

# Corporate Policy and Procedure



Policy No. 10-04-01  
Page Page 1 of 7  
Effective Date 2010 12 10  
Supersedes 2001-06-27

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TAB: ROADS AND TRAFFIC  
SECTION: TRAFFIC SIGNALS  
SUBJECT: ROADWAY DIRECTIONAL SIGNAGE

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**POLICY STATEMENT** The City of Mississauga installs directional signage (trail-blazing or way-finding signage) on municipal roadways in accordance with the provisions of this policy.

**PURPOSE** Directional signage (also referred to as trail-blazing or way-finding signage) is a series of signs which lead motorists to a destination via a specific, defined route. Clear identification of a route using directional signage can reduce driver confusion and enhance safety. However, over signing facilities can have the reverse effect, thereby requiring the limitation of directional signing.

The purpose of this policy is to identify the types of directional signage which will be installed on City roadways, and any specific conditions which must be met.

**SCOPE** This policy applies to signage to be installed on any municipal roadway under the jurisdiction of the City of Mississauga, for the purpose of directing motorists to:

- specific tourist destinations;
- essential or municipal services or facilities (hospitals, police, universities and community colleges, municipal facilities); and
- local area services (business improvement associations, places of religious assembly, service clubs, local events).

In some cases, the signing systems are an integral part of a way-finding system and may depend on signing of Provincial highways and Regional roads for continuity of information to the

# Corporate Policy and Procedure



Policy No.	10-04-01
Page	Page 2 of 7
Effective Date	2010 12 10
Supersedes	2001-06-27

motorist.

Signage for the purpose of directing motorists to specific commercial establishments for food, fuel or lodging is not permitted on City of Mississauga roadways.

## ADMINISTRATION

This policy is administered by the Traffic Engineering and Operations Section of the Transportation and Works Department.

All requests for directional signage must be submitted, in writing, to Traffic Engineering and Operations. The location and design of all signs require the approval of Traffic Engineering and Operations. Consideration will be given to the number of signs to be installed in any one area, to avoid proliferation of signs and motorist confusion. Directional signs will be located in a way that will not detract from, or interfere with, other traffic control devices.

## TOURIST SIGNAGE

Signage to direct motorists to specific tourist destinations is referred to as Tourism Oriented Directional Signage (TODS). The Province of Ontario has established criteria for permitting TODS on provincial roadways. The City of Mississauga considers eligibility under the provincial criteria as a basis for approval of TODS on municipal roadways. For facilities which are eligible for TODS on provincial highways, municipal directional signage will be permitted. For facilities which are not eligible, municipal directional signage will not be permitted. (Provincial criteria are available from Traffic Engineering and Operations staff.)

## Location and Design

Normally, the Province will provide a sign at the off ramp of the provincial highway or the nearest point on the provincial highway system. The last TODS sign located in advance of the facility will have a distance dimension. The City of Mississauga will supply and install signs on municipal roads at all turns in the road from the provincial highway to the facility. The City will provide

# Corporate Policy and Procedure



Policy No.	10-04-01
Page	Page 3 of 7
Effective Date	2010 12 10
Supersedes	2001-06-27

a sign at the entrance to the facility itself, at the request of the facility operator.

The design of the municipal signs will be consistent with the signing on provincial highways and local roads in other municipalities in Ontario. Standardization of colour, shape and style help the motorist understand the meaning of the sign more quickly.

Following are the standards in place at the time of approval of this policy. Should the standards change, the policy will be amended to reflect the new standards:

- Signs are to be “landscape” in shape (width greater than height) and either ground mounted or pole mounted as the location dictates.
- The size of the sign depends on the posted speed limit for the roadway:
  - where speed limits are 50, 60 and 70 km/h, individual facility signs can be either 450 mm by 600 mm (1.5' by 2') or 1,200 mm by 300 mm (4' by 1');
  - where speed limits are 80 km/h and over, the sign size will be 600 mm x 2,400 mm (2' by 8').
- Signs will be blue with white letters, and the standard logo for each attraction as per the ramp exit sign will be included on the sign.

Directional signs in existence at the time of approval of this policy will not be changed to comply with this policy. However, as replacement signs are required, all replacements shall match the TODS system of colour, size and shape.

## Costs

The cost of tourism directional signs is the responsibility of the facility. The facility will be charged an annual fee which will

# Corporate Policy and Procedure



Policy No. 10-04-01  
Page Page 4 of 7  
Effective Date 2010 12 10  
Supersedes 2001-06-27

recover the cost of the sign itself and installation costs, as well as ongoing maintenance required to maintain the quality of signing. The current fees set by TODS will be incorporated into the Fees and Charges By-Law.

## ESSENTIAL SERVICES SIGNING

Essential services include universities and community colleges, hospitals and police.

### Universities & Community Colleges

Any post-secondary educational institution which is signed at exits from the provincial highway system will be permitted directional signing on municipal roads. In addition, directional signing will be approved for any post-secondary educational institution having a minimum yearly enrolment of greater than 5,000 full-time students at the campus for which signing is being requested.

Signing for universities and colleges will be subject to the same requirements regarding location, design and cost as those outlined in this policy for tourism signs.

### Emergency Service Hospitals

Directional signing for hospitals providing emergency service will be provided from the provincial highway system, when signed on the provincial highway. Only one route shall be signed from each provincial highway to a particular facility, but under some circumstances a particular facility may be signed from more than one provincial highway. Costs will be borne by the City.

### Police

Specialized local signs for police stations shall be provided on an individual site basis as required. Costs will be borne by the City.

## MUNICIPAL SERVICES & FACILITIES SIGNING

Municipal facilities such as the Civic Centre, libraries, community centres, swimming pools, arenas, major parks, and municipally-owned heritage facilities will be permitted signing from the nearest major intersection via the most direct route to the facility. Larger facilities, such as the Hershey Centre, may be signed from the provincial highway system.

# Corporate Policy and Procedure



Policy No. 10-04-01  
Page Page 5 of 7  
Effective Date 2010 12 10  
Supersedes 2001-06-27

---

The signing of municipal facilities will be undertaken in accordance with Council-approved standards for such signs, and their location will be subject to approval by Traffic Engineering and Operations.

## LOCAL AREA SERVICES SIGNING

### Business Improvement Areas

All signage for Business Improvement Areas (BIA's) will be incorporated into a cluster arrangement, located at major entrance points to the BIA, where road right-of-ways permit. This signage may include service clubs, tourist information centres and BIA signing.

The City will supply and install standard metal entrance signing to BIA's similar to existing City of Mississauga entrance signs and will continue to maintain existing BIA entrance signing. The manufacture, installation and maintenance costs of BIA signs that are in excess of the standard metal sign will be borne by the BIA.

### Service Clubs

To be eligible for directional signage, the organization/group must meet at regularly scheduled times at the same location for a minimum of six times per year. No organization/group which promotes tobacco use, presents demeaning or derogatory portrayals of individuals or groups or promotes anything which, in light of generally prevailing community standards is likely to cause deep or widespread offence, or is in conflict with any applicable laws, by-laws or City policies, will be eligible for signing as a service club.

Eligible service clubs operating within BIA's will be strongly encouraged to incorporate their signs into a cluster arrangement to be installed at the primary entrance to the area as road right-of-way space permits (on major collector or arterial roadways). Where it is impractical to incorporate this signing into a cluster arrangement, the sign may be installed in a "stand alone" location.

# Corporate Policy and Procedure



Policy No.	10-04-01
Page	Page 6 of 7
Effective Date	2010 12 10
Supersedes	2001-06-27

---

All signing proposed by service clubs may be supplied by the proponent or the City, but will be installed by the Transportation and Works Department, with all costs (supply, installation and maintenance) being borne by the proponent. No upgrading or replacement of signs will be undertaken unless the proponent agrees in writing to pay the replacement cost.

## Places of Religious Assembly

For the purpose of this policy, a “place of religious assembly” is defined as any building which is used primarily as a place of public worship and is also used for administrative offices in conjunction with the place of worship, as well as a place of conduct of social, recreational and charitable activities.

Places of religious assembly located on arterial or major collector roads that are visible to motorists travelling on the roadway are not eligible for directional signing under this policy.

Places of religious assembly not located on arterial or major collector roads will be allowed a maximum of two signs (one in each direction) on the closest intersecting major road with directional signage to the facility if deemed necessary. Some places of worship have their own “logo” signing that may be used to identify the place of worship. These may be incorporated into the sign design and may be installed based on visibility criteria.

All signing proposed by places of religious assembly may be supplied by the proponent or the City, but will be installed by the Transportation and Works Department, with all costs (supply, installation and maintenance) being borne by the proponent. No upgrading or replacement of signs will be undertaken unless the proponent agrees in writing to pay the replacement cost.

## Temporary Events

Directional signing from the provincial highway system to locations holding special events will be considered if the exit from the provincial highway is signed.

# Corporate Policy and Procedure



Policy No.	10-04-01
Page	Page 7 of 7
Effective Date	2010 12 10
Supersedes	2001-06-27

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Special signs displaying the logo of the event will be used for the temporary event. Graphics displaying commercial advertising will not be accepted. Signing size and style will be determined by Traffic Engineering and Operations in consultation with the event operator. The signs may be fabricated out of a temporary material such as plastic to reduce the cost. For events which occur on an annual basis, provision may be made for permanent signs which can be easily re-erected or reused.

All signing proposed by operators of temporary events may be supplied by the proponent or the City, but will be installed by the Transportation and Works Department, with all costs (supply and installation) being borne by the proponent.

REFERENCE: GC-0372-2001 - 2001 06 27  
2010-12-10 – Service Clubs - removed restriction on religious and political organizations

LAST REVIEW DATE: December, 2010

CONTACT: For more information, contact Traffic Engineering and Operations, Transportation and Engineering Planning Division, Transportation and Works Department.