



PURPOSE

To provide standards to be followed with respect to municipally owned wayfinding signage. The Wayfinding Signage Program will consist of two separate streams:

- 1) The Base Program: The Base Program will consist of signage permitted to be located along Hwy 17 within the community (see attached Base Program map) subject to the base fee as indicated within this policy and includes;
 - a) Community Gateway signage (where safe to do so).
 - b) Wayfinding signage poles at designated locations.
 - c) “Pay to Play” Business Sign Poles at designated locations.

- 2) The Extended Program: The Extended Program will consist of signage which extends into streets located beyond the Highway corridor (see attached Extended Program map) subject to the base fee as indicated within this policy and will include;
 - a) Wayfinding signage poles at designated locations.
 - b) Facility/Park/Attraction, Assurance Markers, Pedestrian signage and Pay to Play signage locations approved on a case by case basis after review.

APPLICATION CRITERIAL

- 1) To be considered for placement on Municipal wayfinding signage a business must:
 - a) Hold a valid Blind River Business Licence; and
 - b) Have an international symbol designation as per MTO policy for the type of business.
- 2) A business may have only one sign with the text of the name of their business. This sign will be at the last signage location on the way to the business.
- 3) The Town of Blind River will remove any business sign from the municipal signage for a business which ceases to hold a Town of Blind River Business Licence.
- 4) The municipality shall maintain a waiting list on a first come first served basis to determine which business is next in line for a wayfinding signage placement.
- 5) Pay to Play signage placement and pole locations under the Extended Program (off of the Highway 17 corridor) shall be considered on a case-by-case basis as to location, safety and traffic patterns.

EXEMPTIONS

- 1) Where there may be businesses outside of the municipal boundaries that do not have a valid Town of Blind River Business License and where the applicant is tourism based, the Traffic and Licensing Committee may recommend signage to the municipal boundary (but not beyond) for these businesses. This will be at full cost to the applicant plus an administration fee of \$200.00.

STANDARDS AND MAINTENANCE

- 1) All signs will be constructed of the materials and of a design that meets the Standards and Specifications Manual (June 2015).
- 2) The municipality shall install and maintain all signage relating to this policy.

FEES

- 1) Base Program – Hwy 17 Corridor – \$50 January 1, 2019 through to December 31st, 2019.
- 2) Extended Program – (signage specific to a business) - \$125 plus actual cost of the sign.

APPROVALS

- 1) All signage applications are to be submitted together with applicable payment to the Corporation of the Town of Blind River.
- 2) The Traffic and Licensing Committee or designated staff representative shall review all applications as to acceptability and make recommendations to Council for final approval and no signage will be permitted to be installed without the approval of Council.
- 3) Once the sign application has been approved the Corporation of the Town of Blind River will order the signage.
- 4) Once the sign is completed, the Town of Blind River will install the sign at the appropriate location(s).

OWNERSHIP

All signage is owned by the Town of Blind River.

Approval Date:	September 08, 2015	Approved by:	Council Res. 15-329
1.Amendment Date:		Approved by:	
2.Amendment Date:		Approved by:	
3.Amendment Date:		Approved by:	