



**TOWNSHIP OF KING**

**WAYFINDING & TOURISM DESTINATION SIGNAGE PROGRAM POLICY**

**DEPARTMENT(S):** Administration – Economic Development  
Clerks & By-law Enforcement

**POLICY:** Wayfinding & Tourism Destination Signage Program

**DATE:** July 6, 2015

**REFERENCE(S):** Committee of the Whole Meeting, July 7, 2014  
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By-law #2015-78

**APPENDICES:** Appendix 'A' – Directional Sign Design Illustration  
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# **INTRODUCTION**

## *Purpose*

The purpose of this policy is to:

- Implement a Wayfinding and Tourism Destination Signage Program for the Township of King;
- Promote local businesses and tourism destinations within the Township;
- Develop a consistent visual aesthetic for directional signage in King;
- Establish eligibility requirements for participation in the program;
- Establish standards for the design and location of program signage; and
- Establish formal procedures for administering the program.

## *Background*

There are numerous businesses and tourist attractions within the rural areas of King Township that may be difficult to locate for motorists and potential patrons when travelling through the municipality. In conjunction with the Township’s Community Tourism Plan, the Wayfinding and Tourism Destination Signage Program is designed to provide rural businesses and tourism destinations with an opportunity to advertise clearly and effectively along municipal and regional road allowances in the Township.

This policy establishes the framework necessary to operate the program, including application requirements, eligibility criteria, design standards, and implementation guidelines.

## **ROLES AND RESPONSIBILITIES**

### *Program Administrator – Economic Development*

The Program Administrator is responsible for:

- Receiving applications from interested parties;
- Communicating program-related decisions and requirements with applicants;
- Managing the necessary encroachment permit with the Region of York for program signage along regional road allowances; and
- Monitoring resources and general administration of the program.

### *Application Review Team*

The Application Review Team shall be comprised of one (1) member from Economic Development, one (1) member from Clerk's/By-law Enforcement, and one (1) member from Parks, Recreation & Culture.

The Application Review Team is responsible for:

- Reviewing submitted applications for completeness;
- Determining eligibility of applicants;
- Liaising with the Region of York regarding program signage requested on regional road allowances;
- Approving applications for participation in the program; and
- In the event of a violation of the terms of this policy, determining whether a previously approved application is to be cancelled or revoked.

### *Director of Parks, Recreation & Culture*

The Director of Parks, Recreation & Culture or his or her designate is responsible for:

- Coordinating the production and installation of approved program signage;
- Managing program signage for municipally owned facilities and locations;
- Monitoring the condition of installed program signage and replacing damaged signage as necessary; and
- Removing or replacing program signage as required.

## **APPLICATION PROCEDURES**

### *Submission*

Applicants are required to complete and submit the prescribed form and established fee in hard copy to the Program Administrator. Applicants that are tenants must submit written approval from the property owner to participate in the program. Applications will be processed in sequential order on a 'first-come, first-served' basis.

### *Review*

Submitted applications are to be reviewed by the Application Review Team for completeness and conformity with the requirements of this policy. If the application is determined to be incomplete or does not meet the requirements of the policy, the Program Administrator will solicit additional information and documentation from the applicant to resolve outstanding issues with the application.

Upon confirmation of a complete application, the Application Review Team will determine the eligibility of the applicant for participation in the program in accordance with the eligibility criteria established within this policy. The Application Review Team will liaise with Region of York Transportation Services staff to identify any issues with locations requested for signage.

### *Approval*

Upon confirmation that an applicant is eligible for participation, the requested signage conforms to the requirements set out in this policy, and all other requirements of this policy have been met, the Application Review Team will determine whether to approve or deny the application.

Upon approval of an application, the Program Administrator will notify the applicant of their approval, direct the Director of Parks, Recreation & Culture or his or her designate to arrange for production and installation of the signage at the approved location(s), and advise the Region of York to amend the encroachment permit to recognize the approved signage.

## *Fees*

Fees collected for participation in the program are to recover operational and material costs for reviewing applications and producing and installing program signage. Relevant fees are specified in the Township's Fees & Charges By-law, which may be amended from time to time. Fees are to be incurred per individual new sign installed and replacement of an existing sign under the program.

## *Cancellation/Revocation*

Should a participant cease providing the service or good being advertised, falsify or misstate information on their application, or the approval was issued in error, the Application Review Team shall determine whether the participant is still eligible for the program.

The Program Administrator shall advise the applicant that their approval is at risk of revocation, and provide the applicant with an opportunity to respond. Should the applicant fail to resolve the matter to the satisfaction of the Application Review Team, the Application Review Team may revoke the application.

Upon revocation, the Program Administrator shall advise the Director of Parks, Recreation & Culture to remove any approved signs associated with the revoked application. Any fees collected shall not be returned to the applicant.

## **DETERMINATION OF ELIGIBILITY**

### *General Requirements*

To be an eligible participant in the Wayfinding & Tourism Destination Signage Program, applicants must meet the following minimum requirements:

- Be in compliance with all Township regulatory by-laws and relevant provincial and federal statutes and regulations;
- Be located within the Township of King;
- Be accessible by public roads;
- Have regular and consistent hours of operation; and
- Have appropriate signage on the property to be identifiable from public roads.

### *Eligible and Ineligible Uses*

In the event that an applicant's facility, business or operation is not specifically listed within this policy, the Application Review Team has the authority to determine the eligibility of a particular use for participation in the program. Should both eligible and ineligible uses be located on the same site, eligibility will be determined by the primary or dominant use on the property.

### ***Eligible Uses***

The following uses are eligible for participation in the program:

- Bed & Breakfasts
- Wineries, breweries & distilleries
- Cultural attractions
  - o Public art displays
  - o Heritage sites
  - o Municipal facilities including but not limited to libraries, arenas, cemeteries, museums, and community centres
- Natural attractions
  - o Conservation areas
  - o Outdoor sports and recreation facilities, including golf courses and children's day camps
  - o Camping sites
  - o Trails & paths

- Municipal parks & private parks that are open to the public
- Agri-businesses
  - Apiaries
  - Equestrian facilities
  - Vegetable and/or fruit farms
  - Orchards
  - Tree farms
  - Nurseries & Garden Centres
  - Farm tours

***Ineligible Uses***

Without limiting the generality of the foregoing, the following specific uses are ineligible for participation in the program:

- General commercial operations (strip plazas, shops)
- General industrial operations
- Restaurants, pubs, bars, and similar establishments
- Gas stations and automotive service stations
- Stand-alone fruit or vegetable stands
- Privately operated cemeteries
- Antique shops
- Landscaping & aggregate businesses
- Cinemas or theatres
- Souvenir/Gift shops
- Public or private schools (for any level of education)
- Religious facilities
- Real estate and development sales offices

## **OPERATING PRINCIPLES**

### *Signage Location(s)*

The criteria described in this policy are general principles for determining locations for requested program signage. Where possible, the Program Administrator shall consult with the applicant to determine whether any preferred locations for signage can be accommodated. In the event of a conflict between requested locations and the criteria specified in this policy, the Application Review Team shall determine the final location(s) of any program signage. In the event that requested signage is located along regional road allowances within the Township, the Application Review Team shall liaise with Region of York Transportation Services to identify any issues and/or safety concerns. Under no circumstances shall program signage interfere with traffic and safety signage or signals.

### ***Billboard Signs***

Locations for Billboard Signs shall meet the following criteria:

- Be located adjacent to arterial road allowances; and
- Be located within a ten (10) kilometre road distance from a minimum of four participating businesses/uses.

### ***Directional Signs***

Locations for Directional Signs shall meet the following criteria:

- Be located within a five (5) kilometre road distance from the participant's location; and
- Be situated at a suitable distance from intersections where a change in direction is required by the driver.

### *Quantity of Signage Allowed*

Participants in the program shall be entitled to a maximum of four (4) Directional Signs and one (1) space on one (1) Billboard Sign. Each participating sign shall incur the associated fee to be recovered by the Township.

### *Installation, Maintenance & Replacement*

The Program Administrator shall advise the Director of Parks, Recreation & Culture or his or her designate of the approval of any applications. Upon receipt of approval, the Director of Parks, Recreation & Culture or his or her designate shall contract to have the sign constructed and installed at the approved location(s).

The Director of Parks, Recreation & Culture or his or her designate shall review the status and condition of program signage from time to time and repair, replace or remove damaged or obsolete signage as necessary. The Director of Parks, Recreation & Culture or his or her designate shall advise the Application Review Team and Program Administrator in the event that any existing program signs are repaired or replaced. Program participants will be required to pay the corresponding sign fee at the time of replacement of signage.

### *Rotation*

In the event that there are more applications received than signage space available on installed Billboard Signs, the Program Administrator shall implement a system of rotation based on the number of participants. The system of rotation shall consider the number of participants, the number of available spaces, and the seasonal needs of all participating uses. Once established, the rotation shall be communicated to all participants.

# **DESIGN STANDARDS**

## *Colour Scheme*

All program signs shall adhere to the following colour scheme:



## *Lettering*

All signage lettering shall be printed on sign faces using the font 'Myriad condensed normal' and utilize a consistent colour and font size.

## *Directional Signs*

### ***Design Features***

Directional Signs advertise a single participating business or use. They are erected on posts that may support multiple Directional Signs. Directional Signs shall have a consistent visual appearance with slats on Billboard Signs. Directional Signs may incorporate any or all of the following visual elements:

- The name of the participating business or use;
- A directional arrow pointing drivers towards the participating business or use;
- Approximate distance to the location in kilometres; and
- A symbol indicating the use or function of the participating property.

### ***Size***

The recommended size for Directional Signs is as follows; different sizes will be considered based on the context of the requested location and speed of the road:

Length: 60" (152.4 cm)  
Width: 10" (25.4 cm)

### ***Construction Material***

Posts for Directional Signs in village cores and urban areas shall be constructed in a manner consistent with design illustrations in Appendix 'A' of this policy. Posts for Directional Signs in rural areas shall be constructed of a solid wood.

Directional Signs shall be constructed of aluminum composite or material of equivalent or greater strength.

## Billboard Signs

### Design Features

Billboard Signs are intended to advertise multiple participating uses, and promote the Township of King through the use of the Township crest or logo. Participating uses are installed on billboard signs using removable slats. Each billboard sign shall be capable of supporting four (4) to six (6) slats.

Billboard signs shall be constructed and installed in accordance with the following design standards. Sizes and features may vary as required. Refer to Appendix 'B' Billboard Sign Design Illustrations for samples.

Slats for billboard signs may incorporate any or all of the following visual elements:

- The name of the participating business or use;
- A directional arrow pointing drivers towards the participating business or use;
- Approximate distance to the location in kilometres; and
- A symbol indicating the use or function of the participating property.

### Size

The recommended size of Billboard Signs is as follows, however different sizes may be considered based on the context of the application:

Height: 144" (365.76 cm)  
Width: 88.5" (224.79 cm)

The recommended size of slats for Billboard Signs is as follows, however different sizes may be considered based on the context of the application:

Length: 60" (152.4 cm)  
Width: 10" (25.4 cm)

### Construction Material

Posts for Billboard Signs shall be constructed of solid wood or a material of equivalent or greater strength. Billboard Sign boards shall be constructed of high density urethane or material of equivalent or greater strength. Slats shall be constructed of aluminum composite or material of equivalent or greater strength.