

Corporate Policy and Procedure



Policy No. 05-01-08
Page 1 of 10
Effective Date 2008 03 26
Supersedes 2006 03 08

TAB: PROPERTY AND FACILITIES
SECTION: USE OF PUBLIC PROPERTY
SUBJECT: PORTABLE SIGNS ON ROAD ALLOWANCES

POLICY STATEMENT The City of Mississauga limits the use of portable signs on road allowances.

PURPOSE Portable signs on road allowances are limited for reasons of both aesthetics and public safety. A proliferation of signs on road allowances results in a cluttered and unattractive landscape, and presents a distraction for motorists.

The purpose of this policy is to establish controls which will limit the use of portable signs on road allowances, while recognizing the need to communicate information of interest to the general public (such as community events or program registrations).

This policy establishes:

- the manner in which acceptable locations for the placement of portable signs on road allowances are identified and delineated;
- the organizations or types of organizations which can be permitted to place portable signs at delineated locations on road allowances;
- the number of signs that can be permitted at any given location and by any given user;
- the length of time a sign can remain in any given location;
- a portable sign permit application and approval process;
- conditions of approval of a portable sign permit application; and
- standards for portable signs on road allowances.

LEGISLATIVE AUTHORITY

Corporate Policy and Procedure



Policy No.	05-01-08
Page	2 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

The City of Mississauga's Sign By-law prohibits signs on road allowances unless authorized by the City.

SCOPE

This policy applies to all portable signs intended to be placed on road allowances. This policy does not address signs which are to be placed on private property or on municipal property which is not part of the road allowance; nor does it address sidewalk signs, new home development signs, garage sale signs, open house directional signs, election signs or any other sign otherwise permitted under the Sign By-law. Such signs are subject to the Sign By-law.

This policy does not apply to banner installations on road allowances. For information on banner installations, refer to Corporate Policy and Procedure - Banners.

Definitions

“Commissioner” means the Commissioner of the Planning and Building Department.

“Community group” means a non-profit community group which is affiliated with the City of Mississauga, or which is included in the City's volunteer group register, in accordance with Corporate Policy and Procedure - Community Group Support Program.

“Portable sign” is a sign which is not permanently affixed to the ground, and which is designed in such a manner as to be capable of being moved from place to place, but does not include a sidewalk sign.

“Portable sign permit” is a permit issued by the Sign Unit, allowing the placement of one sign at one location.

“Road allowance” includes any municipal road allowances within the boundaries of the City of Mississauga, whether under the jurisdiction of the City of Mississauga or the Region of Peel.

Corporate Policy and Procedure



Policy No.	05-01-08
Page	3 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

“Sign Unit” means, Planning and Building Department staff who are responsible for issuing sign permits and for enforcing the provisions of the Sign By-law and this policy.

Exceptions to Policy

Exceptions to this policy may be made only on the approval of the Commissioner, or designate, after consultation with the ward councillor. The applicant must submit a complete application, along with a written request for an exception to the Commissioner. Each request will be considered on its own merits, on a site-by-site basis, and on the impact of the exception on the City as a whole. For example, an exception may be granted to permit additional signage promoting a City-wide special event or festival. The Commissioner’s authority to approve exceptions does not extend to the reduction or waiving of fees.

ELIGIBILITY

Upon issuance of a portable sign permit, portable signs may be placed on delineated locations within road allowances by the following organizations only:

- members of City of Mississauga Council;
- a City department;
- the Region of Peel;
- the Living Arts Centre; and
- community groups.

DELINEATED LOCATIONS WITHIN ROAD ALLOWANCES AND ALLOCATED SITES

Selected road allowances, or portions of road allowances, are delineated as providing acceptable locations for portable signs. Specific sites within the delineated road allowances are then allocated for exclusive use by members of Council, City departments, the Region of Peel, and the Living Arts Centre.

Delineated locations within road allowances and allocated sites are determined by the Commissioner, through consultation with individual members of Council, all City departments, the Living

Corporate Policy and Procedure



Policy No.	05-01-08
Page	4 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

Arts Centre and, with respect to regional roads, with the Region of Peel. The Living Arts Centre is allocated three sites per Ward, subject to the approval of the particular Ward Councillor.

Factors considered when delineating locations within road allowances and allocating sites include: the visibility offered by the particular location; traffic patterns and flow; the need for a limited, balanced distribution of signs across the City; aesthetics; and the ability of the location to satisfy the standards for the placement of portable signs as set out in this policy.

No portable signs may be located within the road allowances in the City Centre District Plan area. No portable signs may be located on the road allowance in front of any City- owned or operated property or facility.

Maps showing delineated locations within road allowances and allocated sites within each ward are maintained by the Planning and Building Department and are available from the Sign Unit, on request.

USE OF DELINEATED LOCATIONS WITHIN ROAD ALLOWANCES AND ALLOCATED SITES

Members of Council, City departments, the Region of Peel, and the Living Arts Centre have exclusive use of the sites allocated to them, subject to the issuance of a permit.

In the event that members of Council, City departments, the Region of Peel, or the Living Arts Centre require the placement of a portable sign, and their allocated sites are not available, they may obtain written permission, as outlined below, to use another allocated site. Alternatively, they may apply for unallocated space on delineated locations within a road allowance. If they apply for unallocated space, their application will be considered in the same manner as the applications from community groups.

Corporate Policy and Procedure



Policy No.	05-01-08
Page	5 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

Community groups may apply for a permit to place a sign on any portion of a delineated area within a road allowance, other than the specific sites allocated for exclusive use by members of Council, City departments, the Region of Peel, or the Living Arts Centre. To place a sign at an allocated site, written permission, as outlined below, must be obtained.

Written Permission to Use Allocated Sites

Written permission is required to use a site that has been allocated for the exclusive use of members of Council, City departments, the Region of Peel, or the Living Arts Centre. Written permission may be given as follows:

- for a site allocated to a member of Council – by the particular member of Council;
- for a site allocated to a City or Region of Peel department – by the respective department head or designate;
- for a site allocated to the Living Arts Centre – by the VP – Business Affairs or designate.

The written permission must then accompany the application for a portable sign permit.

Number of Signs Permitted Per Allocated Site

Only one sign will be permitted at any given time on any allocated site. The number of signs on unallocated portions of the delineated area of a road allowance will be restricted to one per street block (i.e. a distinct, delineated area as shown on the Sign Unit's maps) and no portable sign may be located nearer than 90 metres (300 ft) from another portable sign on the same side of the street.

APPLICATION

Application for a portable sign permit shall be made, in writing, to the Sign Unit. Applications should be submitted at least two weeks prior to the installation. Up to four weeks additional time may be required, should the application require processing as an exception to this policy. Applications will not be accepted, and permits will not be issued, more than one year prior to the

Corporate Policy and Procedure



Policy No.	05-01-08
Page	6 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

intended date of installation of any portable sign.

The applicant must provide a complete application which shall include, if applicable, a permit fee, a security deposit, proof of insurance, and written permission for the use of an allocated site. (Refer to “Use of Delineated Locations Within Road Allowances and Allocated Sites;” “Fees;” “Security Deposits;” and “Insurance” sections of this policy for information on these requirements.)

The following information shall be required as part of a complete application:

- name, address, and telephone number of applicant organization;
- name, address, and telephone number of party responsible for installation and removal of the sign;
- proposed sign installation date and removal;
- municipal address (a municipal address has been assigned to each delineated location within the road allowance and is available from the Sign Unit);
- a detailed site plan, with dimensions, showing the location of the proposed sign in relation to other features (e.g. driveways, bus shelters, traffic devices);
- the dimensions of the intended sign (i.e. area of each sign face and height of the sign above grade); and
- the message which will be conveyed on the sign.

APPROVAL

Applications from members of Council, City departments, the Region of Peel, and the Living Arts Centre will be processed according to the availability of their allocated sites. All other applications will be processed on a first-come, first-served basis, provided no permit has yet been issued for the particular location and time period requested. The Sign Unit will review the application to ensure eligibility and location availability, and make a recommendation regarding approval to the Commissioner,

Corporate Policy and Procedure



Policy No. 05-01-08
Page 7 of 10
Effective Date 2008 03 26
Supersedes 2006 03 08

or designate. Upon approval by the Commissioner, or designate, the Sign Unit will issue the permit, and will enforce all requirements of the permit.

Conflicting Applications

Should an additional application be received for the same location and time period as an application which is still being processed, the permit will be issued to the first applicant who fulfills all application requirements, without regard to the date of receipt of the application.

Maximum Number of Permits

Community groups are limited to a maximum of 10 sign permits per year. All 10 signs may be in place at the same time, provided the locations are different. Permits will not be issued to a community group for the same location, unless 21 days have passed since the expiration of the organization's last permit for that location.

FEES

The applicant, or the party responsible for the installation and removal of the sign, must provide a non-refundable permit fee as established by the Fees and Charges By-law.

Exceptions to Fees

Members of Council and City departments will not be charged for sign permits. The Region of Peel will not be charged for sign permits for portable signs on regional road allowances.

SECURITY DEPOSITS

The party responsible for the installation and removal of the sign must provide a security deposit in the amount of \$300 per sign to ensure the removal of the sign by the date specified in the permit and/or to ensure the restoration of the boulevard in the event of damage to the boulevard (refer to Corporate Policy and Procedure - Securities Other than Development Securities or Procurement Securities for information on handling the deposit, including drawing on or releasing the deposit).

Exceptions to Security Deposits

Members of Council and City departments will not be required to

Corporate Policy and Procedure



Policy No. 05-01-08
Page 8 of 10
Effective Date 2008 03 26
Supersedes 2006 03 08

provide a security deposit. The Region of Peel will not be required to provide a security deposit for sign permits for portable signs on regional road allowances.

Applicants, other than sign companies who own their own signs, will be required to provide security deposits to a maximum of \$1,000 per year. Portable sign companies may provide the City with a security deposit in the amount of \$5,000 to be applied to all signs they install during a calendar year, in lieu of the \$300 deposit required per sign. The security may take the form of cash, certified cheque, or an annually renewable letter of credit. Refer to Corporate Policy and Procedure - Letters of Credit for information on the City's requirements regarding letters of credit.

INSURANCE

The applicant, or the party responsible for the installation and removal of the sign, must provide proof of valid comprehensive general liability insurance, adding the City as an additional insured party, in the amount of \$2,000,000.

Exceptions to Insurance Requirements

Members of Council and City departments will not be required to provide proof of insurance. The Region of Peel will not be required to provide proof of insurance for sign permits for portable signs on regional road allowances.

SIGNAGE DESIGN AND PLACEMENT STANDARDS

Portable signs must meet the design and placement standards listed in this section.

Design Standards

The portable sign shall:

- contain no more than two sign faces, and each sign face shall have a maximum area of 5 m² (53.8 sq. ft.); and
- not exceed 2.5 metres (8.2 ft.) in height above grade; and
- not be in colours other than black and white, and sign characters in fluorescent, neon, day-glo, or day bright colours are prohibited; and

Corporate Policy and Procedure



Policy No. 05-01-08
 Page 9 of 10
 Effective Date 2008 03 26
 Supersedes 2006 03 08

- not be illuminated in any way; and
- when it is being placed on behalf of the City, include the City's logo [not to exceed .18 m² (1.95 sq. ft.) but not less than .12 m² (1.3 sq. ft.)] and/or the words “City of Mississauga”, in accordance with the City's visual identity guidelines.

Placement Standards

Placement and removal of the sign is the responsibility of the permit holder. The sign may remain at the approved location only for the period of time stated on the permit, which will be a maximum of 21 consecutive days. Signs that remain for a period longer than that stated on the permit will be removed and stored by the City in accordance with the Sign By-law. The permit holder will be required to forfeit his/her security deposit or pay the City's actual cost of removing the sign, whichever is greater, as well as a storage charge of \$20 per day or part thereof, until the sign has been retrieved.

The portable sign shall be placed so as not to obstruct:

- the sight lines of any pedestrian, cyclist, or motorist; or
- visibility of any traffic sign or device; or
- visibility of a bus stop or bus shelter; or
- maintenance activities on the road allowance.

The portable sign shall be placed in accordance with the minimum distances specified in the following chart:

	Arterial / Major Collector Roads	Collector / Local Roads
minimum setback from sidewalk	1.0 metres (3 feet)	1.0 metres (3 feet)
minimum setback from curb / shoulder	1.5 metres (5 feet)	1.5 metres (5 feet)
minimum distance from intersection	70 metres (230 feet)	45 metres (148 feet)
minimum distance from driveway	70 metres (230 feet)	45 metres (148 feet)
minimum distance between portable signs	90 metres (300 feet) (on same side of the street)	90 metres (300 feet) (on same side of the street)

Corporate Policy and Procedure



Policy No.	05-01-08
Page	10 of 10
Effective Date	2008 03 26
Supersedes	2006 03 08

REFERENCE: PDC-0046-2002(1) – 2002 04 10
GC-0132-2006 – 2006 03 08
GC-0191-2008 – 2008 03 26
2011 10 12 – housekeeping – changed Volunteer Liaison policy
name to Community Group Support Program

LAST REVIEW DATE: May, 2011

CONTACT: For more information, contact the Building Division, Planning
and Building Department.