

SUBJECT	Private Advertising Signs	POLICY NUMBER	5-6-5
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POLICY & PROCEDURE MANUAL

SECTION	TRANSPORTATION SERVICES	POLICY NUMBER	5-6-5
SUB-SECTION	MISCELLANEOUS	EFFECTIVE DATE	February 14, 2008
SUBJECT	Private Advertising Signs on County Road Allowances		
AUTHORITY	Public Works Committee January 29, 2008 County Council approved February 14, 2008		

PURPOSE:

To control the placing of private advertising signs on County road allowances.

STATEMENT:

1. Subject to the following exceptions, private advertising signs or advertising devices, either temporary or permanent, shall not be placed on, or overhanging, County road allowances.
2. There shall be the following exceptions to this policy:
 - a) signs placed at intersections by the County for businesses
 - b) large pre-existing permanently installed signs
 - c) property for sale signs
 - d) special event signs
 - e) election signs
 - f) service club signs
3. Signs Placed at Intersections by the County for businesses:
 - The County of Dufferin will accept requests from businesses for the placement of advertising signs at intersections directing motorists to locations other than at the intersections. If approved, private advertising signs may be placed on the County road allowances by the County Public Works Department. The location, size, colour, format and lettering of the sign will be standardized and under the control of the County.

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- The business will be required to pay the installation fee and pro-rated maintenance fee upon application.
- The installation fee and annual maintenance fee will be according to the County of Dufferin Fees By-law. From time to time, the schedule of fees shall be updated to reflect current costs.
- Invoices for the annual maintenance fee will be sent out on the first business day of each year. If a business does not pay the maintenance fee within thirty days of being invoiced, their sign(s) will be removed. If a business wishes to have the sign(s) reinstalled, there will be a reinstallation fee as provided for in the County of Dufferin Fees By-law. The reinstallation fee will be payable before reinstalling the sign(s).
- All requests to change an existing sign will be treated as a new installation, if the sign is not due for normal replacement.
- Schedule of Fees as outlined in the County of Dufferin Fees & Charges By-law.
- Any change in the lettering requested and approved by the Public Works Department shall be invoiced as a new installation

4. Large Permanently Installed Signs:

- These signs shall be pre-existing signs that were installed prior to June 23rd, 1998. They must meet all the following criteria:
 - the sign must be at least 32 square feet in size.
 - they must be installed on wood posts at least 4 inches by 4 inches or shall be installed on steel posts at least 3 inches in diameter set in concrete.
- Encroachment permits are required for these signs to remain. Insurance, with the County as a named insured, shall be a requirement of obtaining an encroachment permit.
- No new signs or changes to existing signs, other than replacement or maintenance for these signs is permitted.

5. Property for Sale Signs:

These signs must not exceed 0.56 square metres or 6.0 square feet and must meet all the following requirements:

- No portion of a sign may extend beyond a line parallel to the property right-of-way line beyond a distance of 8 feet.
- There shall be a limit of 2 signs per property for sale.
- Signs must be adjacent to the property that is for sale.

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- Signs cannot be illuminated.
 - Signs cannot be placed on utility poles (Hydro or Bell), tree or on any road sign post.
 - Signs cannot cause visibility problems for motoring public.
6. Special Event Signs:
- Permits will be issued to erect signs advertising special events. Signs must not be placed until an encroachment permit has been obtained.
7. Election Signs:
- These signs may be placed according to the *Elections Act*.
8. Service Club Signs:
- A permit shall be obtained for the placing of these signs. Signs must not be placed until an encroachment permit has been obtained.

NOTIFICATION

Notification of this policy shall be placed in local newspapers annually.

REMOVAL PROCEDURE IN CONTRAVENTION OF THIS POLICY:

- a) Private signs found on the County road allowances in contravention of this policy shall be removed regardless of whether or not they were placed prior to the inception of this policy.
- b) If a sign is small enough for the County forces to remove, it shall be removed and transported to the property or location referred to on the sign. It shall dated on the back of the sign with an indelible marker. A letter, of the form attached, shall be attached to the sign advising the sign owner of the reason for removing the sign.
- c) If the sign is reinstalled at the same location or at a different location in contravention of this policy, it shall be removed by County forces and disposed of.

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COUNTY OF DUFFERIN PUBLIC WORKS DEPARTMENT

**51 Zina Street
Orangeville, Ontario
L9W 1E5**

Telephone 519-941-2816

Fax 519-941-0852

Dear Sign Owner,

The County of Dufferin has a policy that controls the installation of private advertising signs on the County Road allowances. Other municipal by-laws exist that control the placing of signs adjacent to the road allowances. The road allowance is the property owned by the County of Dufferin and extends from one fence to the fence on the other side of the road.

The purposes for this policy are to restrict the placing of signs on the road allowances that detract from the natural beauty of the landscape and to remove any type of distraction to the motoring public.

While you may believe your sign should be exempt from this policy, others would disagree. Therefore, the policy covers all types of signs, either temporary or permanent.

Your sign has been identified as a sign that has been installed on the road allowance in contravention of the policy. Therefore, it has been removed and placed at this location so that you can reuse it at a location that meets the requirements of the policy. If the sign is replaced on the road allowance in contravention of the policy, it will be removed and not returned.

Your cooperation is appreciated.

Director of Public Works