

Policy Title: Portable Signs on Road Allowances

Policy Number: 05-01-08

| | | | |
|--------------------------------|--|-------------------|-------------------------------|
| Section: | Property and Facilities | Subsection: | Use of Public Property |
| Effective Date: | September 29, 2021 | Last Review Date: | March, 2021 |
| Approved by: Council | Owner Division/Contact: Building Division Planning and Building Department | | |

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) exclusively offered by the applicant group or organization outlined in the Eligibility section of this policy. Information, events, programs or registrations offered by organizations other than the applicant are not permitted.

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 Signs Permit application and approval process
- Conditions of approval of a Portable Sign Permit application, and
- Standards for Portable Signs on Road Allowances

Legislative Authority

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 or their designate.

“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 Registry 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.

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

Exceptions to Policy

Eligibility

In accordance with the policy, only those organizations noted in the Eligibility section below are permitted to display signs on Road Allowances. All other groups wishing to utilize these signs must request an exception from the Commissioner, who may consult with the applicable ward councillor(s). As these signs form an integral component of the City streetscape and may not be confined to one specific ward, Council approval will be required prior to granting such a request.

All Other Exceptions

All other exceptions to this policy may be made only on the approval of the Commissioner 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
- Community Groups, and
- The Dufferin-Peel Catholic District School Board and the Peel District School Board for notice of kindergarten registration only

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 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 and the Dufferin-Peel Catholic District School Board and the Peel District School Board.

Community Groups and the Dufferin-Peel Catholic District School Board and the Peel District School Board 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 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, which must include the name of the applicant or organization

Penalties

Any contractor or applicant that displays, or causes the display, of a sign that is not in accordance with the message requirements outlined above and/or which deviates from the message submitted on the application for permit is subject to a \$1,000 penalty, deducted from the Letter of Credit provided by the sign company.

Any sign not in accordance with these requirements can be removed and impounded by City staff. The retrieval fee for the return of such a sign is an additional \$1,000.

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. Upon approval by the Commissioner, 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.

Note: During the Declared Emergency resulting from the COVID-19 pandemic, and in accordance with the *Emergency Management and Civil Protection Act*, Community Groups are permitted a maximum of 15 signs per year, effective from March 25, 2020 to September 1, 2022.

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, as amended.

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 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:

- Clearly display the name of the applicant organization or Community Group
- Promote/inform of an event, program or registration exclusively offered by the applicant organization or Community Group
- Not display information, events or registrations offered by organizations or Community Groups other than the applicant, and
- Not promote a political party or candidate for public office

In addition, the Portable Sign must meet all of the following requirements:

- Contain no more than two sign faces, and each sign face shall have a maximum area of 5 m² (53.8 sq. Ft.)
- Not exceed 2.5 metres (8.2 ft.) in height above grade
- Sign characters in fluorescent, neon or Day-Glo colours are prohibited
- Not be illuminated in any way
- When 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
- Ground anchors must be fully embedded and the top must be flush with grade
- Ground anchors must be installed in all support points of the sign, and
- Protective caps must be installed on protruding sign legs to protect from personal injury

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.

Note: During the Declared Emergency resulting from the COVID-19 pandemic, and in accordance with the *Emergency Management and Civil Protection Act*, the 21 consecutive day maximum is extended from 21 to 30 consecutive days, effective from March 25, 2020 to September 1, 2022.

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 their 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) |

Revision History

| Reference | Description |
|-------------------------------|---|
| PDC-0046-2002(1) – 2002 04 10 | |
| GC-0132-2006 – 2006 03 08 | |
| GC-0191-2008 – 2008 03 26 | |
| October 12, 2011 | Housekeeping – Volunteer Liaison policy now Community Group Support Program |
| PDC-0069-2017 – 2017 12 13 | |

| Reference | Description |
|---|--|
| PDC-0001-2018 – 2018 01 24 | Added Peel District & DPCS School Boards to eligibility for sign permits. |
| March 28, 2018 | Housekeeping to name for Community Group Registry Program. |
| Resolution 0208-2019 – 2019 10 09 | Revised to align with changes to the Sign By-law permitting colour on portable signs. |
| Resolution 0053-2020 – 2020 03 25 | Response to COVID-19 pandemic - extension of maximum # of days from 21 to 30; increase in # of signs annually from 10 to 15 for Community Groups, all until Dec. 31, 2020. |
| Resolution 0385-2020 – December 9, 2020 | Revised to align with sign by-law - revisions due to COVID-19 extended to July 1, 2021. |
| March 16, 2021 | Scheduled review. No changes. |
| Resolution 0115-2021 – June 2, 2021 | Revised to align with sign by-law - revisions due to COVID-19 extended to December 31, 2021. |
| GC-0461-2021 – 2021 09 29 | Revised to align with sign by-law - revisions due to COVID-19 extended to September 1, 2022. |