

HIGHWAY OPERATIONS MANAGEMENT BRANCH

PROVINCIAL OPERATIONS MEMORANDUM

Corridor Management Office Policy: CMO-2020-01, August 19, 2020

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To provide notice of a change in the policy for Location and Billboard Signing.

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**Implementation**

This memorandum is effective 12:01 am August 19, 2020.

**Background**

In October 2019, the ministry initiated a review to modernize key aspects of its Corridor Signing Policy to provide property owners, business owners and the sign industry with additional opportunities for “on-premise” signing. Accordingly, the program area conducted a review and consulted with the Sign Association of Canada.

Following the review and consultation, the program area focused on policy updates that maximize client benefits and policy consistency. As a result, key improvements to streamline location signing policies for individual businesses and changeable message signs (i.e., digital signing) have been identified.

**Existing Policy**

The following policies within the Highway Corridor Management Manual, Chapter 5 – Signs will be modified:

- (a) Section 5.6.2
- (b) Section 5.6.4 – Category D
- (c) Section 5.6.9.2

**Policy Updates**

A summary of the new/updated policies include:

- **Location Signing, Individual Business** – Affixed to a building signing for individual business will now be calculated as a percentage of the total area of the exterior elevation (i.e., similar to existing commercial plaza or industrial complex policy). Refer to “(a)” below for further details.
- **Location Signing, Individual Business** – Previous sign allocation for individual business, as described in the policy, will now be exclusively allocated for pylon signing (i.e., similar to the existing commercial plaza or industrial complex policy). Refer to “(a)” below for further details.
- **Location Signing, Individual Business** – One additional pylon sign adjacent to an intersecting road will now be permitted for individual business (i.e., similar to the existing commercial plaza or industrial complex policy). Refer to “(a)” below for further details.

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- **Location Signing, Commercial Plaza or Industrial Complex** – Affixed to a building signing definition updated. Refer to “(b)” below for further details.
- **Location Signing, Individual Business** – The Minimum Dwell Time (MDT) for changeable message signs (e.g., digital signs) will now be 20 seconds. Refer to “(c)” below for further details.
- **Billboard Signing** – Where changeable message signs (e.g., digital signs) are permitted, the Minimum Dwell Time (MDT) will now be 20 seconds. Refer to “(c)” below for further details.

### (a) Section 5.6.2 (Location Signing - Individual Business) is amended to include:

The “maximum signing allowed” for all groups and categories in tables 5.6.1, 5.6.2 and 5.6.3 will be now exclusively allocated to pylon signs only. One (1) pylon is permitted per individual business. One (1) additional pylon sign is permitted adjacent to an intersecting road. The “maximum signing allowed” is applicable to each pylon.

#### **Category D: Affixed to a Building Sign**

This policy is applicable to all highways. Signing allocation shall be calculated based on the total area of the individual businesses’ exterior elevation visible to the highway. The total sign area shall not exceed 20 percent (20%) of the area of the exterior elevation on which they are erected. This shall be in addition to the pylon signing as noted in Categories A, B and C of Section 5.6.2.

***Example:** An individual business has a total land area of 200,000 sq. ft. The distance from the property line to sign closest to highway is 100 ft. There is an intersecting road. There are two (2) exterior elevations visible to the highway that are 1,500 sq. ft. and 500 sq. ft. respectively.*

*How much signing allocation is available?*

***Answer:** Category A, Group 1 of table 5.6.1 and Category D are applicable*

- *Pylon Sign adjacent to highway - 1 (one) pylon sign with up to 500 sq. ft (a one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Section 5.6.2) – thus, 250 sq. ft. per side.*
- *Pylon Sign adjacent to intersecting road - 1 (one) pylon sign with up to 500 sq. ft (a one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Section 5.6.2) – thus, 250 sq. ft. per side.*
- *Affixed to a building – 400 sq. ft. (i.e., 1,500 x 20% & 500 x 20%)*
- *Total signing allocation available = 1,400 sq. ft. (i.e. 500+500+400)*

### (b) Section 5.6.4 (Location Signing - Commercial Plaza or Industrial Complex) – Category D (amended definition):

This policy is applicable to all highways. Signing allocation shall be calculated based on the total area of the individual units’ exterior elevation visible to the highway. The total sign area shall not exceed 20 percent (20%) of the area of the exterior elevation on which they are erected. The sign area per unit can be shared amongst other tenants within the property provided it’s within the maximum allowable signing allocation. This shall be in addition to the pylon signing as noted in Categories A, B and C of Section 5.6.4.

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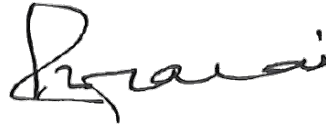
**(c) Section 5.6.9.2 (Location Signing) is amended to include:**

The changeable message sign maximum dwell time (MDT) has been changed to **20 seconds** for mechanical and electronic type signs (previously 180 seconds).

NOTE: Sections 5.7.14 and 5.8.2.13 (Billboard section for changeable message sign) refers to the specifications as described in Section 5.6.9.2 (Location Signing). This policy will continue to apply **(i.e., 20 seconds MDT now applies to billboards where permitted in the policy).**



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