

REGION OF OTTAWA CARLETON
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REPORT
 RAPPORT

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 Your File/V/Réf.

DATE 1 October 1998

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 SIGNING POLICY**

DEPARTMENTAL RECOMMENDATION

That Transportation Committee recommend Council approve the draft Tourism and Public Services Signing Policy attached to this report, and that staff be authorized to apply this draft policy in dealing with tourism signing, pending adoption by Council of a final policy.

BACKGROUND

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.

The National Capital Commission (NCC) has long recognized this, and has developed a Wayfinding Signage System for Canada's Capital Region. The proposed policy incorporates this system.

The Government of Ontario, through its Ministry of Transportation and Ministry of Economic Development, Trade and Tourism, has recently adopted a Tourism-Oriented Directional Signing Program, administered by Canadian TODS Limited, under its supervision. Signs under this policy are now being installed extensively on Provincial highways throughout Ontario. A key component of this system is the wayfinding system on Regional and local roads. If such a wayfinding system is not in place, or not in conformance with local policy, the tourist operator is not served, and Canadian TODS is not permitted to erect signs on the highway in those cases. The draft policy serves to clarify the relationship between Provincial and local signing in Ottawa-Carleton.

The attached draft policy was developed to enable staff to proceed with tourism signing pending Council approval of a final policy. It was developed based on similar policies elsewhere. Several preliminary meetings have been held with the appropriate agencies and authorities.

FINANCIAL IMPLICATIONS

The cost of all signing approved under this policy would be borne by the public agency or business owner requesting such signage.

CONSULTATION

This draft policy will be reviewed by area municipality staff, the NCC, the Ottawa Tourism and Convention Authority, and the Municipal Advisory Committee of the Ottawa Economic Development Corporation. The Department is seeking the guidance of the Committee for further consultation regarding this policy's development. What we would propose would include newspaper ads, a public meeting and distribution of the draft policy to all BIAs, Chambers of Commerce, and other interested agencies for comments.

*Approved by
Doug Brousseau*

GM/sc

Attach. (1)

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).

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 inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan. 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 km 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 5 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 inner boundary of the greenbelt, as illustrated in Schedule B of the Regional Official Plan.

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

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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.

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

TYPE OF OPERATIONSPECIFIC CRITERIA

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.

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.

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;

TYPE OF OPERATIONSPECIFIC CRITERIA

	<ul style="list-style-type: none"> • 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 <u>Ontario Game and Fish Act</u>, the <u>Ontario Society for the Prevention of Cruelty to Animals Act</u> and enactments.
City/Township Hall	<ul style="list-style-type: none"> • meets basic criteria; and • is the main administration building of a city or township
Churches	<ul style="list-style-type: none"> • See Regional Policy adopted 28 March 1979.
Municipal Yard/Facility	<ul style="list-style-type: none"> • meets basic criteria; and • facility is operated by either a city or township.
Parking	<ul style="list-style-type: none"> • meets basic criteria; • parking facility is open to the general public; and • the parking facility is publicly operated.
Transit Terminal	<ul style="list-style-type: none"> • 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.



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September 22, 1998

Economic Development Branch
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Mr. Doug Brousseau
Director, Mobility Services Division
Environment and Transportation Department
Regional Municipality of Ottawa-Carleton
111 Lisgar Street
Ottawa, ON K2P 2L7

Dear Mr. Brousseau:

RE: Tourism and Public Services Signing Policy

On October 7, 1998, your department will be presenting to the Transportation Committee, for discussion, a "Tourism and Public Services Signing Policy". A review of the policy has been undertaken and some concerns regarding it have been identified.

The eligibility requirements set out in the new policy will prove difficult to meet by business.

It is understood that there is an urgent need to have a policy; however, the policy will likely need to be revised. It is requested that the economic development officials be consulted through the Municipal Advisory Committee of the Ottawa Economic Development Corporation. We welcome the opportunity to provide input to this policy.

Yours sincerely,



Daniel M.J. Champagne
Director of Economic Development
Chairman, Municipal Advisory Committee (MAC) of OED

DMJC/lm

c.c) Rosemary Nelson, Coordinator, Transportation Committee, Clerk's Department, RMOC
Regional Councillor Bob van den Ham, Ward R6
Regional Councillor Herb Kerling, Ward R1
Mayor Brian Coburn, Cumberland
Brian Barge, President, OED
Guy Desjardins, OMEDTT
MAC Members