restroom;
- be located within 8 kilometres or less from the Primary Point of Intersection to the main door of the business.

#### **Signing At More Than One Signable Interchange**

In the event that a business, by virtue of its location, qualifies for logo sign placement at more than one Signable Interchange, then it may have its logo installed at the additional Signable Interchanges, provided it meets all the eligibility criteria and the business does not prevent another Qualifying Business from participating in the Logo Sign System. Such businesses' right to utilize the extra space(s) shall be re-evaluated on an annual basis.

## E. DESIGN

### **Technical Standards Documents**

All logo signs must conform to the applicable standards contained in the following MTO documents:

- Sign Support Manual;
- Roadside Safety Manual;
- King's Highway Guide Signing Policy Manual;
- The Manual of Uniform Traffic Control Devices for Ontario; and
- The Ontario Traffic Manual (OTM) <sup>(1)</sup>.

Sign boards, logo panels and sign supports must be of materials specified in the above, or alternative materials of equal performance, subject to MTO approval. Approvals of alternates will require an engineering report confirming crashworthiness.

Where a conflict exists between specifications described herein and specifications described in the technical standards documents above, the specification herein shall apply.

For greater certainty, where doubt exists, MTO's Regional Traffic Section shall decide which standard applies.

### **Sign Board Placement**

Logo Sign Boards must be properly located on the roadside emphasizing safety and visual effectiveness. While detailed standards exist to guide in the appropriate placement of highway and Regional road signs in principle, the application of sound engineering judgement is necessary to safely and effectively accommodate the range of local conditions which may be encountered.

<sup>(1)</sup> The Ontario Traffic Manual will be replacing the Manual of Uniform Traffic Control Devices and the King's Highway Guide Signing Policy Manual over the next few years as sections of the OTM become available.

## **Trailblazing**

Required at any point where a change in direction off the intersecting roadway to the destination is required. A maximum of two turns from the intersecting roadway is permitted.

Logo sign panels for a qualifying business cannot be displayed until all required trailblazer signs are in place (the use of “pull-through” signing is to be avoided).

Trail blazers are to be posted in advance of the turn-off from the intersecting roadway.

## F. INSTALLATION CRITERIA

All signs on Regional roads shall be approved, supplied, installed and maintained by Regional staff. The signs shall be manufactured in accordance with this policy.

To limit sign clutter and enhance safety in the more congested and built-up areas of the Region, only businesses having their destination location within the application area, qualify for Region’s trail blazer component of the Logo sign program. The application area is defined as the area outside the boundary line of West Hunt Club and Hunt Club Road in the south and the inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan, for the east and west. The boundary line of West Hunt Club and Hunt Club Road specifically refers to a line 500 metres to the north and parallel to the facility. This allows for facilities within viewing distances from an intersection with the West Hunt Club and Hunt Club Road facility.

If a facility qualifies under this policy for the provision of signing, but it is observed by the Commissioner that there are existing operational problems created by the facility, the applicant will be responsible to correct, at their expense, such problems as a condition of the sign(s) installation. The observed operational problems shall be items such as, but not limited to, the following:

- access improvement - throat width  
- radius
- relocation of access
- reduction in the number of access points
- provision of parking prohibitions on the adjacent roadway(s)

Requests to sign services and facilities in accordance with this policy shall be submitted to the Commissioner in writing for consideration/approval. Details as to the design, location, number, etc., of signs requested shall be included with the written request.

G. MESSAGE PRESENTATION

**Message Presentation**

The message consists simply of the business logo and a directional arrow.

**Size**

Trail blazer logo component will measure 45 centimetres by 45centimetres; the arrow component will measure 20 centimetres tall by 45 centimetres wide.

Minor variations to accommodate fabrication or materials concerns will be considered and must be approved by MTO.

**Colours and Retroreflectivity**

The message elements of all Sign Boards and Logo panels must be fully retroreflective. Retroreflective sign sheeting materials and colours must conform to ASTM Specification D 4956-90 or its subsequent revisions.

Retroreflective intensity to meet, but not exceed, that commonly known as “Engineering Grade”.

**Icons and Symbols**

A business logo panel may consist of the business identification symbol, name, brand, trademark, or combination. A business logo which resembles official traffic control devices, or are deemed inappropriate, shall not be allowed.

H. COST

The applicant will be responsible for all costs associated with the manufacture, installation, and maintenance, including replacement, of all the signs allowed this policy

The Region will assume all costs associated with the removal of all signs which do not meet this policy.

I. CO-ORDINATION WITH CANADIAN TODS LIMITED

Canadian TODS Limited (CTODS) is a private company operating in the Province of Ontario. Signing is erected by TODS on roadways owned by the MTO, in accordance with an agreement between these two parties. CTODS secures paying customers who wish to direct customers to their business with roadway signing, and erects signing on MTO roadways. CTODS has not been given the authority to administer signing on Regional roads, or municipal roads in the Ottawa-Carleton area.



The Region will make a separate agreement with each client secured by CTODS which requires trail blazer signs. The Region's agreement will be conditional upon the requesting business meeting the criteria of this policy.