

DIVISIONAL COURT, SUPERIOR COURT OF JUSTICE

B E T W E E N:

GEORGE KATERBERG

Applicant

and

**HIS MAJESTY THE KING IN RIGHT OF ONTARIO
AS REPRESENTED BY THE MINISTER OF TRANSPORTATION**

Respondent

AFFIDAVIT OF SELENA BIRD

I, Selena Bird, of the [REDACTED], [REDACTED], MAKE OATH AND SAY:

1. I am a litigation assistant at Charter Advocates Canada. I am assisting Chris Fleury and Darren Leung who are counsel for George Katerberg, the applicant in this matter.
2. I have personal knowledge of the evidence sworn to in this affidavit. Where such knowledge is based on information or belief, I have set out the source of such knowledge and believe it to be true.
3. I have been informed by Mr. Leung that on July 26, 2024, he obtained an electronic copy of the *Highway Corridor Management Manual* (the “**Manual**”), dated April 2022, from the Ministry of Transportation’s Library Catalogue website. Attached as **Exhibit “A”** is a copy of Chapter 5 of the *Manual* titled “Signs”, dated April 2022.

4. On September 9, 2025, I obtained an updated copy of the *Manual*, dated April 2025, from the Ministry of Transportation’s Library Catalogue website. Attached as **Exhibit “B”** is a copy of Chapter 5 of the updated *Manual* titled “Signs”, dated April 2025.

AFFIRMED REMOTELY by videoconference)
 by Selena Bird at the [REDACTED])
 in the Province of [REDACTED],)
 before me at the [REDACTED],)
 in the Province of Ontario,)
 on the 10th day of September, 2025)
 in accordance with O.Reg 431/20.)

DARREN LEUNG LSO#87938Q
Barrister & Solicitor

SELENA BIRD

This is **Exhibit “A”** referred to in the Affidavit
of SELENA BIRD, Affirmed before me
this 10th day of September, 2025



DARREN LEUNG LSO#87938Q
Barrister & Solicitor

Highway Corridor Management **Manual**



Corridor Management Office
Ministry of Transportation

April 2022

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Highway Corridor Management Manual
Ministry of Transportation

Note to User

This manual provides guidance on how the Minister of Transportation exercises discretion when issuing permits under the *Public Transportation and Highway Improvement Act* (PTHIA). Final interpretation and application of the principles in this manual lies with the Ministry. Use of this manual does not exempt the user from the need for a permit under the PTHIA, nor from the requirements of any other applicable legislation, regulations, and/or by-laws.

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 Highway Operations Management Branch
 Operations Division
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Website: <https://www.ontario.ca/page/highway-corridor-management>

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Abstract

The Highway Corridor Management Manual (HCMM) contains policies, guidelines, best practices and specifications for managing building and land use, encroachments, access and signs within the Ministry's controlled area under the *Public Transportation and Highway Improvement Act* (PTHIA). The HCMM provides guidance to Ministry staff, stakeholders, the public, municipalities and other agencies, to be used in combination with other applicable Ministry guidelines and specifications, for the planning and design of works within the Ministry's controlled area. The purpose of the Ministry's Highway Corridor Management function is to protect provincial highway corridors for future expansion needs, preserve and improve highway safety and operations, and improve the movement of people and goods in Ontario.

Contents of the Manual

Chapter 1: Permit Administration

Provides an introduction of the legislation that forms the premise for the MTO Highway Corridor Management function, the types of Highway Corridor Management Permits, the MTO Permit Control Areas, the permit application process, general application requirements, review considerations, general policies and permit administration topics which relate to all, or more than one chapter, and contact information.

Chapter 2: Building and Land Use

Provides the Ministry's processes for the review of land development applications; and the policies, classifications, setbacks, requirements, and review process of Building and Land Use Permit applications.

Chapter 3: Encroachments

Provides the Ministry's policies and procedures related to encroachments within the highway right-of-way, including utilities, utility relocations, classifications, and cost responsibilities.

Chapter 4: Access Management

Provides policies, standards, requirements, and best practices for access management, specific to the Ontario provincial highway transportation system. Outlines access connection types, stakeholder responsibilities, Entrance Permit requirements, classification systems, review processes, Highway Access Management Plans, and includes background information linking land use planning and development policies with Access Management principles.

Chapter 5: Signs

Provides the policies, standards, and requirements for Sign Permit applications. Outlines sign types and classifications, setbacks, fee calculations, and other permit procedures related to Signs.

Glossary

Contains definitions for key terms which are found within the HCMM.

Revisions Table

Tracking sheet with information on amendments made to the manual, including date, section and a brief summary description of the change.

Highway Corridor Management **Manual**



Chapter 5: Signs

Corridor Management Office
Ministry of Transportation

April 2022

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5.1 Legislation

General

The Ministry's legal authority to regulate signing upon or adjacent to a Provincial Highway derives from Sections 34 and 38 of the *Public Transportation and Highway Improvement Act* (PTHIA).

For a King's Highway:

34(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

(c) display any sign, notice or advertising device, whether it contains words or not, within 400 metres of any limit of the King's highway, other than,

(i) one sign not more than 60 centimetres by 30 centimetres in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises,

(ii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,

(A) the signs display information about the sale of agricultural products, other than tobacco, that are produced and offered for sale on the premises where the signs are displayed, and

(B) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996, or

(iii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,

(A) the signs display directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale or information about the sale,

(B) the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (A) were produced,

(C) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996,

(e) sell, offer for sale or display produce, goods or merchandise upon the King's Highway;

An "agricultural product" is defined in Section 34(1):

"agricultural product" means an agricultural product that is not edible, an agricultural food product or a food product that is processed on a farm in Ontario from an agricultural food product.

For a Controlled-Access Highway:

38(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

(c) sell, offer or expose for sale any vegetables, fruit or other produce or any goods or merchandise upon or within 45 metres of any limit of a controlled-access highway or within 395 metres of the centre point of an intersection;

(e) display any sign, notice or advertising device, whether it contains words or not, other than one sign not more than sixty centimetres by thirty centimetres in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of such premises within 400 metres of any limit of a controlled-access highway;

5.2 Sign Permit Applications and Requirements

5.2.1 Classifications

Please refer to the appendix located at the end of this chapter for a list of sign classifications.

5.2.2 Permit Required

All visible signs within 400 m of any limit of a Provincial Highway require a Ministry issued permit, with the exception of one sign measuring not more than 0.18 m² per property, and certain signs advertising agricultural products. These permits shall be of such form and upon such terms and conditions as the Ministry considers appropriate. Furthermore, these permits may be cancelled at the sole discretion of the Ministry.

Inquires related to specific signing applications and/or location related requests should be directed to the nearest local Area Office.

5.2.3 Onus on the Applicant to Secure Sign Permit

The PTHIA places the onus on the individual to secure a permit from the Ministry before displaying a sign within 400 m (0.25 mile) of any limit of a highway, other than one sign 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of the premises, and certain signs advertising agricultural products. Each sign shall be subject to the requirements of this policy.

Each person, firm, or municipality planning to display a sign(s) within the controlled area adjacent to a Provincial Highway (except only those signs specifically exempted by law or by this policy) shall be required to obtain a sign permit(s) in all instances where this policy so indicates. The applicable fee must be received before a permit is issued. Where an application for a permit is received and a permit is not required by this policy, the Delegated Authority shall prepare a Letter of Approval (in duplicate) and send the original to the applicant. The second copy will be filed in the Ministry's office.

5.2.4 Applicant to be Advised of Requirements

Each owner or applicant seeking information regarding the control of signs etc. exercised by the Ministry must be fully advised of the restrictions which apply to those areas adjacent to Provincial Highways.

5.2.5 Compliance, Enforcement and Municipal Requirements

The placing of a sign that contravenes this policy, or the conditions included in the Ministry's approval, may result in prosecution and/or cancellation of any approvals or permits.

The PTHIA provides the Ministry with the authority to issue a notice to a property owner/permit holder to alter and/or remove any non-complying signs. Furthermore, the Ministry may, as provided for under the legislation, legally enter upon private lands to do whatever is necessary to ensure compliance with that direction.

Any person who contravenes Sections 34(2), 38(2), or fails to comply with a notice issued under the PTHIA, is guilty of an offence, and upon conviction is liable for a fine.

In addition to the conditions of a Ministry sign permit, a property owner/permit holder must meet all of the requirements of the local municipality and any other agency with jurisdiction over the placement of signs.

5.2.6 Sign Permit Application

Application for a sign permit shall be made by each person, firm, or organization planning to display a sign(s) or advertising device(s) within the

controlled area. The property owner shall be responsible for completing the necessary application forms and submitting the appropriate approved fees.

The Ministry shall consider each application and the accompanying information having full regard to this policy.

When an application for a sign(s) has been approved, the Ministry shall issue the permit in the name of the registered property owner or sign owner, in accordance with this policy.

Refer to Chapter 1, for information regarding the application process and contact information.

5.2.7 Application Required when Sign to be Changed

When a major alteration (change in size or location) of a sign is proposed, the applicant shall submit a completed application form indicating the proposed changes. When necessary, to clarify the changes, the applicant must submit a detailed sketch and letter.

When a sign that is to be altered or replaced is covered by a permit, the number of the current permit must be shown on the application form.

5.2.8 When Change in Sign Approved, New Permit is Issued

When an application to alter or replace a sign has been approved, any existing permit shall be cancelled, and a new permit issued. An application to alter or replace a sign may be approved or refused at the discretion of the Ministry. If a sign is changed in a manner that changes the classification, etc. to a different classification or to a size, etc. that requires payment of a fee or of a higher fee, the difference between the previous amount paid and the fee for the new permit shall be payable before a permit is issued.

5.2.9 Application to Change Sign may be Approved or Refused

An application to change a sign already erected may be approved or refused at the discretion of the Ministry. Any change must meet the current requirements of the Ministry.

5.2.10 Permit Fees

The Ministry may prescribe a fee to be paid for any permit issued under the provisions of the PTHIA. Where the fee for a permit is based on the area of the sign, it shall be the actual physical area of all sign faces that are visible from the highway. Permit fees, including renewals, shall be in accordance with the annual schedule of fees.

5.2.11 Message on Two Sides Counts as Two Signs

Where a sign conveys a message, identifies a business or property, or advertises a business, product, real estate, or service on more than one side, each side of the sign shall be counted as one sign for the purpose of this policy. Cylindrical and spherical shaped signs shall be counted as two signs when visible from two or more directions. Official signs on the right-of-way of a highway shall only be counted as one sign, regardless of whether the message is on one or both sides.

5.2.12 Expiry Date of Sign Permits

The expiry date for billboard and private roadway signs shall be five years from the date of permit approval.

5.3 General Restrictions Regarding Signs

The following restrictions regarding signs shall apply to the area over which the Ministry has control by authority of the PTHIA (referred to in this policy as the "controlled area").

5.3.1 Signs Subject to Approval of Ministry

Each sign placed, erected, maintained, or altered within the controlled area shall be subject to the approval of the Ministry. The only exceptions shall be one sign not more than 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises on which the sign is located or the name of the premises, and certain signs advertising agricultural products, which may be placed by the owner under the provisions of the PTHIA without the approval of the Ministry.

5.3.2 Sign Must not be Placed until Permit is Obtained

Installation of a sign within the controlled area must not begin unless a permit or letter of approval is issued by the Ministry. Failure to adhere to the conditions of a sign permit may result in prosecution of the owner or in cancellation of the permit.

5.3.3 Sign Must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign(s) to which the permit applies must be placed or erected within six months of the date of issue of the permit otherwise the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.3.4 Location of Signs

A sign, placed within the controlled area, must not be,

1. affixed to, or mounted upon a tree, public utility pole, guide rail, or utility standard;
2. painted or pasted upon rock, surface, or other signboard or structure except if approved by the Ministry;
3. placed in, or allowed to overhang, a daylighting area;
4. placed in a position in which the sign, or any part thereof, encroaches upon, or overhangs the right-of-way of a highway, except where this policy specifically permits such signs, and/or,
5. placed in a position in which the sign, or any part thereof, overhangs the travelled portion of the highway.

The owner of each sign attached to or forming part of an awning, canopy or marquee or other structure that overhangs the right-of-way of a highway shall be responsible for any damage that may be caused thereby or result thereupon.

5.3.5 Location of Signs Adjacent to At-Grade Intersections in Developed Area

The following restrictions shall apply to signs adjacent to at-grade intersections in a built-up or urban area:

- a. every billboard sign shall be prohibited within 46 m (150 ft.) of the nearest limit of an at-grade intersection of a highway and a road, street, railway or another highway.
- b. a sign within 15 m (50 ft.) of the nearest limit of an at-grade intersection of a highway and a road, etc., which sign is affixed to the commercial establishment to which it applies, may be approved by the Delegated Authority.

5.3.6 Frontage Road Does Not Limit Control

The existence of a road, frontage road, or street within the controlled area shall not limit the application of this policy, except for particular types of signs as specifically set out in this policy.

5.3.7 Sign may be Moved Subject to Approval of the Ministry

An application to move a sign from one location to another within the controlled area may be approved by the Ministry. The old permit, if any, shall be cancelled in these cases, and a new permit will be issued. Each relocated sign must meet the current requirements of the Ministry in its new location.

5.3.8 Basic Setback to be Restored when Conditions Change

In any case where the basic setback distance for a sign has been relaxed to provide a better view of the sign (location and billboard in Bush Country), and the reason for relaxing the basic setback distance ceases to exist, the sign shall be relocated in accordance with the basic setback distance, or as near as is practical under the changed conditions.

5.3.9 Signs Must be of Permanent Construction

Each sign (other than temporary signs or portable signs) shall be of permanent construction, and shall be fixed in a permanent location. The foundation or base of a sign shall be part of the sign for the purposes of this policy, but shall not be included in the measurement when determining the area of a sign.

5.3.10 Sign Must be Kept in Satisfactory Condition

Each sign placed or retained in the controlled area must be kept in good condition. When the Delegated Authority considers the condition of a sign to be unsatisfactory, the owner must be notified in writing and advised to improve or remove the sign within a specified time period.

5.3.11 Lighting Subject to Approval of the Ministry

A sign may be luminous or illuminated, provided the lighting:

- does not cause direct or indirect glare that may interfere with traffic safety, and
- is not to be used to illuminate a building, sign, structure, or premises etc. either directly or indirectly, in a manner that causes direct or indirect glare that may interfere with traffic safety.

5.3.12 Certain Lights and Lighting Prohibited

The following shall be prohibited:

- Flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention.

5.3.13 Lights, Lighting and Advertising Devices Creating Hazard May Result in Prosecution

When, in the opinion of the Delegated Authority, the use of lights, lighting, advertising devices or the design or location of a sign may create a traffic hazard or endangers the public, the Delegated Authority shall notify the appropriate police authority.

5.3.14 Signs Resembling Traffic Signs or Signals are Prohibited

The use of a sign or other device that purports to be, is an imitation of, or resembles an official traffic sign, signal, or other traffic regulating device, shall be prohibited.

5.3.15 Use of Certain Words, Phrases, Symbols, Relating to Directions

A sign may carry directions for reaching an establishment providing such directions, in the opinion of the Delegated Authority, do not interfere with the normal flow of traffic or create a traffic hazard.

5.3.16 Signs Indicating Distance

A sign, other than an official sign, must not carry a message which indicates the distance to a city, town, village or police village. However, a sign may indicate the distance to a place of business provided the distance shown is reasonably accurate.

5.3.17 Signs that Interfere with View of Business Establishments or Other Signs

A permit must not be issued for a sign that would interfere with or block the view of either a commercial establishment or a sign already approved by the Ministry, when the sign or commercial establishment is owned or operated by a person other than the applicant for the permit. The decision in these cases shall be made by the Delegated Authority.

5.3.18 Trees and Shrubs Must not be Removed or Trimmed to Improve View of Advertising

Trees and shrubs located within the right-of-way of a highway must not be removed, cut or trimmed for the sole purpose of improving the view of a sign or other advertising matter. However, brush may be cleared subject to the approval of the Delegated Authority.

On highway rights-of-way in excess of 46 m (150 ft) which have been designated as Bush Country highway by the Ministry, bush and brush may be removed, subject to the approval of the Delegated Authority and at no expense to the Ministry, to permit the erection of billboard signs on the right-of-way.

5.3.19 Signs on Walls

When it is a requirement of this policy that a sign be affixed to a building, the sign shall not be affixed to a wall which does not form a part of the architectural design of the building.

5.3.20 Signs on Chimneys, Smokestacks, or Tanks

Any message on a chimney, smokestack or tank, other than the name of a municipality or business identification, shall be prohibited.

Approved signs painted upon or affixed to a chimney, smokestack or tank must not exceed the height or width of the chimney, smokestack or tank.

5.3.21 Public Sales Barn Signs

Signs placed by or on behalf of public sales barns or other auction establishments of a permanent nature shall be classified as location or billboard signs depending upon whether they are located upon the property upon which the sales are held or upon another property.

5.3.22 Signs at Shopping Centres

Only approved commercial plaza location signs will be permitted (refer to *Commercial Plaza or Industrial Complex Signs* section of this policy).

5.3.23 Contravention of this Policy May Result in Prosecution

The placing of a sign which contravenes this policy or contravenes the conditions of a permit for that sign may result in the prosecution of the owner, and/or in the cancellation of the permit.

5.3.24 Compensation for Sign to be Determined by the Ministry's Property Section

Compensation may be paid as determined by the Ministry's Property Section when:

1. a sign is located upon property which is purchased for use as the right-of-way of a highway.
2. a sign is affected by the purchase of property for a highway.
3. there is a change in the limits of the right-of-way of a highway.
4. it is necessary to move or remove the sign for any other reason for which the Ministry is responsible.

5.4 Advertising or Decorative Devices

5.4.1 General Requirements

An advertising or decorative device is a device (other than a recognized or standard type of sign) that is placed or affixed to advertise, attract attention, or promote an individual firm, organization, product, or event. These include devices of a decorative nature, banners, streamers, strings of flags, multiple flag installations, lights, or other such devices. They are all subject to the approval of the Ministry. Approval shall be at the discretion of the Delegated Authority in accordance with the following:

- a. Advertising or decorative devices must not be placed adjacent to Class 1 and 2 highways, except if specifically indicated in this policy.
- b. Advertising or decorative devices must not be placed within or allowed to overhang the right-of-way of the highway.
- c. Advertising or decorative devices must be placed at least 3 m (10 ft.) behind the highway property line, and not in a daylighting or visibility requirement area. Where a service road exists, these signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property line.
- d. Approved advertising or decorative devices used solely to decorate a premise, to mark a particular holiday season, or a particular recognized public celebration or ceremony, may be placed adjacent to a highway.
- e. The maximum period these devices may remain in place is 69 days, and all such devices must be removed within 7 days after the date of the particular holiday which they have been placed to mark.
- f. An advertising or decorative device must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts, standard or pylon.
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights used solely as a means of attracting attention.
- g. All displays or devices must be in good taste. The Ministry reserves the right to determine what constitutes good taste.
- h. Holograms and searchlights within the controlled area shall be prohibited.

5.4.2 Inflatable Advertising Displays

- a. Inflatable advertising shall be considered as a temporary sign, and will be allowed under permit per location or property.
- b. An inflatable device/display must be located so it does not encroach on the Ministry's rights-of-way or daylighting area.

- c. An inflatable device/display shall only be allowed adjacent to Class 3 special controlled access, Class 4 Major, and Class 5 Minor highways when an approved permit has been issued by the Ministry, and must be on the property where the business is conducted.
- d. This type of advertising shall be prohibited adjacent to Class 1 freeways/expressways or Class 2 staged freeways/expressways except when the posted speed limit is 80 km or less.
- e. An inflatable advertising display may be internally illuminated, but must not:
 - be allowed to move or turn mechanically or by other means,
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights.
- f. An inflatable advertising display shall not be located on any property where in the opinion of the Ministry the display would block the vision of any motorist entering or exiting the property.
- g. One permit for a maximum of six months per calendar year will be issued.

5.4.3 Banners, Streamers and House Flags

Banners, streamers, strings of flags or multiple flag installations, lights, or other such devices shall be subject to the general restrictions for signs, and shall be subject to the approval of the Ministry.

5.4.3.1 Banners, Pennants and House Flags Adjacent to all Highways:

The Ministry will allow banners, pennants or house flags adjacent to all highways, except banners across Class 1 and 2 highways. No messages will be allowed on the banner, pennant, or house flag. These devices are intended to attract attention to the site without conveying any messages.

Banners, pennants, and flags shall be set back at least 3.0 m (10 feet) behind the Ministry property line, with a support or pole height restriction of 7.6 m (25 feet) above property ground elevation.

The number of banners or pennants permitted on a site will be determined by the property frontage along the highway. A maximum of three banners, pennants, or house flags are allowed for every 15 m (50 feet) of highway frontage.

5.4.3.2 Banners Across Two - Lane Class 3, 4 and 5 Provincial Highways

The Ministry will allow banners marking occasions such as jubilees, anniversaries, and special occasions sponsored by town councils, service clubs, chambers of commerce, etc. to be placed under the following conditions:

- a. An application to place a banner over or across a 2-lane highway shall be made on an application for encroachment permit.
- b. An approved banner shall be allowed for a period of time not exceeding four weeks. At the end of that time the banner is to be removed by the applicant.
- c. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times while it is in use.
- d. The applicant shall be responsible for obtaining any and all other required approvals which relate to the erection of the banner, such as, Hydro One, Bell Canada, municipality, etc.
- e. Approved banners must be placed a minimum of 7.6 m (25 ft.) in height above the centre line of the highway.
- f. Approved banners must be supported at the top and bottom by a cable not less than 6 mm (1/4") in diameter, or a rope not less than 13 mm (1/2") in diameter.
- g. Approved banners must be placed as close as possible to the limits of the built-up areas of the city, town or village in question.
- h. Banners must be constructed or manufactured so that they can withstand the elements.
- i. Banners must not be attached to any part of a bridge or other highway facility.
- j. Banners will not be permitted over or across Class 1 and 2 highways.

5.4.3.3 Pole Mounted Event Banners

The Ministry will allow banners located on the highway right-of-way attached to existing poles to mark occasions such as jubilees, anniversaries, special occasions sponsored by the town council, service clubs, chambers of commerce, etc. to be placed under the following conditions:

- a. An application to place a banner along a 2-lane highway shall be made on an application for encroachment permit.
- b. Third party advertising will not be permitted on the banners.

- c. An approved banner shall be allowed for a period of time not exceeding six months. At the end of that time the banner is to be removed by the applicant.
- d. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times.
- e. The applicant shall be responsible for obtaining any and all other required approvals, which relate to erection of the banner, such as Hydro One, Bell Canada, Municipal, etc.
- f. Approved banners must not exceed 0.61 metres (2 feet) in width and 1.83 metres (6 feet) in length and shall be placed on an existing pole a minimum of 3.66 metres (12 feet) off the ground.
- g. Approved banners must be placed within the limits of a built-up area of the city, town or village in question and the posted speed limit must be less than 70 km/h.
- h. Banners must be constructed or manufactured so that they can withstand the elements.
- i. Banners will not be permitted along Class 1 and 2 highways.

5.4.4 National/Provincial Flags

Flag poles shall be set back behind the property limits a sufficient distance, such that they cannot fall on to the travelled portion or shoulder of the highway.

There are no restrictions on the size and number of flags, unless in the opinion of the Delegated Authority the flags are causing a traffic hazard. No permits are required.

5.4.5 Advertising Messages on Trucks, Trailers etc.

Trucks, trailers etc. bearing an advertising message or business or private identification shall be classified according to use.

A sign of this nature must not be placed in the controlled area where the message, if displayed on a standard type sign, would be contrary to this policy (i.e. billboard signs adjacent to a Class 1 or 2 highway).

If trucks, trailers etc. carrying advertising or other messages are placed adjacent to a highway in contravention of this policy, the Delegated Authority shall discuss the matter with the owner of the advertising device and/or the property owner regarding the removal of the advertising device.

5.5 Temporary Signs

5.5.1 Temporary Signs Subject to Approval of the Ministry

Each temporary sign shall be subject to the approval of the Ministry. The general restrictions regarding signs shall apply to each temporary sign. The location of temporary signs shall be restricted as specified in this policy. A Letter of Approval will be required for certain types of temporary signs as specified herein. Each request for a temporary sign(s) must state the maximum number of signs the applicant proposes to place. A fee will not be required for a Letter of Approval.

5.5.2 Types of Temporary Signs

Temporary signs shall include:

- a. agricultural society signs, plowmen's association signs, plowing match, exhibition and fall fair signs, and the signs placed by recognized organizations of a similar nature to advertise a particular event. Certain approved signs may be placed by the Ministry to direct persons to temporary events, e.g., a plowing match, etc.
- b. the signs of recognized service clubs and religious and charitable organizations and of other recognized public service organizations, where signs are placed to advertise a particular event
- c. private auction sale signs
- d. Election signs, Canadian Forces Convoy Route markers, snowmobile crossing signs, real estate/development signs, and mobile signs.

Note: Commercial auction sale signs are prohibited as a temporary sign.

5.5.3 Requirements Regarding Temporary Signs

A temporary sign must not:

- a. exceed 3.0 m² (32 sq. ft.) in size
- b. be affixed to another sign or to a guide rail or other highway facility or structure
- c. be placed adjacent to a Class 1 or a Class 2 highway, excepting certain real estate signs or other signs as specifically permitted by this policy
- d. be placed within the highway right-of-way except where this policy specifically states that this may be done

- e. be placed where it may interfere with an official sign, traffic signal or safety device
- f. be in place for longer than a four week period
- g. remain in place more than three days after the expiry date in the Letter of Approval
- h. exceed one sign facing in each direction of travel on any 2.0 km section of a Provincial Highway
- i. be further than 8.0 km from the site of the event being advertised.

5.5.4 Maximum of Two Temporary Signs on One Property

A maximum of two temporary signs shall be permitted upon any one property at any one time.

5.5.5 Temporary Signs Shall Face Traffic

Each temporary sign shall not be located on the left hand side facing the motorist.

Only one Letter of Approval shall be required to cover all temporary signs placed by one person or organization to advertise one event etc. within one Area Office of the Ministry. Each Letter of Approval shall stipulate the maximum number of temporary signs which may be placed under the conditions of that Letter of Approval.

5.5.6 Separate Approval Required in each MTO Area Office

When temporary signs advertising one event etc. are to be placed in locations involving more than one Ministry Area Office, a separate Letter of Approval shall be required from each Ministry Area Office in which the signs are to be placed.

Multiple requests submitted by the same organization within the same calendar year will be required to follow the billboard guidelines.

5.5.7 Certain Signs Prohibited if Event Advertised Operated for Private Profit

Temporary signs must not be placed by (or on behalf of) a person or organization to advertise an event that is conducted for private profit. These restrictions shall apply to a circus, midway, thrill show, automobile and horse racing signs etc., except when the function is sponsored by a recognized public service or charitable organization, to which a percentage of the gross receipts will accrue under the terms of a signed contract.

5.5.8 Letter of Approval may be Withdrawn if Sign Placed in Contravention of Instructions

A Letter of Approval for temporary signs may be cancelled if the person or organization to whom the approval was issued (or their agent) places a sign(s) in a manner that is contrary to the conditions approved by the Ministry.

5.5.9 If Event Advertised is Postponed Expiry Date may be Extended

If an event advertised by means of temporary signs has been postponed due to rain or other reasons, the date of expiry of the original approval may be extended by the Delegated Authority. The holder of the Letter of Approval must notify the Delegated Authority of the postponement, and the new date that the event is expected to be held.

5.5.10 Election Signs

An election sign must not be placed upon or adjacent to the right-of-way of a Class 1 Freeway or Class 2 Staged Freeway.

Election signs may be erected on the right-of-way or adjacent to a Class 2 undivided Staged Freeway, a Class 3 Special Controlled Access highway, a Class 4 Major highway or Class 5 Minor highway after an official election has been called.

Signs up to 0.7 m² (8 sq. ft.) in size must be placed a minimum of 4m (12 ft.) from edge of pavement. Signs over 0.7 m² (8 sq. ft.) and up to 3.7 m² (40 sq. ft.) must be placed at the outer limit of the highway right-of-way.

Election signs may be placed on the right-of-way of a highway other than a Class 1 Freeway and Class 2 divided Staged Freeway, but must be placed at least 4m (12 ft.) from edge of pavement.

An election sign must not be affixed to a permanent or an official sign, or to the guide rail or other highway structure or facility. It must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device.

Portable read-o-graph sign trailers are prohibited on the right-of-way of a highway. Such read-o-graph sign trailers may be utilized, providing they are erected on private property, and meet the requirements of the Ministry for portable read-o-graph signing.

Permits or Letters of Approval for any election signs erected under this policy are not required.

Candidate committees or workers shall be allowed three working days after election day to remove candidate advertising (election signs) from the Ministry right-of-way and adjacent properties.

Signs not retrieved by this time will be picked up by the Ministry patrol forces and stored in a safe place (patrol yard, etc.,) for a period of two weeks. After this time they will be disposed of.

5.5.11 Canadian Forces Convoy Route Markers

Route markers in the form of tack signs, approximately 36 cm by 25 cm (14 in. by 10 in.) will be permitted affixed to trees, posts and Ministry Official Signs.

These markers may be placed one day before the convoy is to pass, and should be removed within one day after the convoy has passed. The markers shall be erected and removed by military personnel.

The Canadian Forces shall notify the Ministry of their intention to erect convoy markers and the location of these markers, prior to their installation.

5.5.12 Snowmobile Crossing Sign

This sign shall be used to warn motorists of the location of a snowmobile crossing, where there is a large volume of snowmobiles crossing a highway from an organized trail. Only approved organized snowmobile trail crossings will be signed. Visibility at the crossing must meet the requirements for a commercial entrance.

Snowmobile clubs are to submit their request to the Ministry on an annual basis for consideration.

The sign shall be erected prior to November 1 and shall be removed during the month of April. The sign shall be located approximately 150 m in advance of the crossing.

The complete cost of manufacturing, erection, and removal of this sign will be the Ministry's responsibility.

5.5.13 Development/Real Estate/Construction Signs

Development/Real Estate/Construction Signs adjacent to all highways are subject to the following requirements:

- a. A development/real estate/construction sign which does not exceed 3.0 m² (32 sq. ft.) shall require a letter of approval.

- b. A development/real estate/construction sign which exceeds 3.0 m² (32 sq. ft.) but does not exceed the maximum of 46 m² (500 sq. ft.) shall require a permit.
- c. Signs shall be set back a minimum distance of 3 m (10 ft.) behind the property line.
- d. Signs must not exceed 8 m (25 ft.) in height above the ground.
- e. The signs must be removed when an application for a permanent location or on-premise sign is received.
- f. A development/real estate/construction sign may be illuminated.
- g. For development signs, supporting documentation must be submitted with the sign application (e.g. site plan, letter of intent, proof of ownership).
- h. A permit shall be issued for a two year period.

5.5.14 Portable Signs (Mobile)

A portable trailer, ground, mobile, movable, or framed read-o-graph sign is a sign which is movable, and which is not permanently attached to the ground, a structure or any other sign or building.

Portable signs are subject to the following requirements:

- a. A sign permit is required for every portable sign adjacent to Class 3, 4 and 5 highways. No portable signs are permitted adjacent to Freeways or Expressways (Class 1 and 2 highways 4 lane).
- b. The maximum size of a portable sign will be 8.9 m² (96 sq. ft.), representing 4.4 m² (48 sq. ft.) per side.
- c. A one-time fee payable to the Minister of Finance is required.
- d. One portable sign will be allowed for each business property, with the exception of plazas and industrial complexes (i.e. three or more units). Plazas and industrial complexes will be allowed a maximum of three portables based on one sign per 46 m (150 ft.) of frontage.
- e. The portable sign shall be allowed within the total allowable square metres of location signing allotment available for the site.
- f. The sign permit will only be issued to the property owner, not the portable sign company. Any instructions for compliance will be directed to the property owner.
- g. Portable signs must be kept back a minimum of 3 m (10 ft.) from the property line.
- h. Signs must not be placed to cause a visibility problem.

- i. Signs must not have flashing, intermittent, or actuated lighting of any kind.
- j. The sign must be on the property where the business is conducted, and only advertise what is related to that property.
- k. Portable signs are not to be used as billboard signs.
- l. The property owner shall be responsible for obtaining all other municipal approvals.

5.6 Location Signing

A location sign identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise the sign is located on. See Glossary for detailed definition.

5.6.1 Individual Business

An individual business consists of two units or fewer on a property.

These instructions do not apply to:

- a. shopping centres, shopping malls, mews, plazas, industrial centres, etc. as they are covered separately under the commercial plaza or industrial complex
- b. portable read-o-graph trailer signs as they are covered separately
- c. any sign not visible from the highway. There are no restrictions to such signs nor is a permit required.

Location signing is subject to the following criteria:

- a. Location signing will be allowed to be freestanding or affixed to a building or landscape.
- b. The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building and/or landscape signing. Refer to Section 5.6.2 for the total area of signage allowed for a site of business.
- c. Each location sign shall not be restricted as to size, as long as the total location signing on the property does not exceed the Ministry's standards.
- d. Location signing may all face in the same direction, or may face in different directions.
- e. The use of logos, logograms, pictures, picture grams, maps, catch phrases, etc. will be acceptable.

- f. All displays of words, diagrams, pictures, etc. must be in good taste.
- g. Location signs shall be allowed to be painted on a building.
- h. A permit shall be required for all location signing which exceeds 3.0 m² (32 sq. ft.) in total area. A letter of approval shall be required for a sign measuring between 0.18 m² (2 sq. ft.) and 3.0 m² (32 sq. ft.) in area.
- i. Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind the property line with the exception of signing with no advertising, such as entrance, exit, no trespassing, utility location, etc. which shall be placed at appropriate locations. However, these signs must be kept clear of the shoulder of the highway and, if possible, off the right-of-way. Where a service road exists, freestanding signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property limit, also with the above-noted exception.
- j. This policy is subject to all municipal by-laws, and does not supersede such by-laws.
- k. Location signs will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.
- l. A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground, according to sign setback from highway property as noted in Section 5.6.2.
- m. All sign dimensions shall include borders and trim in the measurements, but shall exclude supports. Letters affixed to the building shall be blocked out per letter, excluding the spacing between each letter.
- n. Every sign shall be prohibited within the sight triangle of an intersection, according to the sight triangle requirements specified in Chapter 9 of the TAC GDG and Appendix 9 of the MTO DS, unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o. Location signs shall not be:
 - affixed to, or mounted upon a tree, public utility pole or utility standard
 - painted or pasted upon, or made to form a part of a rock face, other signboard or structure such as a hydro tower or water tower, except as approved by the Ministry
 - placed within, or allowed to overhang a daylighting area
 - placed in a manner in which the sign, or any part thereof, encroaches upon or overhangs the right-of-way of the highway, except in a built-up area when the sign is affixed to a building which abuts the right-

of-way of the highway, or is approved by the Ministry, as in the case of utility location signing or fare zone

- placed in a manner in which the sign (or any part thereof) overhangs the travelled portion of the highway
 - placed facing a sharp change in horizontal or vertical alignment, rock-cut or in any other location, where it may create a distraction and cause a traffic hazard
 - allowed to move or turn by mechanical or other means. This shall apply to any part or parts of such sign standard or pylon.
 - a sign or device having flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention
 - erected to extend beyond the end of the wall or roof which the sign is attached to or mounted upon.
- p. For situations where developments are located adjacent to more than one Provincial Highway, the amount of signing permitted as noted in Section 5.6.2 is the amount of signing permitted per highway.
- q. The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of section 5.6.2.
- r. The total land area as noted in Section 5.6.2 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- s. A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

5.6.2 Amount of Signing Permitted on Property (Individual Business)

Category A:

Individual Business - Under 27,870 m² (300,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.1: Amount of Signing Permitted for Individual Business – Category A

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B:

Individual Business - 27,870 m² – 92,900 m² (300,000 - 1,000,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.2: Amount of Signing Permitted for Individual Business – Category B

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C:

Individual Business - over 92,900 m² (1,000,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.3: Amount of Signing Permitted for Individual Business – Category C

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

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.

5.6.3 Commercial Plaza or Industrial Complex Sign

A commercial plaza or industrial complex shall consist of three units or more.

Location signing for a commercial plaza or industrial complex is subject to the following criteria:

- a. Location signing will allowed to be freestanding or affixed to a building or landscape.
- b. The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building signing and/or landscape signing. Refer to Section 5.6.4 for total area of signage allowed for site of business.
- c. A commercial plaza or industrial complex shall be permitted "entrance", "exit" and "no parking" signs on the property at appropriate locations as required. These signs shall consist of only the words "entrance", "exit" or "no parking", and a symbol or trademark of the commercial or industrial complex involved. The maximum size of these signs shall be approximately 0.9 m² (10 sq. ft.).
- d. All signs located at major commercial or industrial complexes will be permitted to be luminous or illuminated by direct or indirect lighting, or may contain reflective material or luminous paint. However, these signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.
- e. Where a service road exists adjacent to a highway, all setback distances specified in this policy, except for the 400 metre outer limit of the controlled area, shall be determined from the service road property line instead of from the highway property limit.
- f. These directions do not apply to portable read-o-graph signs, as they are covered separately.
- g. A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from the highway property line as noted in Section 5.6.4.
- h. Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind the property line with the

exists, freestanding signs must not be placed closer to the highway property line than 2 m (6.5 ft.) behind the service road property line, also with the above-noted exception.

- i. These directions are subject to all municipal by-laws and do not supersede such by-laws.
- j. A directory board or sign(s) indicating tenant identification and location within a commercial or industrial complex shall be permitted, but should not be legible from the highway. Any such directory board should consist of individual panels, each panel not exceeding 20 cm (8 in.) by 0.91 m (3 ft.), identifying individual business establishments forming a part of the complex. These directory signs should be located within 3 m (10 ft.) of the building in question, preferably near the building entrance.
- k. Any sign located at a commercial plaza or industrial complex, providing either complex identification or individual commercial establishment identification, must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts of such signs, standard or pylon
 - have flashing lights, or intermittent, or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention
 - be longer than or extend beyond the wall of that part of the building to which the sign is affixed.
- l. The building/structure related to the freestanding sign adjacent to the highway shall be visible from the highway. The displayed message must be related to the business located on that property. The signs must be placed in an area projected by a line running 76 m (250 ft.) from either side of the building in question to the highway.
- m. A sign erected on a building to identify a commercial or industrial individual unit forming a part of a commercial complex may also contain other wording such as advertising, logos, logograms, catch phrases or pictures etc., as long as the total sign area does not exceed Ministry standards.
- n. Signs shall be prohibited within the sight triangles of an intersection. This applies to all types of signs. For sight triangle requirements refer to Chapter 9 of the TAC GDG and Appendix 9 of the MTO DS, unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o. The permit for a pylon sign is to be issued to the property owner.
- p. For situations where developments are located adjacent to one or more Provincial Highways, the amount of signing permitted as noted in Categories A, B, C and D of Section 5.6.4 is the amount of signing permitted per highway.

- q. The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of Section 5.6.4.
- r. The maximum size of a double-faced pylon sign or industrial complex identification sign shall not exceed the total area indicated in Categories A, B and C. This shall be in addition to the signing affixed to a building as noted in Category D of Section 5.6.4.
- s. The total land area as noted in Section 5.6.4 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- t. A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer, as set out in the Ontario Building Code.

5.6.4 Amount of Signing Permitted on Property – Commercial Plaza or Industrial Complex

Category A: Pylon Signs

Less than 27,870 m² (300,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.4: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category A

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B: Pylon Signs

27,870 m² – 92,900 m² (300,000 – 1,000,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted two pylon signs adjacent to a highway. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Table 5.6.5: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category B

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "2 Pylons"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C: Pylon Signs

Over 92,900 m² (1,000,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted three pylon signs adjacent to a highway. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Table 5.6.6: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category C

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "3 Pylons"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

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 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.

5.6.5 Home Occupation Sign

Most municipalities permit home occupations to locate in all residential and rural/agricultural zoning categories, without specific amendment to the local zoning by-law.

The size of the home occupation, namely whether it occupies 25% or 30% of the total floor area, should be of no consequence to the Ministry. It is the responsibility of the municipality to determine whether the proposed use qualifies as a home occupation under the local by-laws.

The home occupation sign shall consist of one sign no greater than 3 m² (32 sq. ft.), or a two-sided sign with a total area no greater than 3 m² (32 sq. ft.) to identify the business.

A letter of approval is required with no fee.

5.6.6 Environmental/Greening Initiative Sign

Government agencies (including municipalities and conservation authorities) will be permitted a sign to be placed adjacent to any highway to identify an environmental and/or greening initiative, on the same property on which the sign is located. The sign is subject to the following requirements:

- a. The sign is located on the property that is owned or managed by the government agency or conservation authority.
- b. The message content must be related to the initiative on that property.
- c. The sign must not be placed within 3 m of the property line and no higher than 5 m above the grade in the vicinity of the sign.
- d. A two-sided sign not exceeding 1.22 m by 2.44 m (4 ft. by 8 ft.) will be permitted.
- e. The sign must be removed when the management or ownership of the property changes. The permit shall be issued to the property owner and is not transferable to a new owner.
- f. A letter of approval is required with no fee.

- g. Proof that the property is a designated environmental or greening initiative shall be submitted.

5.6.7 Guideline for Farm and Agricultural Product Signing

For the purposes of this section, an agricultural product that is processed on a farm in Ontario from an agricultural food product shall be deemed to be produced on the premises on which the agricultural food product is produced.

The policy applies to all highways except Class 1 Freeways and Class 2 Staged Freeways.

5.6.7.1 Signs Permitted on a Farm

Signs permitted on a farm include:

- a. one sign not more than 0.6 m by 0.3 m (2' by 1') in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises, or
- b. a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size.

The signs must display information about the sale of agricultural products, (other than tobacco) that are produced and offered for sale on the premises where the signs are displayed.

The signs must be displayed on premises zoned for agricultural uses and not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act, 1996*.

5.6.7.2 Permitted Directional Sign (off premises)

Signs displaying directions to a place where agricultural products (other than tobacco) produced in Ontario and offered for sale are permitted, if the following conditions are met:

- a. a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size
- b. the signs display directions to a place where agricultural products (other than tobacco) produced in Ontario are offered for sale or information about the sale
- c. the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (a) were produced

- d. the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996
- e. the signs are displayed only during the season that the agricultural products mentioned in sub-subclause (a) are offered for sale.

5.6.8 Decorative Municipal Displays

Towns and cities may place Decorative Municipal Displays (signs) off the highway right-of-way, using a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering, to advertise to the travelling public that they are now entering the town or city limits.

For Decorative Municipal Displays (signs) on the highway right-of-way, please refer to OTM Book 8, Guide and Information Signs.

Decorative Municipal Displays (signs) adjacent to all highways off the highway right-of-way may be permitted subject to the following criteria:

- a. Location:
 - Displays are to be erected on the right hand side of the highway and within the municipality limits.
 - Displays must be set back a minimum of 3 m (10 feet) behind the property line if at all possible.
- b. Qualifications:
 - The municipality is required to submit to the Ministry for each location:
 - a completed application for a sign permit and, if applicable, an application for an encroachment permit
 - a plan of the display.
- c. Restrictions:
 - The display must not exceed 3 m (10 ft.) in height above the ground or highway elevation, whichever is higher and must not exceed 6 m (20 ft.) in width.
 - Lighting must be shielded and must not emit glare onto the Provincial Highway.
 - The display must consist of a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering.

- The message must generally be restricted to the name of the municipality.
- Construction and location of displays must be in accordance with approved drawings. Any deviation is to receive prior approval from the Ministry before commencing that portion of the work.
- Whenever possible, construction and or maintenance of the display should be carried out from a road or street other than the travelled portion of the highway. Any work that affects the travelled portion of the highway must conform to the OTM Book 7, Temporary Conditions and the *Occupational Health and Safety Act*.
- A maximum of two displays, one per direction on each highway.

Note: The municipality is allowed only one display location, either on the right-of-way or off the right-of-way for Class 1 and 2 highways.

5.6.9 Changeable Message Sign (Location Sign)

5.6.9.1 Definition

A Changeable Message Sign is a sign that:

- is not animated and does not include video.
- has the capability of content changes by means of mechanical or electronic input.
- displays changing static messages for a fixed duration.

Changeable Message Signs include the following:

- Mechanical – a changeable sign where the display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs.
- Electronic – a changeable sign where the content can be changed by means of an electrically energized display matrix, such as an LED pixel board.

A changeable message sign may be fully or partially incorporated as a component into any location sign.

5.6.9.2 Specifications

The following specifications must be applied to all changeable message signs.

- a. Minimum Dwell Time (MDT) – is the minimum amount of time, in seconds, which a static message must be displayed for.

- b. Maximum Transition Time (MTT) – is the maximum amount of time, in seconds, which shall be allowed between consecutively displayed static messages.

Table 5.6.7: Changeable Message Sign – Dwell and Transition Times

Changeable Message Sign Type	MDT (sec)	MTT (sec)
Mechanical	20	2
Electronic	20	1

- c. The purpose of the MTT is to ensure a near instantaneous change between fully displayed messages. Transition effects such as wipe, slide, fade, or pixelate shall not be allowed.
- d. A changeable message sign that alternates solely between current time and current temperature shall be permitted a MDT equal to 15 seconds. The MTT shall be as listed in the previous table, dependant on whether the sign is mechanical or electronic in nature.
- e. All changeable messages signs must be designed to ensure that in the event of a malfunction, the displayed image becomes fixed or blacks out.
- f. Changeable message signs may be illuminated per the specifications of this policy.
- g. Changeable message signs will be subject to all the other requirements of this policy that apply to freestanding signs.
- h. Changeable message signs are permitted for Billboard Signs.
- i. Changeable message signs are not permitted for Bush Country Billboard Signs and Community Business Message Boards.

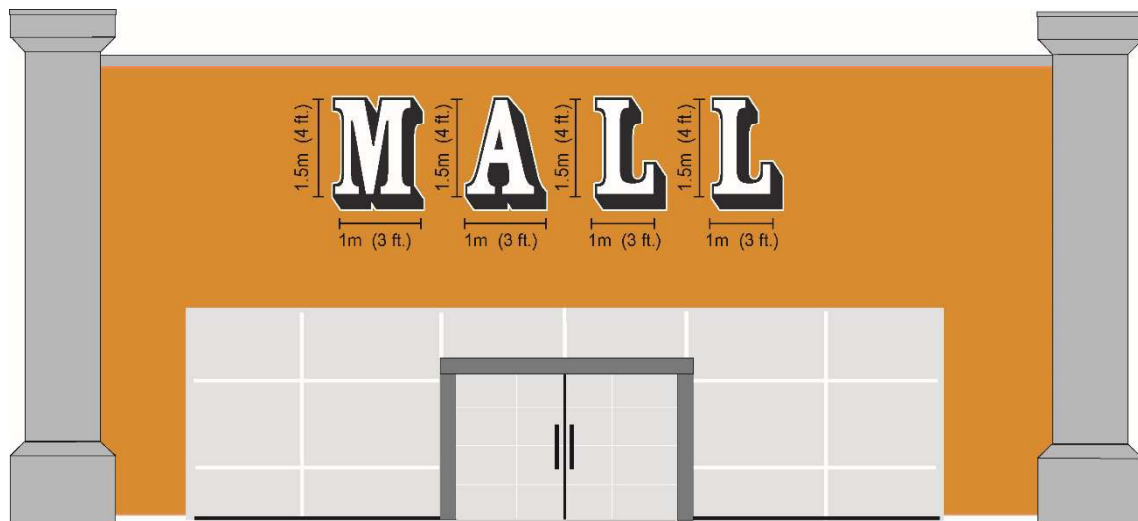
5.6.10 Diagrams: Methods of Determining Area of Sign

The diagrams depicted in this section are intended to serve as a guide for determining the area of a sign. These diagrams are examples, and do not necessarily reflect the full range of signs.



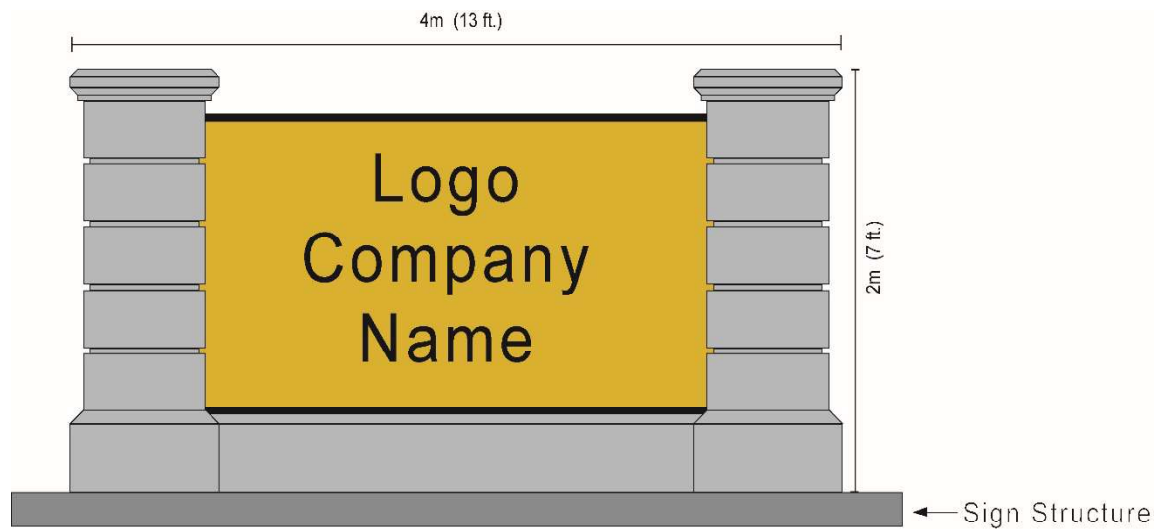
Area: $1\text{m} \times 6\text{m} = 6\text{m}^2$ or $3' \times 20' = 60\text{ sq. ft.}$

Figure 5.6.1: Determining Area of Box Sign



Area: $(1.5\text{m} \times 1\text{m}) \times 4 = 6\text{m}^2$ or $(4' \times 3') \times 4 = 48\text{ sq. ft.}$

Figure 5.6.2: Determining Area of Channel Letter Sign



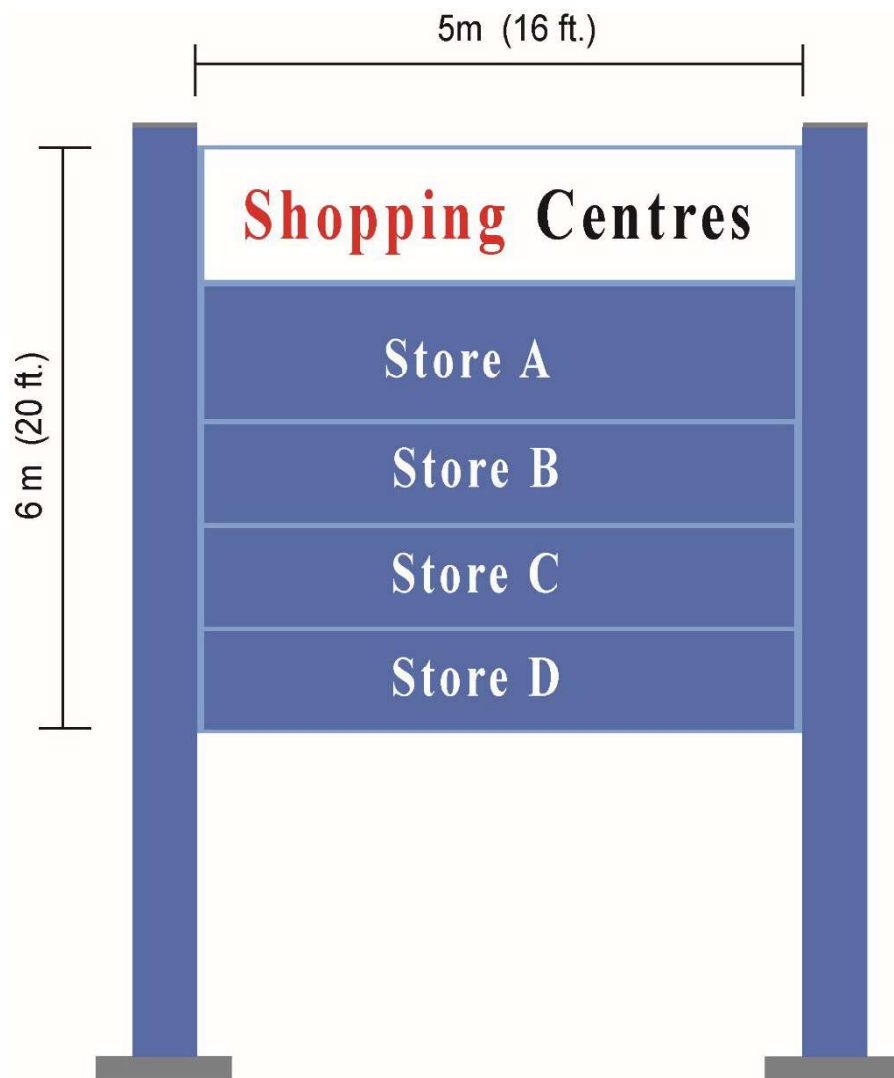
Area: $4\text{m} \times 2\text{m} = 8\text{m}^2$ or $13' \times 7' = 91 \text{ sq. ft.}$

Figure 5.6.3: Determining Area of Ground Mount Sign



Area: $3\text{m} \times 6\text{m} = 18\text{m}^2$ or $10' \times 20' = 200 \text{ sq. ft.}$

Figure 5.6.4: Determining Area of Landscape Sign



Area: $5\text{m} \times 6\text{m} = 30\text{m}^2$ or $16' \times 20' = 320 \text{ sq. ft.}$

Figure 5.6.5: Determining Area of Pylon Sign

5.7 Billboards

A billboard sign is a sign which contains a message that is not related to the property where the sign is located.

Billboard signs are not permitted within the controlled area adjacent to Class 1 and 2 highways. Refer to Section 5.8 for policies regarding Bush Country billboards.

5.7.1 Message on the Billboard

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. "Identifiable group" means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation, or disability.

5.7.2 Billboard Requirements in Rural Area

A billboard sign located in an area designated as a rural area with a posted speed limit of more than 70 km/h or more must not:

- a. exceed 8 m (25 ft.) in height above the ground
- b. exceed 60 m² (650 sq. ft.) in area
- c. be placed within the controlled area adjacent to a Class 1 and 2 highways
- d. be placed in or be allowed to overhang a daylighting area
- e. be placed within 305 m (1000 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist
- f. be affixed to or mounted upon or be made to form part of a fence
- g. be placed within 91 m (300 ft.) of the limit of a road, street, or railway that intersects a highway at grade
- h. be placed adjacent to a curve where the radius is less than 1165 m radius (1.0 degree 30 minutes)
- i. contravene federal/provincial legislation, or advertise restricted products (e.g. tobacco).

5.7.3 Billboard Requirements in Built-Up or Urban Area

A billboard sign which is located in an area designated as a built-up or urban area, with a posted speed limit of less than 70 km/h, must not:

- a. exceed 8 m (25 ft.) in height

- b. exceed 60 m² (650 sq. ft.) in area
- c. be placed within the controlled area adjacent to a Class 1 and 2 highways
- d. be placed in, or be allowed to overhang, a daylighting area
- e. be placed within 75 m (250 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist
- f. be made to form a part of a building
- g. be placed within 45 m (150 ft.) of the limit of a road, street or railway that intersects a highway at a grade.

5.7.4 Location of Billboard Signs Related to Direction of Travel of Vehicles

In situations where billboard signs have been placed to be viewed on the left hand side of the highway, no additional billboard signs will be permitted within the spacing requirements on the opposite side of the highway (refer to Figure 5.7.1: Billboard Signing - Spacing Requirements).

5.7.5 Angle of Billboard Sign as Related to Highway

The angle of a billboard sign as it relates to the centre line of a highway shall be equal to or greater than 45 degrees, whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the centre line of the highway, the angle formed would be at a minimum of 45 degrees.

5.7.6 Billboard Signs in City, Town, and Village etc.

Billboard signs located within the limits of a city, town or village and adjacent to an assumed highway shall be subject to this policy. Billboard signs located adjacent to a connecting link are not controlled by the Ministry.

5.7.7 Setback Distance for Billboard Signs

The following setback distances shall apply to billboard signs:

- a. No signs are to be placed within 23 m (75 ft.) of the highway property line, except location signs and Bush Country signs
- b. Signs up to and including 11.9 m² (128 sq. ft.) must be set back 23 m (75 ft.) from the highway property line
- c. Signs over 11.9 m² (128 sq. ft.), but not over 18.60 m² (200 sq. ft.), must be set back 30 m (100 ft.) from the highway property line

- d. Signs over 18.60 m² (200 sq. ft.), but not over 30.19 m² (325 sq. ft.), must be set back 46 m (150 ft.) from the highway property line
- e. Signs over 30.19 m² (325 sq. ft.), but not over 60.39 m² (650 sq. ft.), must be set back 84 m (275 ft.) from the highway property line
- f. Signs greater than 60.39 m² (650 sq. ft.) will not be allowed within the controlled area

5.7.8 Basic Setback Distances must be Maintained

The setback distances for billboard signs located other than in a built-up area must not be reduced to less than the setback distances set out in section 5.7.7 - *Setback Distance for Billboard Signs*, regardless of the width of the right-of-way of the highway.

5.7.9 Setback Distance for Billboards in Built-Up Area

A billboard sign located within a built-up area must not be reduced to less than the setback distances set out in section 5.7.7 - *Setback Distance for Billboard Signs*, except when a building line approved by the Delegated Authority has been established. In such cases, the billboard sign may, if approved by the Ministry, be placed at less than the basic setback distance for billboard signs of a similar size, but not closer to the highway than the approved building line.

5.7.10 Requirements Regarding Billboard Affixed to a Building

A billboard sign located adjacent to a highway may be affixed to a building, providing the height of the sign does not exceed 8 m (25 ft.) above the ground. A billboard sign which is affixed to a building shall be on the right side of the highway, facing the motorist. Each such sign must conform to the basic setback provisions as set out above.

5.7.11 Each Billboard must be Covered by a Permit up to Five Years

A sign permit, issued by the Ministry, must be obtained for each billboard sign and is valid for five years from the date of permit approval. A new permit must be obtained prior to expiry of an existing billboard sign permit. Approval of subsequent applications is subject to location availability and any new policies applicable at the time of application. All sign permits issued prior to September 24, 1994, are not affected by the five-year requirement, and will remain until such time as the sign site becomes available.

The sign permit will be issued in the name of the registered property owner for a sign located on private property. However, when the owner of the property has a documented arrangement with the advertiser/sign operator, the sign permit may then be issued to the advertiser/sign operator.

5.7.12 Signs must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six months of the date of issuance of the permit. Otherwise the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.7.13 Message on Sign may be Changed

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels). A new permit is only required when the size or setback has been changed.

5.7.14 Changeable Message Sign

Changeable message signs are permitted for billboards, and must conform to the specifications and requirements set out in section 5.6.9 of this policy. The issuance of a permit will be based on the size and location of the sign, and not the number of individual advertisements. There is no restriction as to the number of individual advertisements displayed on any one changeable message sign.

5.7.15 Billboard Signing – Spacing Requirements

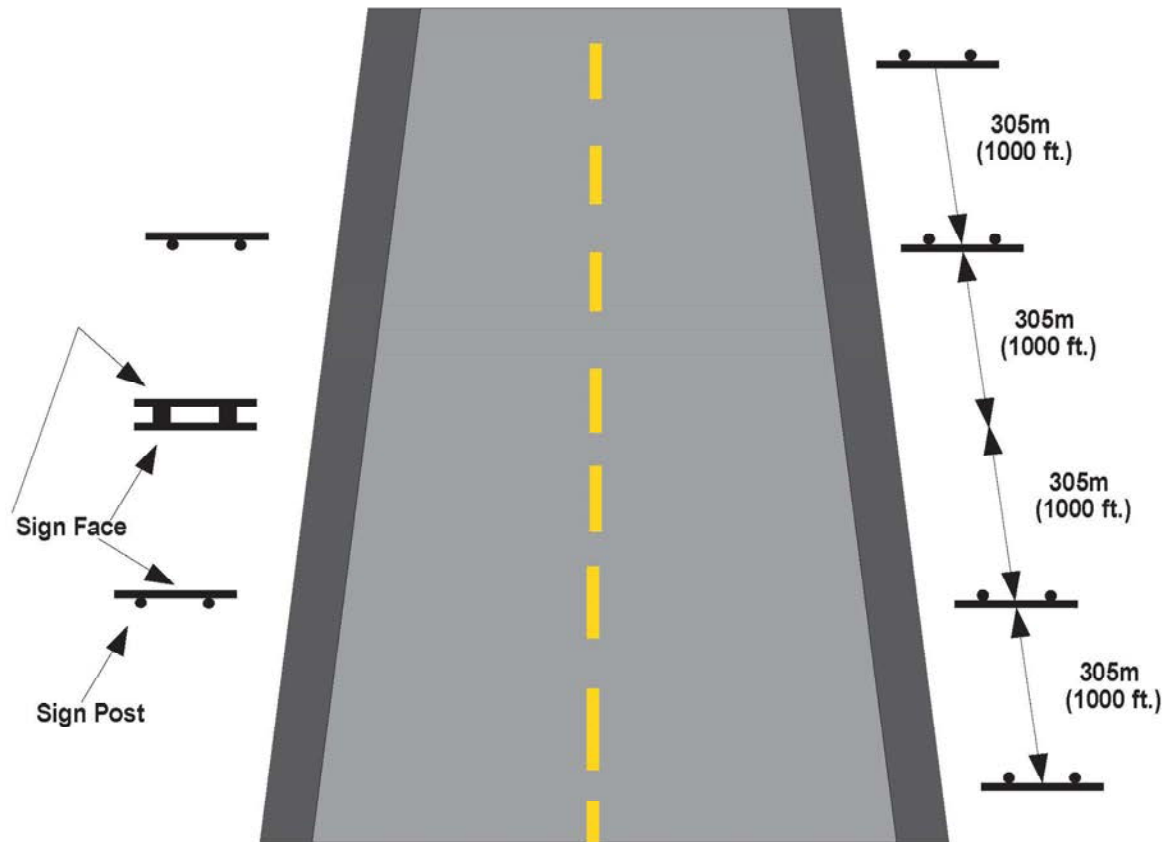


Figure 5.7.1: Billboard Signing – Spacing Requirements

5.8 Bush Country Highway Signs

Location and billboard signs may be placed within the highway right-of-way (ROW) on designated Bush Country highways, providing they meet the requirements as outlined in this policy. Any new “Bush Country” designations shall be approved by the respective Regional Director.

5.8.1 Location Signs

The instructions regarding location signs adjacent to Bush Country highways shall be applied only on highways (or parts of highways) that have been designated as Bush Country highways. The instructions shall not be applied to overcome obstructions blocking the view of signs adjacent to highways (or parts of highways) which have not been designated as Bush Country highways.

Brush shall not be interpreted as “bush” for the purposes of this section. Under no circumstances shall a sign be located upon the highway ROW of a highway because the view of the sign in the normal location is obscured by brush. To give a clear view of approved business identification signs located on private property, brush on the highway ROW shall be cleared with Ministry approval (Brush Removal Permit) by the sign owner, as required. The Ministry shall not clear brush that is off the highway ROW. Arrangements for clearing brush that is off the highway ROW shall be made between the owner of the property and the owner of the sign(s).

Where a highway has been designated as a Bush Country highway, the location signs of a commercial establishment may be moved nearer to the highway ROW, if these signs would be hidden from the view of approaching traffic by bush. Where location signs adjacent to a Bush Country highway are hidden from the view of approaching traffic by bush on the highway ROW, they may be moved onto the highway right-of-way, under a sign permit.

A location sign that is moved nearer to or onto the highway ROW of a Bush Country highway in accordance with this policy shall be kept in good repair, and in a condition satisfactory to the Ministry.

Location Sign Requirements

Location signs moved closer to or onto the highway right-of-way of a Bush Country highway in accordance with this policy shall not:

- a. be more than 11.9 m² (128 sq. ft.) in total area.

- b. be placed such that the front edge of the sign is more than 0.9 m (3 ft.) in front of the bush line, and the location of each such sign shall be as approved by the Ministry. Where bush on the highway ROW is removed, each location sign shall be moved back so that it will be not more than 0.9 m (3 ft.) from the new bush line.
- c. exceed two in number, and each sign shall face in a direction different from the other.
- d. be placed less than 46 m (150 ft.) from the sign of another establishment which sign is located upon the highway ROW or less than 46 m (150 ft.) from an official highway sign.
- e. be placed until a permit for the sign(s) has been obtained.
- f. be placed where there is an official guide sign erected to identify the establishment or to direct traffic to the establishment.

5.8.2 Billboard Signs

Billboard signs on highway ROW or on private property adjacent to Bush Country highways are permitted, providing the requirements as outlined are met.

A billboard sign is a sign which contains a message that is not related to the property that the sign is located on.

5.8.2.1 Message on the Billboard

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation or disability.

5.8.2.2 Billboard Sign Requirements

A billboard sign must not be:

- a. more than 11.9 m² (128 sq. ft.) in area on highway ROW.
- b. located on the left hand side or median of the highway facing the motorist.
- c. located within 305 m (1,000 ft.) of another billboard sign per direction.
- d. located where the left edge of the sign will be less than the setback as identified in Section 5.8.2.3 and 5.8.2.4 of this policy.
- e. placed within 91 m (300 ft.) of the limit of a road, street, or railway that intersects a highway at grade.

- f. placed within 300 m (985 ft.) of an at-grade intersection on a class 1 and 2 highway
- g. be placed within 3 km in advance of an interchange on a class 1 and 2 divided highway
- h. placed within 300 m (985 ft.) from the end of the acceleration lane on a class 1 and 2 divided highway
- i. placed adjacent to a curve where the radius is less than 1000 m
- j. located on highway ROW where the billboard sign is visible to an adjacent residential dwelling unit
- k. as a blank poster panel, advertise “for rent” or contain the name/number of the advertiser/sign operator in lieu of an advertisement on highway ROW for more than six months
- l. affixed to or mounted upon or be made to form part of a fence
- m. a contravention of federal/provincial legislation (e.g. advertise restricted products such as tobacco).
- n. erected before a permit for the sign has been obtained
- o. located within the limits of a Provincial park
- p. a changeable message sign on highway ROW.
- q. a changeable message sign on private property adjacent to Class 1 and 2 highways

5.8.2.3 Setback Distance for Billboards on Highway Right-of-Way

The following setback distance shall apply for signs up to and including 11.9 m² (128 sq. ft.):

- a. Must be set back 10 m (33 ft.) from the edge of pavement on class 1 and 2 divided highways.
- b. Must be set back 9 m (30 ft.) from the edge of pavement on class 1 and 2 (undivided highways) and class 3, 4 and 5 highways.
- c. Where enhanced clear zones are present, the appropriate setback shall apply.

5.8.2.4 Setback Distance for Billboards on Private Property Adjacent Bush Country Highways

The following setback distances shall apply:

- a. Signs up to and including 11.9 m² (128 sq. ft.) must be set back 3 m (10 ft.) from the highway property line

- b. Signs over 11.9 m² (128 sq. ft.), but not over 18.60 m² (200 sq. ft.), must be set back 30 m (100 ft.) from the highway property line
- c. Signs over 18.60 m² (200 sq. ft.), but not over 30.19 m² (325 sq. ft.), must be set back 46 m (150 ft.) from the highway property line
- d. Signs over 30.19 m² (325 sq. ft.), but not over 60.39 m² (650 sq. ft.), must be set back 84 m (275 ft.) from the highway property line
- e. Signs greater than 60.39 m² (650 sq. ft.) will not be allowed within the controlled area.

5.8.2.5 Waiting List

A waiting list will be commenced by the respective Area Office, when it is determined that there are no available sites on the highway ROW and private property (combined).

When a waiting list is created, the following shall apply:

- a. One list per highway, per Area Office
- b. Applicants will appear only once on the list for each highway, per Area Office
- c. When an applicant is offered a site and accepts, the applicant will be removed from the list. Should the applicant require an additional site, they will be required to re-apply and will be placed at the bottom of the list
- d. When an applicant declines a site, the applicant will retain their position on the list.

5.8.2.6 Multiple Applications

No one advertiser/sign operator can hold more than one permit per every five consecutive sites, per highway (includes highway ROW and private property).

5.8.2.7 Municipal Exemptions

Municipal by-law matters pertaining to highway ROW (i.e. scenic corridors, heritage areas, etc.) may be applied at the discretion of the Regional Director.

5.8.2.8 Angle of Billboard Sign as Related to Highway

The angle of a billboard sign as it relates to the centre line of a highway shall be equal to or greater than 45 degrees, whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the centre line of the highway, the angle would be a minimum of 45 degrees.

5.8.2.9 Billboard Signs in City, Town and Village, etc.

Billboard signs which are located within the limits of a city, town or village and adjacent to an assumed highway shall be subject to this policy. Billboard signs located adjacent to a connecting link are not controlled by the Ministry.

5.8.2.10 Requirement Regarding Billboard Affixed to a Building

A billboard sign located adjacent to a Bush Country highway may be affixed to a building, providing the height of the sign does not exceed 8 m (25 ft.) above the ground. A billboard sign which is affixed to a building shall be on the right side of the highway, facing the motorist. Each such sign must conform to the basic setback provisions as set out in Section 5.8.2.4.

5.8.2.11 Signs Must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six months of the date of issuance of the permit. Otherwise the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.8.2.12 Message on Sign may be Changed

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels). A new permit is only required when the size or setback has been changed.

5.8.2.13 Changeable Message Signs

Changeable message signs are only permitted for billboards on private property, except adjacent to Class 1 and 2 highways. These signs must conform to the requirements set out in section 5.6.9 of this policy. The issuance of a permit will be based on the size and location of the sign and not the number of individual advertisements. There is no restriction as to the number of individual advertisements displayed on any one changeable message sign.

5.8.2.14 Permit Administration

A sign permit, issued by the Ministry, must be obtained for each billboard sign which and is valid for five years from the date of permit approval. A new permit must be obtained prior to expiry of an existing billboard sign permit. Approval of subsequent applications is subject to location availability and any new policies applicable at the time of application. All sign permits issued prior to September 24, 1994, are not affected by the five-year requirement, and will remain until such time as the sign site becomes available.

For a sign located on highway right-of-way, the sign permit will be issued in the name of the advertiser/sign operator.

For a sign located on private property adjacent to a Bush Country highway, the sign permit will be issued in the name of the registered property owner. However, when the owner of the property has a documented arrangement with the advertiser/sign operator, the sign permit may be issued to the advertiser/sign operator.

5.8.3 Bush Country Highway Designation List

The following highways have been designated as Bush Country highways. The Local Area Offices maintain current listings and exact designation limits.

Central Region

No highways have been designated.

Eastern Region

Only the following highways have been designated:

- Highway 28 from Lakefield northerly to Highway 41.
- Highway 35 northerly from Fenelon Falls.
- Highway 41 from Kaladar northerly Highway 60 (north junction).
- Highway 60 easterly to Killaloe.
- Highway 62 from Madoc northerly to Highway 127.
- Highway 118 westerly from Highway 28.
- Highway 127 from Maynooth northerly to Highway 60.
- Highway 523 from Highway 60 southerly to limit of Hastings County.

Northeast Region

All highways have been designated except the following:

Highway 11 North Bay By-Pass

Northwest Region

All highways have been designated except the following:

- Thunder Bay Expressway composed of Highway 61, from Chippewa Road northerly to Highway 11/17, and Highway 11/17, from Highway 61 easterly to Lakeshore Road.
- Highway 11/17 (New) from Vibert Road easterly to the Harbour Expressway.
- Highway 17A - Kenora Bypass.

West Region

Only the following highway has been designated:

Highway 6 from Wiarton northerly to Tobermory

5.9 Community Business Message Board

A Community Business Message Board is a sign that advertises local businesses within a municipality.

Community Business Message Boards are subject to the following criteria:

- allowed on Class 1 and 2 highways where a new highway alignment has bypassed a community
- the advertiser on the sign must not qualify for a Canadian TODS sign or any other Ministry signing programs
- the closest community to the highway will be allowed a Community Business Message Board
- signing allocations will be based on the following population thresholds
 - Population less than 500
one Community Business Message Board per direction
 - Population 500 – 2000
two Community Business Message Boards per direction
 - Population over 2000
three Community Business Message Boards per direction
- the community will be responsible for the message content (business identification)
- the businesses or services advertised must be located within the municipality for which the Community Business Message Board is intended
- up to four (4) local businesses will be allowed on the Community Business Message Board

- h. must be located on private property or highway right-of-way provided the highway has been designated a Bush Country highway
- i. must not exceed 8 m (25 ft.) from the ground to the top of the Community Business Message Board
- j. must not exceed 4.9 m (16 ft.) in width
- k. must not exceed 2.4 m (8 ft.) in height
- l. the exit number must be located at the bottom portion of the Community Business Message Board
- m. the community must supply further directional signing on their own road allowances to the businesses being advertised on the Community Business Message Board
- n. each Community Business Message Board is subject to an annual fee.
- o. the permit will be issued in the name of the municipality/city/town
- p. a sign permit fee is required for each sign location
- q. must not be located within 305 m (1,000 ft.) of another Community Business Message Board sign per direction
- r. a Community Business Message Board located on the highway right-of-way must not be:
 - located where there are available sites in a clear area
 - placed more than 0.91 m (3 ft.) in front of the bush line to the front edge (right) of the sign
 - located where the left edge of the sign will be less than 9 m (30 ft.) from the edge of the highway pavement
 - located on the left hand side of the highway facing the motorist.
- s. application for Sign Permit is required
- t. a Community Business Message Board must be located within the geographic boundaries of the municipality
- u. must not be a changeable message sign.

Appendix 5A - Classifications

For the purpose of this policy, each type of sign shall be placed in one of the classes under classification of signs. The following types are classified, and may be used as a guide to the classification of other signs.

Sign Classification Guide

Type	Description	Classification
Advertising	at a place where the goods and services advertised are available on the property	Location
	at place where the goods and services advertised are not available on the property	Billboard
	a sign or notice of a temporary nature, under 3.0 m ² (32 sq. ft.) in size	Temporary
Advertising Devices	see Devices	
Agricultural	to identify members of agricultural groups and clubs	Location
	to identify field crops, sale of crops, etc.	Location
	to identify the location where crops are for sale	Temporary
Agricultural Society	to identify the property of the society	Location
	to advertise annual or special event	Temporary
Association, Miscellaneous	on member's property and of approved size	Location
Auction Sale	See Sale, Auction	
Awning	advertising or other message on an awning is classified as a sign	Classify according to use
Banner	in any location off the right-of-way	Advertising Device
	on or over Class 1 and 2 highways	Prohibited
	on or over the right-of-way	Temporary
Breed Association (cattle, horse, sheep, swine, etc.)	see Association, Miscellaneous	
Bunting	in any location off the right-of-way	Advertising Device

Type	Description	Classification
Bunting	on or over the right-of-way	Prohibited
	used to advertise at place where item advertised is not available on the property	Billboard
	used to advertise at place where item advertised is available on the property	Location
	used to identify, or name, a business located on the property	Location
Camp or Lodge, etc.	used to identify or name private camp or lodge and located on the property	Location
	used to identify or name public camp or lodge and located on the property	Location
	used to advertise, or give directions for reaching any public camp or lodge and not located on the property	See Policy on Guide Signs
	used at entrance to trail or road other than a named road to give directions for reaching a private camp or lodge	See Policy on Guide Signs
Canopy or Marquee	see Marquee or Canopy	Location
Car Race Posters	temporary, used to advertise race meet etc.	Temporary
Charitable or Religious Organization	See Agricultural Society etc.	Location
Chimney or Smokestack	using a chimney or smokestack as a sign mounting restricted. Only business identification and municipality names allowed. Must not exceed height or width of chimney.	Location
Church	to name and identify church	Location
	to convey message regarding church services	Location
Circus, Posters, Tack Signs	if event conducted solely for private profit; See Temporary Signs	Prohibited
Construction	placed on site during construction for any purpose other than signs placed, required or approved by the Ministry for construction projects or projects on the right-of-way of a highway	Temporary
	placed, required or approved by the Ministry for highway construction projects or projects on the right-of-way	Official

Type	Description	Classification
Contractors	on construction site naming general and sub-contractor(s) and/or architect for convenience of persons making deliveries etc.	Location
Crop Association	on member's property	Location
Crop Identification	on farm, etc. to identify crop, seed strain etc.	Location or Temporary
Device	a permanent device, other than a recognized type of sign, advertising an item available on the property	Location
	a permanent device, other than a recognized type of sign, advertising an item not available on the property	Prohibited
	temporary advertising devices, other than a recognized sign, advertising an item available on the property without a message	Location
Election	used by or on behalf of a candidate or party, temporary or permanent construction	Temporary
Entrance or Exit	used to mark the entrance to, or exit from, a property	Location
Fascia	a sign placed parallel to and facing a highway	Classified according to use
Fare Zone	used to mark the limits of transportation company fare zones	Location
Fingerboard	other than official	Prohibited
Fire Route Marker	refer to King's Highway Guide Signing Policy Manual	Official
First Aid	placed by the Ministry to identify the location of authorized First Aid Post	Official
	placed by the Ministry to direct the public to an authorized First Aid Post	Official
Flags	with advertising or message	Advertising Device
Forestry	to identify provincial, county, etc. forestry, reforestation or conservation project(s) etc.	Official
Fraternal Organization	located on property on which the organization has its headquarters	Location

Type	Description	Classification
Fraternal Organization	located on other than the property on which the organization makes its headquarters	Prohibited
Horse Race Posters and Track Signs	temporary, used to advertise racing events	Temporary
Hotel or Motel	used solely to name or identify the hotel or motel, bearing only the name of the establishment and located on the property or affixed to the establishment	Location
	used to convey a message in addition to the name of the establishment and located on the property or affixed to the establishment	Location
Identification	used to identify, or name an occupant, owner, property or residence, other than a commercial establishment and located off the right-of-way of a highway	Location
	used to identify, or name a commercial establishment and located off the right-of-way - see Policy on Guide Signs erected by the Ministry	Location
	used to identify a newspaper	Location
Inflatable Device	Cold or Hot Air Balloon, Balloons inflated with other gases	Temporary
Marker, Pipe Line, Cable, Bell etc.	on the right-of-way and approved and required by the Ministry	Official
Marquee or Canopy	used to identify or name a business	Location
	used for advertising product for sale on the property	Location
Midway, Posters, Tack Signs	temporary, used to advertise midway rides and shows	Prohibited
Notice, posters and Tack signs (Election Signs are excepted)	temporary notices on highway right-of-way	Prohibited
	military convoys	Temporary
	temporary notices off the highway right-of-way	Temporary
No Vacancy	see Vacancy	

Type	Description	Classification
Official	a sign placed, or required to be placed, by the Ministry	Official
	a sign placed by another ministry of the Ontario Government on a highway right-of-way and approved by the Ministry	Official
	required or permitted by the <i>Election Act</i> or other Federal Government Legislation, other than individual candidate signs which are covered under election signs	Official
Oil Company Service Station Identification	approved oil company identification sign used on service station property to identify the oil company whose products are dispensed at the station	Location
Oil Company Miscellaneous	used at a service station to advertise products, services etc., available at the station	Location
Overhanging	used for business identification	Location
	used for advertising	Location
	overhanging signs, canopies, marquees and similar devices	Location
Posted Panel	posted paper used for advertising, etc. other than where product or service available on the property	Billboard
Private	a sign placed on a private or residential property used solely to identify the property, or name the occupant or owner	Location
	an entrance or exit sign	Location
	to direct persons to private camp, etc. in resort area and located off the right-of-way of a highway	Official - see Policy on Guide Signs
	to advertise	According to use and location
Professional (Doctors etc.)	to identify office or place of business and type of service	Location
Public Assembly	to name and identify public assembly hall i.e., town hall, community hall and community owned halls of a similar nature	Location
	to convey message regarding public or community meetings	Location

Type	Description	Classification
Pylon	Freestanding sign used to identify or name a business, product or service on the property	Location
Real Estate	when located on the property and under 3.0 m ² (32 sq. ft.) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development or subdivision	No Restrictions
	when located on property other than that advertised, regardless of size of sign	Billboard
	when located on the property and over 3.0 m ² (32 sq. ft.) and under 46 m ² (500 sq. feet) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development	Location
	leased, rented, sold or traded	Prohibited
Reforestation	see Forestry Signs	
Restaurant	used solely to identify or name the business and located on the same property	Location
	used to advertise and located on the same property	Location
Roads Identification	other than official, within 3 m (10 ft.) of highway right of-way	Prohibited
- see King's Highway Guide Signing Policy Manual	3 m (10 ft.) or more from highway right-of-way	Location
Running or String	a series of two or more signs placed one after the other along a highway with each sign conveying portion of a message	Prohibited
Sale, Auction, etc.	to advertise the sale of private goods or property when such sale is not held at a public sale barn etc.	Temporary
	commercial auction	Billboard or Location
Service Clubs	used on the right-of-way within the limits of the city, town, village or police village in which the organization makes its headquarters to convey information regarding service clubs and service club meetings etc.	Encroachment
	alone or combined with Chamber of Commerce signs located outside the limits of a city, town, village or police village and located off the highway right-of-way	Billboard

Type	Description	Classification
Service Clubs	temporary notices used for advertising functions sponsored, or the services provided, by a club	Temporary
Shopping Centre	used to identify the centre or plaza	Location
	used to identify a commercial establishment forming part of centre or plaza	Location
Snowmobile	refer to King's Highway Guide Signing Policy Manual	
Sold	indicating real estate, etc. has been sold	Prohibited
String or Running	see Running or String Signs	
Sub-Contractors	on construction site naming the general and sub-contractor(s) and/or architect for the convenience of persons making deliveries	Temporary
Subdivision	see Development/Real Estate	
Theatre	canopy, marquee and other theatre signs used solely to identify the theatre by name	Location
	to advertise the plays or other business of the theatre	Location
Tourist Information - see Policy on Guide Signs	when placed by the Ministry of Culture, Tourism and Recreation	Official
	when approved by the Ministry of Economic Development, Trade and Tourism placed or authorized by the Ministry	Official
	when placed by other than the Ministry for the purpose of advertising accommodations, attractions or service not available on the property on which the sign is located	Billboard
Tower	affixed to a tower. Must not exceed height of tower. Location sign or a municipality name/logo only allowed. This does not include a tower (structure) built specifically to carry a sign	Location
Trucks/Trailers	advertising a message	According to use
Utility	on right-of-way of highway to indicate location of pipe lines, pipe line valves, hydro and telephone sub-stations etc. off right-of-way	Location
Vacancy and No Vacancy	used to indicate availability of accommodation at hotel, motel, camp etc.	Location
Water Tower	see Tower Signs	

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Highway Corridor Management **Manual**



Glossary

Corridor Management Office
Ministry of Transportation

April 2022

Glossary

TERM	DEFINITION
abut	To border on, touch.
access	Entrance, intersecting road, egress or ingress.
access connection	An entrance to a Provincial Highway or to a public road in the vicinity of a Provincial Highway (within MTO's permit control areas).
access connection depth	The distance that should exist between the end of a turning radius at a corner and the next available turnoff.
access density	The number of access connections per kilometre on each side of a highway.
access management	Preserves the safety and efficiency of Provincial Highways. The process that manages access connections (entrances to Provincial Highways and to roads in the vicinity of a Provincial Highway) within MTO's permit control areas.
access management classification system	Based on, and intended to protect the functional classification system, by preserving the intended role, function, mobility and design characteristics of each Provincial Highway. Classifies Provincial Highways according to the level of access control, and the applicable access connection standards.
adjacent	Lying near, neighboring
adjoining	Bordering, touching
advertising or decorative devices	A device (other than a recognized or standard type of sign) that is placed or affixed to advertise, attract attention, or promote an individual firm, organization, product, or event. These include devices of a decorative nature (e.g. landscaping), banners, bunting, streamers, strings of flags or multiple flag installations, lights, or other such devices. They are all subject to the approval of the Ministry.
agency	Other ministry, municipality or approving authority.
agricultural product	An agricultural product that is not edible, an agricultural food product, or a food product that is processed on a farm in Ontario from an agricultural food product.

TERM	DEFINITION
applicant	Includes the registered property owner or his authorized agent and may include developers and proponents.
area of a sign	The number of square metres (square feet) on the surface of a sign, including the border and/or frame. Where a sign has no border and/or frame, the area will be composed of individually installed letters, numerals or other shapes, excluding spacing. Where a sign is supported by a structure secured to the ground and which is not supported by any building or other structure, the sign area will be the number of square metres (square feet) on the surface of a sign, including the border and/or frame.
arterial highway	Divided or undivided highways with at-grade intersections. The role of an arterial is to provide mobility. An arterial may have sections of freeway or staged freeway within its corridor. Arterials that are fully controlled-access highways are called Principal Arterials.
auxiliary access	A secondary means of access connection to a highway from a parcel of land that is already served by another access connection type. This is typically used where internal access to the total holding is impractical due to topographical or physical features, such as a creek, municipal drain, etc.
Back to Back Sign Structures Located on Private Property	Either, two signs affixed directly to one another with no open space, which is visible from the highway, or two signs erected in the form of a "V", with the closed end of the "V" nearest to the highway.
billboard sign	A sign which contains a message that is not related to the property where the sign is located on. The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation, or disability.
building	Includes any barn, factory, residence, store, warehouse or any part thereof.
building line	The basic minimum distance at which buildings and installations of various types may be placed from a highway, road, street or restricted area, or a line established by a municipality or by the Ministry for use in locating buildings, or a line determined by the position of existing buildings.

TERM	DEFINITION
built-up area	A territory lying near or bordering a highway not within a city, town, village or police village where, a) not less than 50% of the frontage upon one side of the highway for a distance of not less than 183 m is occupied by dwellings, buildings used for business purposes, schools or churches, or b) not less than 50% of the frontage upon both sides of the highway for a distance of not less than 91 m is occupied by dwellings and buildings used for business purposes, schools, or churches, or c) not more than 183 m of the highway separates any territory described in subparagraph (a) or (b) from any other territory described in subparagraphs (a) or (b), or d) any other area which the Ministry designates as a built-up area for the purposes of these instructions. Such an area shall be supported by a recommendation submitted by the Field Services Engineer or other person concerned along with all pertinent detail to the Senior Policy Adviser of Corridor Management and Property Office. The limits of an area that has been designated by the Ministry as a built-up area shall be determined by taking the two buildings at the opposite ends of the area and considering the lines formed by the two walls of these two buildings which two walls are most distant one from the other, extend these lines horizontally to intersect the limit of the highway. The two lines thus extended indicate the limits of the area that has been designated as a built-up area. The width of a building not having direct access to the highway under consideration and the width of highways, roads, streets, etc. which intersect that highway are not considered when computing the built-up density of the area.
bypass	A highway or any part thereof, built to carry traffic through or around a municipality with minimum delay and minimum interference from the local traffic. A bypass may be designated as a controlled-access highway.
centre line of highway	Normally the centre line of construction as shown on the plan of the highway. However, in some cases such as "stage" construction of a four-lane highway or when extra widening is purchased on one side of a highway only, the plan of the highway must be consulted to determine the centre line.

TERM	DEFINITION
changeable message sign	A changeable message sign is a sign with the capability of content changes by means of mechanical or electronic input. This type of sign displays changing static messages for a fixed duration. It includes the following: 1) Mechanical – a changeable sign whose display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs. 2) Electronic – a changeable sign whose content can be changed by means of an electrically energized display matrix, such as an LED pixel board.
channelization	The separation of right turn and left turn traffic flow by means of traffic markings and islands.
clear vision	The distance between two objects which distance is clear of obstruction of any kind that might interfere with a clear view of the extremities from any point within the limits being considered.
collector highway	Undivided highway with at-grade intersections. Its role is to balance mobility and access, but access is secondary to mobility.
commercial	Any form of activity that has for its end the buying, exchanging, manufacturing, producing, selling, supplying, warehousing of commodities or services.
commercial access	A private access connection to a highway from a parcel of land zoned for commercial, industrial, institutional, or multi-residential land use.
commercial area	An area where business and commercial establishments are predominant.
commercial building	Any building used other than solely for residential or home occupation purposes is classified as a commercial building or commercial establishment. A building occupied as a dwelling consisting of five or more units.
commercial establishment	All or part of a building or all or part of a group of buildings in which is conducted a commercial enterprise or business operated by one or more owners or firms; or a building used other than solely as a residence.
Community Business Message Board	A sign that advertises local businesses within a municipality.

TERM	DEFINITION
connecting link	The Minister may designate a highway as a connecting link. (a) the municipal highway provides connection between the Provincial Highway system through an urbanized area and the highway is deemed provincially significant; (b) the municipal highway extends the Provincial Highway system to a significant international or inter-provincial boundary crossing, or (c) the municipal highway is an extension of the King's Highway.
Controlled Access Highway (CAH)	That part of the King's Highway or proposed highway, which has been designated as a controlled-access highway under the <i>Public Transportation and Highway Improvement Act</i> and to which direct access is limited or prohibited. The restrictions the Ministry applies to controlled-access highways are more numerous and stringent than the restrictions it applies to other highways. Controlled-access highways fall into three classes for the purposes of these instructions: freeways or expressways are highways with fully controlled-access to which no private or commercial access is allowed except service centres in locations owned and approved by the Ministry. staged freeways or staged expressways are those highways identified as possible future freeways being constructed in stages with either two or four lanes with both at grade intersections and interchanges. special controlled access highways are highways with limited control to which access is allowed in varying degrees according to the circumstances.
controlled area	The area over which the Ministry exercises control under the <i>Public Transportation and Highway Improvement Act</i>. This definition is qualified and limited in some instances for the purposes of these instructions.
cornice	The cap or crown of the wall of a building, the top of the wall.
daylighting	The clearing of trees, buildings and other obstructions that tend to limit the view at an intersection, railway crossing, curve, sharp turn.
daylighting area	The area owned by the Ministry or intersecting road authority and maintained free of obstruction or means of access to permit a clear view at an intersection, railway crossing, curve, and sharp turn. See "Sight Triangle".

TERM	DEFINITION
Delegated Authority	Delegated Authority shall mean the individual within the Ministry who has the authority to issue permits under the PTHIA. These include the Heads, Regional Corridor Management Sections, and any alternate or person occupying such position in an acting capacity. The Delegated Authority is responsible for reviewing permit applications, resolving conflicts, issuing permits, and enforcing policies if violations occur.
design speed	A selected speed used to determine the appropriate geometric design elements for a particular section of highway.
development/ real estate/ construction sign	a sign which may consist of a message which identifies any property which is for sale, lease, rent, trade or under development. It may identify the developer, contractor, architect, or engineering consultant, or include the name of the future occupant or owner of the site or property.
egress	The means of entering a highway from an access connection (entrance) or intersection.
election sign	Election signs are placed by, or on behalf of, a candidate or a political party, and include signs designed to encourage citizens to vote.
encroachment	Works or other installations that are placed upon, under, or over which in any way interferes with, or infringes upon the right-of-way of a highway.
entrance	A private road, entranceway, gate or other structure or facility used as a means of access to, or exit from, a highway; and shall include any curbs, gutters or other works relative thereto.
entrance permit	Formal MTO authorization for an access connection (entrance) to be constructed to a Provincial Highway.
farmstead access	An access connection to a highway from a farmstead residence.
fence	Includes any board, masonry, ornamental, or wire fence, excluding wire farm fence.
field access	An access connection to a highway from a vacant lot of record or auxiliary access for a Farmstead lot.
Field Services Engineer	Head, Regional Highway Corridor Management Section

TERM	DEFINITION
freeway	Highways that are built to accommodate the movement of large volumes of traffic at high speed under free flow conditions, with full control of access. Opposing traffic lanes are separated and access is provided by grade-separated interchanges only.
freeway ramp terminal – entrance or exit	That part of an entrance or exit ramp that intersects with the crossing road.
freight-supportive	Transportation systems and facilities that facilitate the movement of goods.
frontage	The front boundary line of a property that borders on a highway, or the face of a building parallel to a highway.
frontage road	A road adjoining and parallel to a highway, built to carry local traffic between interchanges.
functional classification system	The foundation for highway system planning, design, engineering, and other classification systems. Separates different types of highways on the basis of: differences in traffic service and land service; design features, and; operational needs.
functional interchange area	The section of highway or crossing road that extends both upstream and downstream from the physical freeway ramp terminal area. This enables a motorist to enter and pass through the freeway ramp terminal intersection before having to consider a potential conflict at a subsequent access connection.
functional intersection area	The section of highway or crossing road that extends both upstream and downstream from the physical intersection area. This enables a motorist to enter and pass through an intersection before having to consider a potential conflict at a subsequent access connection.
HAMP	Highway Access Management Plan.
HCMM	Highway Corridor Management Manual.

TERM	DEFINITION
height of a sign	The height of a sign (with border or frame) shall be the vertical distance from the ground on which it stands to the highest extremity of the sign. The height of a sign (without border or frame) that is affixed to or mounted upon any building or other approved mounting shall be the vertical distance from the ground to the top of the letter, symbol, or other part of the sign that is the highest point. The height of any roof sign shall be measured from the ground at the building wall nearest to the highway.
highway	Means of common public highway, or any part thereof, and includes a street, bridge or any other structure incidental thereto and any part thereof.
highway limit	The boundary line of the right-of-way of a highway.
I-HAMP	Interchange Highway Access Management Plan.
illuminate	To throw light upon by floodlighting, indirect lighting, or to decorate with lights.
illuminated sign	A sign that is lit by floodlights, indirect lighting, etc.
infilling	Where the pattern of development and the building line are well established and where the posted speed is less than 70 km/h.
inflatable device	An inflatable device may consist of a cold/hot air balloon and balloons inflated with other gases.
ingress	The means of entering an access connection (entrance) or intersection from a highway.
intensification	The development of a property, site or area at a higher density than currently exists.
interchange	A grade separated intersection with a structure designed to facilitate the free flow of traffic between intersecting highways and roads and any ramps, roadways incidental thereto.

TERM	DEFINITION
intersection	The general area where a road, street, railway or another highway joins or crosses a highway, or the area embraced within the prolongation or connection of the lateral curb lines or, if none, then of the lateral boundary line of two or more highways which join one another at an angle, whether or not one highway crosses the other. The <i>Public Transportation and Highway Improvement Act</i> establishes that "except as otherwise designated by the Lieutenant Governor in Council, where the King's Highway, other than a proposed highway, intersects a highway that is not the King's Highway, the continuation of the King's Highway and to its full width across the highway so intersected is the King's Highway and shall be deemed to be vested in the Crown and under the jurisdiction and control of the Ministry".
intersection of right-of-way	The area where the right-of-way of a road, street, railway, or of another highway joins the right-of-way of a highway.
intersection sight distance	The sight distance to the left and right available to a driver intending to execute a manoeuvre onto a through roadway from an intersecting roadway.
King's Highway	Any highway or proposed highway in Ontario, designated by the Lieutenant Governor in Council as a King's Highway.
land area under active development	The total land area as noted in this policy is the land area currently under active development. This includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
land use	The purpose for which the property is used. It also refers to the development or change in use of land for any purpose other than a use defined by an existing building or structure. Roads, pipelines, public utilities, earth berms, stormwater management facilities adjacent to a Provincial Highway are subject to land use restrictions.
landscape sign	Any arrangement of natural materials and/or conventional signing that displays the name of the business or property owner, and is typically located on the ground or a berm. The area of the sign shall be calculated by the square footage of the message content and/or logo within the display.
large traffic generator	Any activity or land use causing people to congregate in large numbers.

TERM	DEFINITION
Letter of Credit	A guarantee from a major Canadian financial institution. MTO reserves the right to request a Letter of Credit as a condition of issuing a Highway Corridor Management permit.
level of service	A qualitative measure describing operational conditions within a traffic stream, based on service measures such as speed and travel time, freedom to manoeuvre, traffic interruptions, comfort, and convenience.
local highway	Undivided highway with at-grade intersections. Its role is to serve through traffic, but mobility is secondary to access.
location sign	A location sign shall be any sign that is located on a property, either freestanding or attached to, or placed or mounted upon a building, or landscaped that either names or identifies the property, occupant(s) or owner(s) or identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise.
lot of record	A parcel of land that is described in a deed or other legal document, or that is shown as a lot or block within a registered subdivision plan.
luminous sign	a) A sign lit by internal lighting b) A sign whose content can be changed by means of electrically energized display matrix, such as a light-emitting diode (LED).
Ministry	The Ministry of Transportation of Ontario.
mobility	The level and degree of uninterrupted traffic movement along a highway.
MTO	The Ministry of Transportation of Ontario.
MTO DS	The Ministry of Transportation's Design Supplement to the TAC GDG
MTO Work Project	MTO planning and design studies such as MTO Planning and Environmental Assessment Studies, Preliminary Design and Environmental Assessment Studies, or Work Projects on the 5-year Capital Construction Program for Provincial Highways.
mutual access	An access connection (entrance) to a highway from two or more lots of record that all have highway frontage.

TERM	DEFINITION
official sign	Official signs shall include: 1) Signs placed by the Ministry, such as: a) route markers, assurance signs etc. b) roadway identification signs, directional signs, and other guide signs. 2) Signs which the Ministry requires a person, firm, or organization to place for reasons of safety, information, guidance, or for any other reason. Signs required by the Ministry shall include signs and safety devices required during the construction or maintenance of a highway, or during (or because of) an encroachment upon a highway etc. 3) Signs approved by the Ministry and placed by another ministry of the Ontario Government or federal government, such as: a) signs placed by the Ministry of Natural Resources: fire area, game preserve, park area, forest area, conservation area etc. b) signs placed by the Ministry of Culture, Tourism and Recreation: tourist information c) signs placed by the Ministry of Agriculture and Food: experimental plot, horticultural station, inspection station etc. d) signs placed by the Ministry of Economic Development and Trade: conservation area etc. 4) Signs required by federal government legislation (e.g. signs required by the <i>Canada Elections Act</i>.) 5) Official signs related to the armed forces. 6) Signs related to conservation areas which have been approved by the Ministry and have been placed by appropriate municipal officials.
permit control area	The area in the vicinity of a Provincial Highway within which any development requires an MTO Highway Corridor Management permit.
Planning and Design Section	Highway Engineering Office (in Central Region only)
planting	Includes any hedge, shrub, tree or landscaping.
portable sign	A sign or advertising device that is not permanently attached to the ground, a building, or a structure, and that is designed to be moved from place to place.

TERM	DEFINITION
posted speed	The maximum legal vehicular speed allowed within a section of highway.
principal arterial highway	Highways that are fully controlled-access highways but are not freeways.
private access connection	An access connection (entrance) from a lot of record to a Provincial Highway or to a public road in the vicinity of a Provincial Highway within MTO's permit control areas.
private road	A road or entrance under the jurisdiction, control and ownership of a person, an authority, a corporation, an association, etc. (not under the jurisdiction of any duly constituted road authority) that provides access to one or more lots of record, or to multiple owners of units located on one parcel of land, as is the case of a condominium, and which public funds are not expended upon.
property line	The boundary line of a highway right-of-way, or the boundary line of a property.
property owner	Includes a mortgage, lessee, tenant, occupant, person entitled to a limited estate or interest, and a guardian executor, administrator, or trustee in whom land or any interest therein is vested.
Provincial Highway	Any highway under the jurisdiction of the Ministry of Transportation, including King's Highways and any part of these designated as controlled-access highway, and any roadway under the jurisdiction of the Ministry.
provincial plan	A provincial plan within the meaning of section 1 of the <i>Planning Act</i> .
PTHIA	The <i>Public Transportation and Highway Improvement Act</i> R.S.O. 1990, c.P.50 – sections of this act give the Ministry the authority to issue permits within control areas within the vicinity of a designated highway.
public road	A road that is under governmental jurisdiction and on which public money has been spent for its repair and maintenance.
pylon	A structure, or part of a structure, erected to support or decorate a building; or a structure from a building and erected to support a sign or support or frame a gateway; or a structure erected solely for decorative purposes.

TERM	DEFINITION
Regional Corridor Control Office	Regional Highway Corridor Management Section
Regional Office	Regional Highway Corridor Management Section
residence	A building used solely as a residence or home. A building housing more than five families is classified as a commercial building.
residential access	An access connection (entrance) to a highway from a residential lot of record.
resource access	An access connection (entrance) to a highway for logging operations, mining explorations, gravel pit, etc.
restricted	Limited, controlled.
restricted area	An area within the Controlled Area within which certain specific controls are exercised by the Ministry.
roadway	That part of the highway designed or intended for use by vehicular traffic.
rural area	A section of any highway that is not defined as a built up area.
secondary highway	Any road or portion of a road in Ontario, designated by the Lieutenant Governor in Council as a Secondary Highway.
Senior Policy Advisor	Senior Project Manager - Policy
service road	A road located parallel and adjacent to, but not necessarily adjoining a highway, which carries local traffic and provides access to adjacent properties.
setback distance	The distance between the nearest extremity of an object under consideration and the centre line/property line of a highway.
sight distance	From any given point, the unobstructed distance a driver can see, usually along the roadway ahead.
sight triangle	The triangle formed by the line of sight and the two sight distances of drivers, cyclists or pedestrians approaching an intersection on two intersecting streets.

TERM	DEFINITION
sign	Any sign, notice, name, identification, description, advertising device, illustration, or any part thereof (whether it contains text or not) which is used to attract attention or direct attention to an object, product, place, activity, person, institution, organization or business.
staged freeway	Highways that are projected to become freeways at some time in the future. Staged freeway corridors have full control of access connections, with access provided via either grade-separated interchanges or public road only at approved locations for future grade-separated interchanges.
stakeholder	A property owner, developer or agency.
stopping sight distance	The distance between a vehicle and an object, for which the driver decides to stop, to the instant the vehicle begins to come into view.
structure	Includes any above or below ground installation not defined as a building (e.g. parking garages, detention ponds, swimming pools, illumination fixtures, wells, septic systems, satellite dishes, storage tanks).
subdivision	A parcel of land divided into building lots or blocks before or after development or improvement and approved by the appropriate planning authority as defined in the <i>Planning Act</i> .
TAC GDG	Transportation Association of Canada (TAC) June 2017 Geometric Design Guide (GDG) for Canadian Roads
temporary sign	A sign or notice of a temporary nature (e.g. charitable functions, special events). The sign must not exceed 3.7 m ² (40 sq. ft.) in size, and must not be in place for longer than four weeks. Signs exceeding 3.7 m ² (40 sq. ft.) in size should be classified as either location signing or billboard signing according to their location. They are subject to the applicable restrictions. Approval or any required permits must be obtained before erection of these signs.
transportation system	A system consisting of facilities, corridors and rights-of-way for the movement of people and goods, and associated transportation facilities including, but not limited to, transit stations, bus lanes, high occupancy vehicle lanes, parking facilities, carpool lots.
unit or establishment	A unit is an individual business having its own name and identity, which occupies space of more than 200 sq. ft. within a commercial building. The ownership of the unit is not a factor.

TERM	DEFINITION
urban area	A section of any highway where the posted speed is less than 80 km/h.
urban/rural settlement area	Urban settlement areas and rural settlement areas within municipalities (such as cities, towns, villages and hamlets) that are built-up areas, where development is concentrated and which have a mix of land uses.
visibility triangle	See "sight triangle"

Highway Corridor Management **Manual**



Revisions Table

Corridor Management Office
Ministry of Transportation

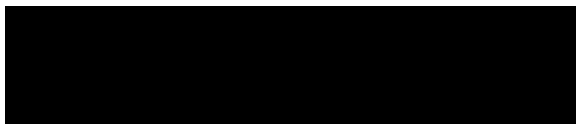
April 2022

Highway Corridor Management Manual (original version date: September 2018)

<u>Date</u> <u>(mm/yyyy)</u>	<u>Section/ Figure/ Table</u>	<u>Revision</u>
04/2022	5.2.12	Removed reference to annual renewals for billboard and private roadway signs; replaced with reference to expiry date of 5 years from date of permit approval
04/2022	5.2.13	Removed section as it referred to sign permit renewal notice
04/2022	5.6	Updated definition of a location sign
04/2022	5.6.2 Category A	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.1	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2 Category B	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.2	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2 Category C	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.3	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2	Added new category D with updated details on calculation of sign allocation

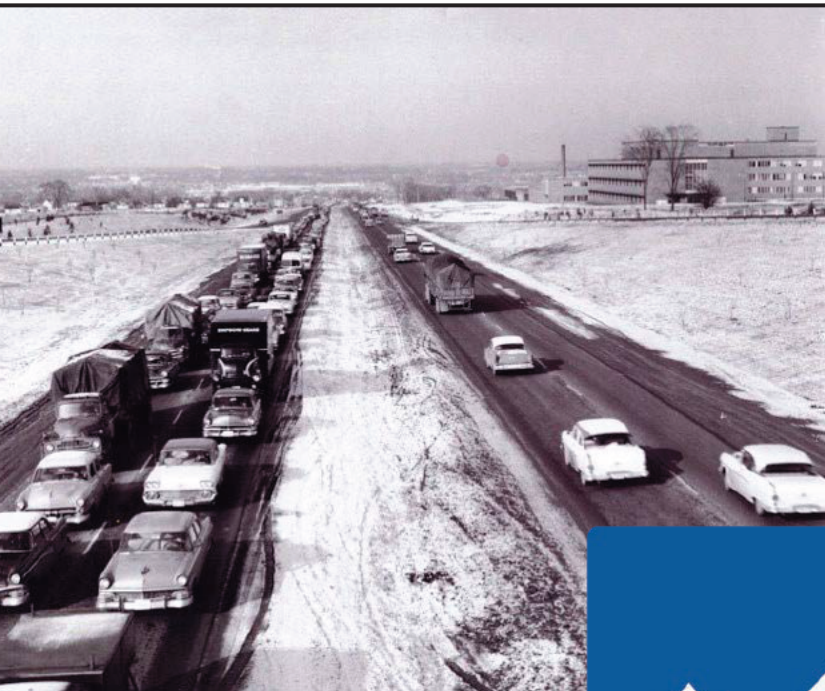
04/2022	5.6.4	Revised wording under category D with updated details on calculation of sign allocation
04/2022	Table 5.6.7	Revised table with updated minimum dwell times for changeable message signs
04/2022	5.7.11	- Revised 1st paragraph to remove reference to annual renewal process - Removed 3rd paragraph with reference to renewal process and renewal notice
04/2022	5.8.8.2	Added item 'q' at the end of the list of requirements to specify that billboard signs cannot be a changeable message sign on private property adjacent to Class 1 and 2 highways
04/2022	5.8.2.14	- Revised 1st paragraph to remove reference to annual renewal process - Removed last sentence with reference to renewal notice
04/2022	5.8.2.13	Revised wording of 1st sentence to specify that billboard signs cannot be a changeable message sign on private property adjacent to Class 1 and 2 highways
04/2022	Glossary	Updated definition of a location sign

This is **Exhibit “B”** referred to in the Affidavit
of SELENA BIRD, Affirmed before me
this 10th day of September, 2025



—
DARREN LEUNG LSO#87938Q
Barrister & Solicitor

Highway Corridor Management Manual



Corridor Management Office
Ministry of Transportation

April 2025

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**Highway Corridor Management Manual
Ministry of Transportation**

Note to User

This manual provides guidance on how the Minister of Transportation exercises discretion when issuing permits under the *Public Transportation and Highway Improvement Act* (PTHIA). Final interpretation and application of the principles in this manual lies with the Ministry. Use of this manual does not exempt the user from the need for a permit under the PTHIA, nor from the requirements of any other applicable legislation, regulations, and/or by-laws.

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Abstract

The Highway Corridor Management Manual (HCMM) contains policies, guidelines, best practices and specifications for managing building and land use, encroachments, access and signs within the Ministry's controlled area under the *Public Transportation and Highway Improvement Act* (PTHIA). The HCMM provides guidance to Ministry staff, stakeholders, the public, municipalities and other agencies, to be used in combination with other applicable Ministry guidelines and specifications, for the planning and design of works within the Ministry's controlled area. The purpose of the Ministry's Highway Corridor Management function is to protect provincial highway corridors for future expansion needs, preserve and improve highway safety and operations, and improve the movement of people and goods in Ontario.

Contents of the Manual

Chapter 1: Permit Administration

Provides an introduction of the legislation that forms the premise for the MTO Highway Corridor Management function, the types of Highway Corridor Management Permits, the MTO Permit Control Areas, the permit application process, general application requirements, review considerations, general policies and permit administration topics which relate to all, or more than one chapter, and contact information.

Chapter 2: Building and Land Use

Provides the Ministry's processes for the review of land development applications; and the policies, classifications, setbacks, requirements, and review process of Building and Land Use Permit applications.

Chapter 3: Encroachments

Provides the Ministry's policies and procedures related to encroachments within the highway right-of-way, including utilities, utility relocations, classifications, and cost responsibilities.

Chapter 4: Access Management

Provides policies, standards, requirements, and best practices for access management, specific to the Ontario provincial highway transportation system. Outlines access connection types, stakeholder responsibilities, Entrance Permit requirements, classification systems, review processes, Highway Access Management Plans, and includes background information linking land use planning and development policies with Access Management principles.

Chapter 5: Signs

Provides the policies, standards, and requirements for Sign Permit applications. Outlines sign types and classifications, setbacks, fee calculations, and other permit procedures related to Signs.

Glossary

Contains definitions for key terms which are found within the HCMM.

Revisions Table

Tracking sheet with information on amendments made to the manual, including date, section and a brief summary description of the change.

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Chapter 5: Signs

Corridor Management Office
Ministry of Transportation

April 2025

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5.1 Legislation

General

The Ministry's legal authority to regulate signing upon or adjacent to a Provincial Highway derives from Sections 34 and 38 of the *Public Transportation and Highway Improvement Act* (PTHIA).

For a King's Highway:

34(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

(c) display any sign, notice or advertising device, whether it contains words or not, within 400 metres of any limit of the King's highway, other than,

(i) one sign not more than 60 centimetres by 30 centimetres in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises,

(ii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,

(A) the signs display information about the sale of agricultural products, other than tobacco, that are produced and offered for sale on the premises where the signs are displayed, and

(B) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996, or

(iii) a maximum of two single-sided signs, each being not more than 122 centimetres by 122 centimetres in size and facing in different directions, or one single-sided sign not more than 122 centimetres by 244 centimetres in size if,

(A) the signs display directions to a place where agricultural products produced in Ontario, other than tobacco, are offered for sale or information about the sale,

(B) the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (A) were produced,

(C) the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996,

(e) sell, offer for sale or display produce, goods or merchandise upon the King's Highway;

An "agricultural product" is defined in Section 34(1):

"agricultural product" means an agricultural product that is not edible, an agricultural food product or a food product that is processed on a farm in Ontario from an agricultural food product.

For a Controlled-Access Highway:

38(2) Despite any general or special Act, regulation, by-law or other authority, no person shall, except under a permit therefor from the Minister,

(c) sell, offer or expose for sale any vegetables, fruit or other produce or any goods or merchandise upon or within 45 metres of any limit of a controlled-access highway or within 395 metres of the centre point of an intersection;

(e) display any sign, notice or advertising device, whether it contains words or not, other than one sign not more than sixty centimetres by thirty centimetres in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of such premises within 400 metres of any limit of a controlled-access highway;

5.2 Sign Permit Applications and Requirements

5.2.1 Classifications

Please refer to the appendix located at the end of this chapter for a list of sign classifications.

5.2.2 Permit Required

All visible signs within 400 m of any limit of a Provincial Highway require a Ministry issued permit, with the exception of one sign measuring not more than 0.18 m² per property, and certain signs advertising agricultural products. These permits shall be of such form and upon such terms and conditions as the Ministry considers appropriate. Furthermore, these permits may be cancelled at the sole discretion of the Ministry.

Inquires related to specific signing applications and/or location related requests should be directed to the nearest local Area Office.

5.2.3 Onus on the Applicant to Secure Sign Permit

The PTHIA places the onus on the individual to secure a permit from the Ministry before displaying a sign within 400 m (0.25 mile) of any limit of a highway, other than one sign 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises to which it is affixed or the name of the premises, and certain signs advertising agricultural products. Each sign shall be subject to the requirements of this policy.

Each person, firm, or municipality planning to display a sign(s) within the controlled area adjacent to a Provincial Highway (except only those signs specifically exempted by law or by this policy) shall be required to obtain a sign permit(s) in all instances where this policy so indicates. The applicable fee must be received before a permit is issued. Where an application for a permit is received and a permit is not required by this policy, the Delegated Authority shall prepare a Letter of Approval (in duplicate) and send the original to the applicant. The second copy will be filed in the Ministry's office.

5.2.4 Applicant to be Advised of Requirements

Each owner or applicant seeking information regarding the control of signs etc. exercised by the Ministry must be fully advised of the restrictions which apply to those areas adjacent to Provincial Highways.

5.2.5 Compliance, Enforcement and Municipal Requirements

The placing of a sign that contravenes this policy, or the conditions included in the Ministry's approval, may result in prosecution and/or cancellation of any approvals or permits.

The PTHIA provides the Ministry with the authority to issue a notice to a property owner/permit holder to alter and/or remove any non-complying signs. Furthermore, the Ministry may, as provided for under the legislation, legally enter upon private lands to do whatever is necessary to ensure compliance with that direction.

Any person who contravenes Sections 34(2), 38(2), or fails to comply with a notice issued under the PTHIA, is guilty of an offence, and upon conviction is liable for a fine.

In addition to the conditions of a Ministry sign permit, a property owner/permit holder must meet all of the requirements of the local municipality and any other agency with jurisdiction over the placement of signs.

5.2.6 Sign Permit Application

Application for a sign permit shall be made by each person, firm, or organization planning to display a sign(s) or advertising device(s) within the

controlled area. The property owner shall be responsible for completing the necessary application forms and submitting the appropriate approved fees.

The Ministry shall consider each application and the accompanying information having full regard to this policy.

When an application for a sign(s) has been approved, the Ministry shall issue the permit in the name of the registered property owner or sign owner, in accordance with this policy.

Refer to Chapter 1, for information regarding the application process and contact information.

5.2.7 Application Required when Sign to be Changed

When a major alteration (change in size or location) of a sign is proposed, the applicant shall submit a completed application form indicating the proposed changes. When necessary, to clarify the changes, the applicant must submit a detailed sketch and letter.

When a sign that is to be altered or replaced is covered by a permit, the number of the current permit must be shown on the application form.

5.2.8 When Change in Sign Approved, New Permit is Issued

When an application to alter or replace a sign has been approved, any existing permit shall be cancelled, and a new permit issued. An application to alter or replace a sign may be approved or refused at the discretion of the Ministry. If a sign is changed in a manner that changes the classification, etc. to a different classification or to a size, etc. that requires payment of a fee or of a higher fee, the difference between the previous amount paid and the fee for the new permit shall be payable before a permit is issued.

5.2.9 Application to Change Sign may be Approved or Refused

An application to change a sign already erected may be approved or refused at the discretion of the Ministry. Any change must meet the current requirements of the Ministry.

5.2.10 Permit Fees

The Ministry may prescribe a fee to be paid for any permit issued under the provisions of the PTHIA. Where the fee for a permit is based on the area of the sign, it shall be the actual physical area of all sign faces that are visible from the highway. Permit fees, including renewals, shall be in accordance with the annual schedule of fees.

5.2.11 Message on Two Sides Counts as Two Signs

Where a sign conveys a message, identifies a business or property, or advertises a business, product, real estate, or service on more than one side, each side of the sign shall be counted as one sign for the purpose of this policy. Cylindrical and spherical shaped signs shall be counted as two signs when visible from two or more directions. Official signs on the right-of-way of a highway shall only be counted as one sign, regardless of whether the message is on one or both sides.

5.2.12 Expiry Date of Sign Permits

The expiry date for billboard and private roadway signs shall be five years from the date of permit approval.

5.3 General Restrictions Regarding Signs

The following restrictions regarding signs shall apply to the area over which the Ministry has control by authority of the PTHIA (referred to in this policy as the “controlled area”).

5.3.1 Signs Subject to Approval of Ministry

Each sign placed, erected, maintained, or altered within the controlled area shall be subject to the approval of the Ministry. The only exceptions shall be one sign not more than 0.18 m² (2 sq. ft.) in size displaying the name or the name and occupation of the owner of the premises on which the sign is located or the name of the premises, and certain signs advertising agricultural products, which may be placed by the owner under the provisions of the PTHIA without the approval of the Ministry.

5.3.2 Sign Must not be Placed until Permit is Obtained

Installation of a sign within the controlled area must not begin unless a permit or letter of approval is issued by the Ministry. Failure to adhere to the conditions of a sign permit may result in prosecution of the owner or in cancellation of the permit.

5.3.3 Sign Must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign(s) to which the permit applies must be placed or erected within six months of the date of issue of the permit otherwise the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.3.4 Location of Signs

A sign, placed within the controlled area, must not be,

1. affixed to, or mounted upon a tree, public utility pole, guide rail, or utility standard;
2. painted or pasted upon rock, surface, or other signboard or structure except if approved by the Ministry;
3. placed in, or allowed to overhang, a daylighting area;
4. placed in a position in which the sign, or any part thereof, encroaches upon, or overhangs the right-of-way of a highway, except where this policy specifically permits such signs, and/or,
5. placed in a position in which the sign, or any part thereof, overhangs the travelled portion of the highway.

The owner of each sign attached to or forming part of an awning, canopy or marquee or other structure that overhangs the right-of-way of a highway shall be responsible for any damage that may be caused thereby or result thereupon.

5.3.5 Location of Signs Adjacent to At-Grade Intersections in Developed Area

The following restrictions shall apply to signs adjacent to at-grade intersections in a built-up or urban area:

- a. every billboard sign shall be prohibited within 46 m (150 ft.) of the nearest limit of an at-grade intersection of a highway and a road, street, railway or another highway.
- b. a sign within 15 m (50 ft.) of the nearest limit of an at-grade intersection of a highway and a road, etc., which sign is affixed to the commercial establishment to which it applies, may be approved by the Delegated Authority.

5.3.6 Frontage Road Does Not Limit Control

The existence of a road, frontage road, or street within the controlled area shall not limit the application of this policy, except for particular types of signs as specifically set out in this policy.

5.3.7 Sign may be Moved Subject to Approval of the Ministry

An application to move a sign from one location to another within the controlled area may be approved by the Ministry. The old permit, if any, shall be cancelled in these cases, and a new permit will be issued. Each relocated sign must meet the current requirements of the Ministry in its new location.

5.3.8 Basic Setback to be Restored when Conditions Change

In any case where the basic setback distance for a sign has been relaxed to provide a better view of the sign (location and billboard in Bush Country), and the reason for relaxing the basic setback distance ceases to exist, the sign shall be relocated in accordance with the basic setback distance, or as near as is practical under the changed conditions.

5.3.9 Signs Must be of Permanent Construction

Each sign (other than temporary signs or portable signs) shall be of permanent construction, and shall be fixed in a permanent location. The foundation or base of a sign shall be part of the sign for the purposes of this policy, but shall not be included in the measurement when determining the area of a sign.

5.3.10 Sign Must be Kept in Satisfactory Condition

Each sign placed or retained in the controlled area must be kept in good condition. When the Delegated Authority considers the condition of a sign to be unsatisfactory, the owner must be notified in writing and advised to improve or remove the sign within a specified time period.

5.3.11 Lighting Subject to Approval of the Ministry

A sign may be luminous or illuminated, provided the lighting:

- does not cause direct or indirect glare that may interfere with traffic safety, and
- is not to be used to illuminate a building, sign, structure, or premises etc. either directly or indirectly, in a manner that causes direct or indirect glare that may interfere with traffic safety.

5.3.12 Certain Lights and Lighting Prohibited

The following shall be prohibited:

- Flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention.

5.3.13 Lights, Lighting and Advertising Devices Creating Hazard May Result in Prosecution

When, in the opinion of the Delegated Authority, the use of lights, lighting, advertising devices or the design or location of a sign may create a traffic hazard or endangers the public, the Delegated Authority shall notify the appropriate police authority.

5.3.14 Signs Resembling Traffic Signs or Signals are Prohibited

The use of a sign or other device that purports to be, is an imitation of, or resembles an official traffic sign, signal, or other traffic regulating device, shall be prohibited.

5.3.15 Use of Certain Words, Phrases, Symbols, Relating to Directions

A sign may carry directions for reaching an establishment providing such directions, in the opinion of the Delegated Authority, do not interfere with the normal flow of traffic or create a traffic hazard.

5.3.16 Signs Indicating Distance

A sign, other than an official sign, must not carry a message which indicates the distance to a city, town, village or police village. However, a sign may indicate the distance to a place of business provided the distance shown is reasonably accurate.

5.3.17 Signs that Interfere with View of Business Establishments or Other Signs

A permit must not be issued for a sign that would interfere with or block the view of either a commercial establishment or a sign already approved by the Ministry, when the sign or commercial establishment is owned or operated by a person other than the applicant for the permit. The decision in these cases shall be made by the Delegated Authority.

5.3.18 Trees and Shrubs Must not be Removed or Trimmed to Improve View of Advertising

Trees and shrubs located within the right-of-way of a highway must not be removed, cut or trimmed for the sole purpose of improving the view of a sign or other advertising matter. However, brush may be cleared subject to the approval of the Delegated Authority.

On highway rights-of-way in excess of 46 m (150 ft) which have been designated as Bush Country highway by the Ministry, bush and brush may be removed, subject to the approval of the Delegated Authority and at no expense to the Ministry, to permit the erection of billboard signs on the right-of-way.

5.3.19 Signs on Walls

When it is a requirement of this policy that a sign be affixed to a building, the sign shall not be affixed to a wall which does not form a part of the architectural design of the building.

5.3.20 Signs on Chimneys, Smokestacks, or Tanks

Any message on a chimney, smokestack or tank, other than the name of a municipality or business identification, shall be prohibited.

Approved signs painted upon or affixed to a chimney, smokestack or tank must not exceed the height or width of the chimney, smokestack or tank.

5.3.21 Public Sales Barn Signs

Signs placed by or on behalf of public sales barns or other auction establishments of a permanent nature shall be classified as location or billboard signs depending upon whether they are located upon the property upon which the sales are held or upon another property.

5.3.22 Signs at Shopping Centres

Only approved commercial plaza location signs will be permitted (refer to *Commercial Plaza or Industrial Complex Signs* section of this policy).

5.3.23 Contravention of this Policy May Result in Prosecution

The placing of a sign which contravenes this policy or contravenes the conditions of a permit for that sign may result in the prosecution of the owner, and/or in the cancellation of the permit.

5.3.24 Compensation for Sign to be Determined by the Ministry's Property Section

Compensation may be paid as determined by the Ministry's Property Section when:

1. a sign is located upon property which is purchased for use as the right-of-way of a highway.
2. a sign is affected by the purchase of property for a highway.
3. there is a change in the limits of the right-of-way of a highway.
4. it is necessary to move or remove the sign for any other reason for which the Ministry is responsible.

5.4 Advertising or Decorative Devices

5.4.1 General Requirements

An advertising or decorative device is a device (other than a recognized or standard type of sign) that is placed or affixed to advertise, attract attention, or promote an individual firm, organization, product, or event. These include devices of a decorative nature, banners, streamers, strings of flags, multiple flag installations, lights, or other such devices. They are all subject to the approval of the Ministry. Approval shall be at the discretion of the Delegated Authority in accordance with the following:

- a. Advertising or decorative devices must not be placed adjacent to Class 1 and 2 highways, except if specifically indicated in this policy.
- b. Advertising or decorative devices must not be placed within or allowed to overhang the right-of-way of the highway.
- c. Advertising or decorative devices must be placed at least 3 m (10 ft.) behind the highway property line, and not in a daylighting or visibility requirement area. Where a service road exists, these signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property line.
- d. Approved advertising or decorative devices used solely to decorate a premise, to mark a particular holiday season, or a particular recognized public celebration or ceremony, may be placed adjacent to a highway.
- e. The maximum period these devices may remain in place is 69 days, and all such devices must be removed within 7 days after the date of the particular holiday which they have been placed to mark.
- f. An advertising or decorative device must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts, standard or pylon.
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights used solely as a means of attracting attention.
- g. All displays or devices must be in good taste. The Ministry reserves the right to determine what constitutes good taste.
- h. Holograms and searchlights within the controlled area shall be prohibited.

5.4.2 Inflatable Advertising Displays

- a. Inflatable advertising shall be considered as a temporary sign, and will be allowed under permit per location or property.
- b. An inflatable device/display must be located so it does not encroach on the Ministry's rights-of-way or daylighting area.

- c. An inflatable device/display shall only be allowed adjacent to Class 3 special controlled access, Class 4 Major, and Class 5 Minor highways when an approved permit has been issued by the Ministry, and must be on the property where the business is conducted.
- d. This type of advertising shall be prohibited adjacent to Class 1 freeways/expressways or Class 2 staged freeways/expressways except when the posted speed limit is 80 km or less.
- e. An inflatable advertising display may be internally illuminated, but must not:
 - be allowed to move or turn mechanically or by other means,
 - have flashing lights or intermittent or activated lighting of any kind, including searchlights.
- f. An inflatable advertising display shall not be located on any property where in the opinion of the Ministry the display would block the vision of any motorist entering or exiting the property.
- g. One permit for a maximum of six months per calendar year will be issued.

5.4.3 Banners, Streamers and House Flags

Banners, streamers, strings of flags or multiple flag installations, lights, or other such devices shall be subject to the general restrictions for signs, and shall be subject to the approval of the Ministry.

5.4.3.1 Banners, Pennants and House Flags Adjacent to all Highways:

The Ministry will allow banners, pennants or house flags adjacent to all highways, except banners across Class 1 and 2 highways. No messages will be allowed on the banner, pennant, or house flag. These devices are intended to attract attention to the site without conveying any messages.

Banners, pennants, and flags shall be set back at least 3.0 m (10 feet) behind the Ministry property line, with a support or pole height restriction of 7.6 m (25 feet) above property ground elevation.

The number of banners or pennants permitted on a site will be determined by the property frontage along the highway. A maximum of three banners, pennants, or house flags are allowed for every 15 m (50 feet) of highway frontage.

5.4.3.2 Banners Across Two - Lane Class 3, 4 and 5 Provincial Highways

The Ministry will allow banners marking occasions such as jubilees, anniversaries, and special occasions sponsored by town councils, service clubs, chambers of commerce, etc. to be placed under the following conditions:

- a. An application to place a banner over or across a 2-lane highway shall be made on an application for encroachment permit.
- b. An approved banner shall be allowed for a period of time not exceeding four weeks. At the end of that time the banner is to be removed by the applicant.
- c. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times while it is in use.
- d. The applicant shall be responsible for obtaining any and all other required approvals which relate to the erection of the banner, such as, Hydro One, Bell Canada, municipality, etc.
- e. Approved banners must be placed a minimum of 7.6 m (25 ft.) in height above the centre line of the highway.
- f. Approved banners must be supported at the top and bottom by a cable not less than 6 mm (1/4") in diameter, or a rope not less than 13 mm (1/2") in diameter.
- g. Approved banners must be placed as close as possible to the limits of the built-up areas of the city, town or village in question.
- h. Banners must be constructed or manufactured so that they can withstand the elements.
- i. Banners must not be attached to any part of a bridge or other highway facility.
- j. Banners will not be permitted over or across Class 1 and 2 highways.

5.4.3.3 Pole Mounted Event Banners

The Ministry will allow banners located on the highway right-of-way attached to existing poles to mark occasions such as jubilees, anniversaries, special occasions sponsored by the town council, service clubs, chambers of commerce, etc. to be placed under the following conditions:

- a. An application to place a banner along a 2-lane highway shall be made on an application for encroachment permit.
- b. Third party advertising will not be permitted on the banners.

- c. An approved banner shall be allowed for a period of time not exceeding six months. At the end of that time the banner is to be removed by the applicant.
- d. The applicant shall be responsible for ensuring that the banner is kept in good repair at all times.
- e. The applicant shall be responsible for obtaining any and all other required approvals, which relate to erection of the banner, such as Hydro One, Bell Canada, Municipal, etc.
- f. Approved banners must not exceed 0.61 metres (2 feet) in width and 1.83 metres (6 feet) in length and shall be placed on an existing pole a minimum of 3.66 metres (12 feet) off the ground.
- g. Approved banners must be placed within the limits of a built-up area of the city, town or village in question and the posted speed limit must be less than 70 km/h.
- h. Banners must be constructed or manufactured so that they can withstand the elements.
- i. Banners will not be permitted along Class 1 and 2 highways.

5.4.4 National/Provincial Flags

Flag poles shall be set back behind the property limits a sufficient distance, such that they cannot fall on to the travelled portion or shoulder of the highway.

There are no restrictions on the size and number of flags, unless in the opinion of the Delegated Authority the flags are causing a traffic hazard. No permits are required.

5.4.5 Advertising Messages on Trucks, Trailers etc.

Trucks, trailers etc. bearing an advertising message or business or private identification shall be classified according to use.

A sign of this nature must not be placed in the controlled area where the message, if displayed on a standard type sign, would be contrary to this policy (i.e. billboard signs adjacent to a Class 1 or 2 highway).

If trucks, trailers etc. carrying advertising or other messages are placed adjacent to a highway in contravention of this policy, the Delegated Authority shall discuss the matter with the owner of the advertising device and/or the property owner regarding the removal of the advertising device.

5.5 Temporary Signs

5.5.1 Temporary Signs Subject to Approval of the Ministry

Each temporary sign shall be subject to the approval of the Ministry. The general restrictions regarding signs shall apply to each temporary sign. The location of temporary signs shall be restricted as specified in this policy. A Letter of Approval will be required for certain types of temporary signs as specified herein. Each request for a temporary sign(s) must state the maximum number of signs the applicant proposes to place. A fee will not be required for a Letter of Approval.

5.5.2 Types of Temporary Signs

Temporary signs shall include:

- a. agricultural society signs, plowmen's association signs, plowing match, exhibition and fall fair signs, and the signs placed by recognized organizations of a similar nature to advertise a particular event. Certain approved signs may be placed by the Ministry to direct persons to temporary events, e.g., a plowing match, etc.
- b. the signs of recognized service clubs and religious and charitable organizations and of other recognized public service organizations, where signs are placed to advertise a particular event
- c. private auction sale signs
- d. Election signs, Canadian Forces Convoy Route markers, snowmobile crossing signs, real estate/development signs, and mobile signs.

Note: Commercial auction sale signs are prohibited as a temporary sign.

5.5.3 Requirements Regarding Temporary Signs

A temporary sign must not:

- a. exceed 3.0 m² (32 sq. ft.) in size
- b. be affixed to another sign or to a guide rail or other highway facility or structure
- c. be placed adjacent to a Class 1 or a Class 2 highway, excepting certain real estate signs or other signs as specifically permitted by this policy
- d. be placed within the highway right-of-way except where this policy specifically states that this may be done

- e. be placed where it may interfere with an official sign, traffic signal or safety device
- f. be in place for longer than a four week period
- g. remain in place more than three days after the expiry date in the Letter of Approval
- h. exceed one sign facing in each direction of travel on any 2.0 km section of a Provincial Highway
- i. be further than 8.0 km from the site of the event being advertised.

5.5.4 Maximum of Two Temporary Signs on One Property

A maximum of two temporary signs shall be permitted upon any one property at any one time.

5.5.5 Temporary Signs Shall Face Traffic

Each temporary sign shall not be located on the left hand side facing the motorist.

Only one Letter of Approval shall be required to cover all temporary signs placed by one person or organization to advertise one event etc. within one Area Office of the Ministry. Each Letter of Approval shall stipulate the maximum number of temporary signs which may be placed under the conditions of that Letter of Approval.

5.5.6 Separate Approval Required in each MTO Area Office

When temporary signs advertising one event etc. are to be placed in locations involving more than one Ministry Area Office, a separate Letter of Approval shall be required from each Ministry Area Office in which the signs are to be placed.

Multiple requests submitted by the same organization within the same calendar year will be required to follow the billboard guidelines.

5.5.7 Certain Signs Prohibited if Event Advertised Operated for Private Profit

Temporary signs must not be placed by (or on behalf of) a person or organization to advertise an event that is conducted for private profit. These restrictions shall apply to a circus, midway, thrill show, automobile and horse racing signs etc., except when the function is sponsored by a recognized public service or charitable organization, to which a percentage of the gross receipts will accrue under the terms of a signed contract.

5.5.8 Letter of Approval may be Withdrawn if Sign Placed in Contravention of Instructions

A Letter of Approval for temporary signs may be cancelled if the person or organization to whom the approval was issued (or their agent) places a sign(s) in a manner that is contrary to the conditions approved by the Ministry.

5.5.9 If Event Advertised is Postponed Expiry Date may be Extended

If an event advertised by means of temporary signs has been postponed due to rain or other reasons, the date of expiry of the original approval may be extended by the Delegated Authority. The holder of the Letter of Approval must notify the Delegated Authority of the postponement, and the new date that the event is expected to be held.

5.5.10 Election Signs

An election sign must not be placed upon or adjacent to the right-of-way of a Class 1 Freeway or Class 2 Staged Freeway.

Election signs may be erected on the right-of-way or adjacent to a Class 2 undivided Staged Freeway, a Class 3 Special Controlled Access highway, a Class 4 Major highway or Class 5 Minor highway after an official election has been called.

Signs up to 0.7 m² (8 sq. ft.) in size must be placed a minimum of 4m (12 ft.) from edge of pavement. Signs over 0.7 m² (8 sq. ft.) and up to 3.7 m² (40 sq. ft.) must be placed at the outer limit of the highway right-of-way.

Election signs may be placed on the right-of-way of a highway other than a Class 1 Freeway and Class 2 divided Staged Freeway, but must be placed at least 4m (12 ft.) from edge of pavement.

An election sign must not be affixed to a permanent or an official sign, or to the guide rail or other highway structure or facility. It must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device.

Portable read-o-graph sign trailers are prohibited on the right-of-way of a highway. Such read-o-graph sign trailers may be utilized, providing they are erected on private property, and meet the requirements of the Ministry for portable read-o-graph signing.

Permits or Letters of Approval for any election signs erected under this policy are not required.

Candidate committees or workers shall be allowed three working days after election day to remove candidate advertising (election signs) from the Ministry right-of-way and adjacent properties.

Signs not retrieved by this time will be picked up by the Ministry patrol forces and stored in a safe place (patrol yard, etc.,) for a period of two weeks. After this time they will be disposed of.

5.5.11 Canadian Forces Convoy Route Markers

Route markers in the form of tack signs, approximately 36 cm by 25 cm (14 in. by 10 in.) will be permitted affixed to trees, posts and Ministry Official Signs.

These markers may be placed one day before the convoy is to pass, and should be removed within one day after the convoy has passed. The markers shall be erected and removed by military personnel.

The Canadian Forces shall notify the Ministry of their intention to erect convoy markers and the location of these markers, prior to their installation.

5.5.12 Snowmobile Crossing Sign

This sign shall be used to warn motorists of the location of a snowmobile crossing, where there is a large volume of snowmobiles crossing a highway from an organized trail. Only approved organized snowmobile trail crossings will be signed. Visibility at the crossing must meet the requirements for a commercial entrance.

Snowmobile clubs are to submit their request to the Ministry on an annual basis for consideration.

The sign shall be erected prior to November 1 and shall be removed during the month of April. The sign shall be located approximately 150 m in advance of the crossing.

The complete cost of manufacturing, erection, and removal of this sign will be the Ministry's responsibility.

5.5.13 Development/Real Estate/Construction Signs

Development/Real Estate/Construction Signs adjacent to all highways are subject to the following requirements:

- a. A development/real estate/construction sign which does not exceed 3.0 m² (32 sq. ft.) shall require a letter of approval.

- b. A development/real estate/construction sign which exceeds 3.0 m² (32 sq. ft.) but does not exceed the maximum of 46 m² (500 sq. ft.) shall require a permit.
- c. Signs shall be set back a minimum distance of 3 m (10 ft.) behind the property line.
- d. Signs must not exceed 8 m (25 ft.) in height above the ground.
- e. The signs must be removed when an application for a permanent location or on-premise sign is received.
- f. A development/real estate/construction sign may be illuminated.
- g. For development signs, supporting documentation must be submitted with the sign application (e.g. site plan, letter of intent, proof of ownership).
- h. A permit shall be issued for a two year period.

5.5.14 Portable Signs (Mobile)

A portable trailer, ground, mobile, movable, or framed read-o-graph sign is a sign which is movable, and which is not permanently attached to the ground, a structure or any other sign or building.

Portable signs are subject to the following requirements:

- a. A sign permit is required for every portable sign adjacent to Class 3, 4 and 5 highways. No portable signs are permitted adjacent to Freeways or Expressways (Class 1 and 2 highways 4 lane).
- b. The maximum size of a portable sign will be 8.9 m² (96 sq. ft.), representing 4.4 m² (48 sq. ft.) per side.
- c. A one-time fee payable to the Minister of Finance is required.
- d. One portable sign will be allowed for each business property, with the exception of plazas and industrial complexes (i.e. three or more units). Plazas and industrial complexes will be allowed a maximum of three portables based on one sign per 46 m (150 ft.) of frontage.
- e. The portable sign shall be allowed within the total allowable square metres of location signing allotment available for the site.
- f. The sign permit will only be issued to the property owner, not the portable sign company. Any instructions for compliance will be directed to the property owner.
- g. Portable signs must be kept back a minimum of 3 m (10 ft.) from the property line.
- h. Signs must not be placed to cause a visibility problem.

- i. Signs must not have flashing, intermittent, or actuated lighting of any kind.
- j. The sign must be on the property where the business is conducted, and only advertise what is related to that property.
- k. Portable signs are not to be used as billboard signs.
- l. The property owner shall be responsible for obtaining all other municipal approvals.

5.6 Location Signing

A location sign identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise the sign is located on. See Glossary for detailed definition.

5.6.1 Individual Business

An individual business consists of two units or fewer on a property.

These instructions do not apply to:

- a. shopping centres, shopping malls, mews, plazas, industrial centres, etc. as they are covered separately under the commercial plaza or industrial complex
- b. portable read-o-graph trailer signs as they are covered separately
- c. any sign not visible from the highway. There are no restrictions to such signs nor is a permit required.

Location signing is subject to the following criteria:

- a. Location signing will be allowed to be freestanding or affixed to a building or landscape.
- b. The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building and/or landscape signing. Refer to Section 5.6.2 for the total area of signage allowed for a site of business.
- c. Each location sign shall not be restricted as to size, as long as the total location signing on the property does not exceed the Ministry's standards.
- d. Location signing may all face in the same direction, or may face in different directions.
- e. The use of logos, logograms, pictures, picture grams, maps, catch phrases, etc. will be acceptable.

- f. All displays of words, diagrams, pictures, etc. must be in good taste.
- g. Location signs shall be allowed to be painted on a building.
- h. A permit shall be required for all location signing which exceeds 3.0 m² (32 sq. ft.) in total area. A letter of approval shall be required for a sign measuring between 0.18 m² (2 sq. ft.) and 3.0 m² (32 sq. ft.) in area.
- i. Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind the property line with the exception of signing with no advertising, such as entrance, exit, no trespassing, utility location, etc. which shall be placed at appropriate locations. However, these signs must be kept clear of the shoulder of the highway and, if possible, off the right-of-way. Where a service road exists, freestanding signs must not be placed closer to the highway property line than 1.5 m (5 ft.) behind the service road property limit, also with the above-noted exception.
- j. This policy is subject to all municipal by-laws, and does not supersede such by-laws.
- k. Location signs will be permitted to be luminous or illuminated by direct or indirect lighting or may contain reflective material or luminous paint. However, such signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.
- l. A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground, according to sign setback from highway property as noted in Section 5.6.2.
- m. All sign dimensions shall include borders and trim in the measurements, but shall exclude supports. Letters affixed to the building shall be blocked out per letter, excluding the spacing between each letter.
- n. Every sign shall be prohibited within the sight triangle of an intersection, according to the sight triangle requirements specified in Chapter 9 of the TAC GDG and Appendix 9 of the MTO DS, unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o. Location signs shall not be:
 - affixed to, or mounted upon a tree, public utility pole or utility standard
 - painted or pasted upon, or made to form a part of a rock face, other signboard or structure such as a hydro tower or water tower, except as approved by the Ministry
 - placed within, or allowed to overhang a daylighting area
 - placed in a manner in which the sign, or any part thereof, encroaches upon or overhangs the right-of-way of the highway, except in a built-up area when the sign is affixed to a building which abuts the right-

of-way of the highway, or is approved by the Ministry, as in the case of utility location signing or fare zone

- placed in a manner in which the sign (or any part thereof) overhangs the travelled portion of the highway
 - placed facing a sharp change in horizontal or vertical alignment, rock-cut or in any other location, where it may create a distraction and cause a traffic hazard
 - allowed to move or turn by mechanical or other means. This shall apply to any part or parts of such sign standard or pylon.
 - a sign or device having flashing lights or intermittent or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention
 - erected to extend beyond the end of the wall or roof which the sign is attached to or mounted upon.
- p. For situations where developments are located adjacent to more than one Provincial Highway, the amount of signing permitted as noted in Section 5.6.2 is the amount of signing permitted per highway.
- q. The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of section 5.6.2.
- r. The total land area as noted in Section 5.6.2 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- s. A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer as set out in the Ontario Building Code.

5.6.2 Amount of Signing Permitted on Property (Individual Business)

Category A:

Individual Business - Under 27,870 m² (300,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.1: Amount of Signing Permitted for Individual Business – Category A

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B:

Individual Business - 27,870 m² – 92,900 m² (300,000 - 1,000,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.2: Amount of Signing Permitted for Individual Business – Category B

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C:

Individual Business - over 92,900 m² (1,000,000 sq. ft.) of total land area under active development.

This policy is applicable to all highways. An individual business adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.3: Amount of Signing Permitted for Individual Business – Category C

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

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.

5.6.3 Commercial Plaza or Industrial Complex Sign

A commercial plaza or industrial complex shall consist of three units or more.

Location signing for a commercial plaza or industrial complex is subject to the following criteria:

- a. Location signing will allowed to be freestanding or affixed to a building or landscape.
- b. The amount of location signing approved for any one location may consist of any number of either freestanding signs and/or affixed to the building signing and/or landscape signing. Refer to Section 5.6.4 for total area of signage allowed for site of business.
- c. A commercial plaza or industrial complex shall be permitted "entrance", "exit" and "no parking" signs on the property at appropriate locations as required. These signs shall consist of only the words "entrance", "exit" or "no parking", and a symbol or trademark of the commercial or industrial complex involved. The maximum size of these signs shall be approximately 0.9 m² (10 sq. ft.).
- d. All signs located at major commercial or industrial complexes will be permitted to be luminous or illuminated by direct or indirect lighting, or may contain reflective material or luminous paint. However, these signs must not cause direct or indirect glare that may interfere with traffic safety. It shall be at the discretion of the Delegated Authority to decide whether the sign is creating a traffic hazard.
- e. Where a service road exists adjacent to a highway, all setback distances specified in this policy, except for the 400 metre outer limit of the controlled area, shall be determined from the service road property line instead of from the highway property limit.
- f. These directions do not apply to portable read-o-graph signs, as they are covered separately.
- g. A sign mounted on top of a building (roof top) must not exceed the maximum allowable height above the ground according to sign setback from the highway property line as noted in Section 5.6.4.
- h. Freestanding and landscape signs must not be placed closer to the highway property line than 3 m (10 ft.) behind the property line with the

exception of informational signing such as entrance, exit, no parking, etc. which shall be placed at appropriate locations. Where a service road exists, freestanding signs must not be placed closer to the highway property line than 2 m (6.5 ft.) behind the service road property line, also with the above-noted exception.

- i. These directions are subject to all municipal by-laws and do not supersede such by-laws.
- j. A directory board or sign(s) indicating tenant identification and location within a commercial or industrial complex shall be permitted, but should not be legible from the highway. Any such directory board should consist of individual panels, each panel not exceeding 20 cm (8 in.) by 0.91 m (3 ft.), identifying individual business establishments forming a part of the complex. These directory signs should be located within 3 m (10 ft.) of the building in question, preferably near the building entrance.
- k. Any sign located at a commercial plaza or industrial complex, providing either complex identification or individual commercial establishment identification, must not:
 - be allowed to move or turn by mechanical or other means. This shall also apply to any part or parts of such signs, standard or pylon
 - have flashing lights, or intermittent, or activated lighting of any kind, including searchlights which are used solely as a means of attracting attention
 - be longer than or extend beyond the wall of that part of the building to which the sign is affixed.
- l. The building/structure related to the freestanding sign adjacent to the highway shall be visible from the highway. The displayed message must be related to the business located on that property. The signs must be placed in an area projected by a line running 76 m (250 ft.) from either side of the building in question to the highway.
- m. A sign erected on a building to identify a commercial or industrial individual unit forming a part of a commercial complex may also contain other wording such as advertising, logos, logograms, catch phrases or pictures etc., as long as the total sign area does not exceed Ministry standards.
- n. Signs shall be prohibited within the sight triangles of an intersection. This applies to all types of signs. For sight triangle requirements refer to Chapter 9 of the TAC GDG and Appendix 9 of the MTO DS, unless the sign is affixed to the commercial establishment and approved by the Ministry.
- o. The permit for a pylon sign is to be issued to the property owner.
- p. For situations where developments are located adjacent to one or more Provincial Highways, the amount of signing permitted as noted in

Categories A, B, C and D of Section 5.6.4 is the amount of signing permitted per highway.

- q. The amount of signing allowed on a pylon is based on a double-sided sign. A one-sided pylon sign cannot exceed 50% of the total permitted sign area as noted in Categories A, B and C of Section 5.6.4.
- r. The maximum size of a double-faced pylon sign or industrial complex identification sign shall not exceed the total area indicated in Categories A, B and C. This shall be in addition to the signing affixed to a building as noted in Category D of Section 5.6.4.
- s. The total land area as noted in Section 5.6.4 is the land area currently under active development which includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
- t. A sign structure exceeding 8 m (25 ft.) in height requires a stamp of approval by a professional engineer, as set out in the Ontario Building Code.

5.6.4 Amount of Signing Permitted on Property – Commercial Plaza or Industrial Complex

Category A: Pylon Signs

Less than 27,870 m² (300,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted one pylon sign. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to affixed to a building sign as noted in Category D of this section.

Table 5.6.4: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category A

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "1 Pylon"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	46 m ² (500 sq. ft.)	9 m (30 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	56 m ² (600 sq. ft.)	10 m (35 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)

Category B: Pylon Signs

27,870 m² – 92,900 m² (300,000 – 1,000,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted two pylon signs adjacent to a highway. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Table 5.6.5: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category B

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "2 Pylons"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	56 m ² (600 sq. ft.)	10 m (35 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	65 m ² (700 sq. ft.)	12 m (40 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)

Category C: Pylon Signs

Over 92,900 m² (1,000,000 sq. ft.) of total land area under active development

This policy is applicable to all highways. A commercial plaza or industrial complex adjacent to a highway shall be permitted three pylon signs adjacent to a highway. One additional pylon sign is permitted adjacent to an intersecting road. This shall be in addition to the signing affixed to a building as noted in Category D of this section.

Table 5.6.6: Amount of Signing Permitted for Commercial Plaza or Industrial Complex – Category C

Group No.	Distance from Property Line to Sign Closest to Highway	Maximum Signing Allowed "3 Pylons"	Maximum Height from Centre Line or Ground Elevation
1	61 m (200 ft.) or less	65 m ² (700 sq. ft.)	12 m (40 feet)
2	over 61 m (200 ft.) up to 183 m (600 ft.)	75 m ² (800 sq. ft.)	13 m (45 feet)
3	over 183 m (600 ft.) and within 400 m (1,320 ft.)	85 m ² (900 sq. ft.)	14 m (50 feet)

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 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.

5.6.5 Home Occupation Sign

Most municipalities permit home occupations to locate in all residential and rural/agricultural zoning categories, without specific amendment to the local zoning by-law.

The size of the home occupation, namely whether it occupies 25% or 30% of the total floor area, should be of no consequence to the Ministry. It is the responsibility of the municipality to determine whether the proposed use qualifies as a home occupation under the local by-laws.

The home occupation sign shall consist of one sign no greater than 3 m² (32 sq. ft.), or a two-sided sign with a total area no greater than 3 m² (32 sq. ft.) to identify the business.

A letter of approval is required with no fee.

5.6.6 Environmental/Greening Initiative Sign

Government agencies (including municipalities and conservation authorities) will be permitted a sign to be placed adjacent to any highway to identify an environmental and/or greening initiative, on the same property on which the sign is located. The sign is subject to the following requirements:

- a. The sign is located on the property that is owned or managed by the government agency or conservation authority.
- b. The message content must be related to the initiative on that property.
- c. The sign must not be placed within 3 m of the property line and no higher than 5 m above the grade in the vicinity of the sign.
- d. A two-sided sign not exceeding 1.22 m by 2.44 m (4 ft. by 8 ft.) will be permitted.
- e. The sign must be removed when the management or ownership of the property changes. The permit shall be issued to the property owner and is not transferable to a new owner.
- f. A letter of approval is required with no fee.

- g. Proof that the property is a designated environmental or greening initiative shall be submitted.

5.6.7 Guideline for Farm and Agricultural Product Signing

For the purposes of this section, an agricultural product that is processed on a farm in Ontario from an agricultural food product shall be deemed to be produced on the premises on which the agricultural food product is produced.

The policy applies to all highways except Class 1 Freeways and Class 2 Staged Freeways.

5.6.7.1 Signs Permitted on a Farm

Signs permitted on a farm include:

- a. one sign not more than 0.6 m by 0.3 m (2' by 1') in size displaying the name or the name and occupation of the owner of the premises where it is displayed or the name of the premises, or
- b. a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size.

The signs must display information about the sale of agricultural products, (other than tobacco) that are produced and offered for sale on the premises where the signs are displayed.

The signs must be displayed on premises zoned for agricultural uses and not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act, 1996*.

5.6.7.2 Permitted Directional Sign (off premises)

Signs displaying directions to a place where agricultural products (other than tobacco) produced in Ontario and offered for sale are permitted, if the following conditions are met:

- a. a maximum of two single-sided signs, each being not more than 1.22 m by 1.22 m (4' by 4') in size and facing in different directions, or one single-sided sign not more than 1.22 m by 2.44 m (4' by 8') in size
- b. the signs display directions to a place where agricultural products (other than tobacco) produced in Ontario are offered for sale or information about the sale
- c. the owner of the signs also owns or rents the land on which the agricultural products mentioned in sub-subclause (a) were produced

- d. the signs are displayed on premises that is zoned for agricultural uses and that is not owned by the Crown in right of Canada or the public sector as defined in subsection 2 (1) of the *Public Sector Salary Disclosure Act*, 1996
- e. the signs are displayed only during the season that the agricultural products mentioned in sub-subclause (a) are offered for sale.

5.6.8 Decorative Municipal Displays

Towns and cities may place Decorative Municipal Displays (signs) off the highway right-of-way, using a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering, to advertise to the travelling public that they are now entering the town or city limits.

For Decorative Municipal Displays (signs) on the highway right-of-way, please refer to OTM Book 8, Guide and Information Signs.

Decorative Municipal Displays (signs) adjacent to all highways off the highway right-of-way may be permitted subject to the following criteria:

- a. Location:
 - Displays are to be erected on the right hand side of the highway and within the municipality limits.
 - Displays must be set back a minimum of 3 m (10 feet) behind the property line if at all possible.
- b. Qualifications:
 - The municipality is required to submit to the Ministry for each location:
 - a completed application for a sign permit and, if applicable, an application for an encroachment permit
 - a plan of the display.
- c. Restrictions:
 - The display must not exceed 3 m (10 ft.) in height above the ground or highway elevation, whichever is higher and must not exceed 6 m (20 ft.) in width.
 - Lighting must be shielded and must not emit glare onto the Provincial Highway.
 - The display must consist of a combination of such materials as flowers, plantings, wood, rocks, berms, painted signs and/or mounted lettering.

- The message must generally be restricted to the name of the municipality.
- Construction and location of displays must be in accordance with approved drawings. Any deviation is to receive prior approval from the Ministry before commencing that portion of the work.
- Whenever possible, construction and or maintenance of the display should be carried out from a road or street other than the travelled portion of the highway. Any work that affects the travelled portion of the highway must conform to the OTM Book 7, Temporary Conditions and the *Occupational Health and Safety Act*.
- A maximum of two displays, one per direction on each highway.

Note: The municipality is allowed only one display location, either on the right-of-way or off the right-of-way for Class 1 and 2 highways.

5.6.9 Changeable Message Sign (Location Sign)

5.6.9.1 Definition

A Changeable Message Sign is a sign that:

- is not animated and does not include video.
- has the capability of content changes by means of mechanical or electronic input.
- displays changing static messages for a fixed duration.

Changeable Message Signs include the following:

- Mechanical – a changeable sign where the display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs.
- Electronic – a changeable sign where the content can be changed by means of an electrically energized display matrix, such as an LED pixel board.

A changeable message sign may be fully or partially incorporated as a component into any location sign.

5.6.9.2 Specifications

The following specifications must be applied to all changeable message signs.

- a. Minimum Dwell Time (MDT) – is the minimum amount of time, in seconds, which a static message must be displayed for.

- b. Maximum Transition Time (MTT) – is the maximum amount of time, in seconds, which shall be allowed between consecutively displayed static messages.

Table 5.6.7: Changeable Message Sign – Dwell and Transition Times

Changeable Message Sign Type	MDT (sec)	MTT (sec)
Mechanical	20	2
Electronic	20	1

- c. The purpose of the MTT is to ensure a near instantaneous change between fully displayed messages. Transition effects such as wipe, slide, fade, or pixelate shall not be allowed.
- d. A changeable message sign that alternates solely between current time and current temperature shall be permitted a MDT equal to 15 seconds. The MTT shall be as listed in the previous table, dependant on whether the sign is mechanical or electronic in nature.
- e. All changeable messages signs must be designed to ensure that in the event of a malfunction, the displayed image becomes fixed or blacks out.
- f. Changeable message signs may be illuminated per the specifications of this policy.
- g. Changeable message signs will be subject to all the other requirements of this policy that apply to freestanding signs.
- h. Changeable message signs are permitted for Billboard Signs.
- i. Changeable message signs are not permitted for Bush Country Billboard Signs and Community Business Message Boards.

5.6.10 Diagrams: Methods of Determining Area of Sign

The diagrams depicted in this section are intended to serve as a guide for determining the area of a sign. These diagrams are examples, and do not necessarily reflect the full range of signs.



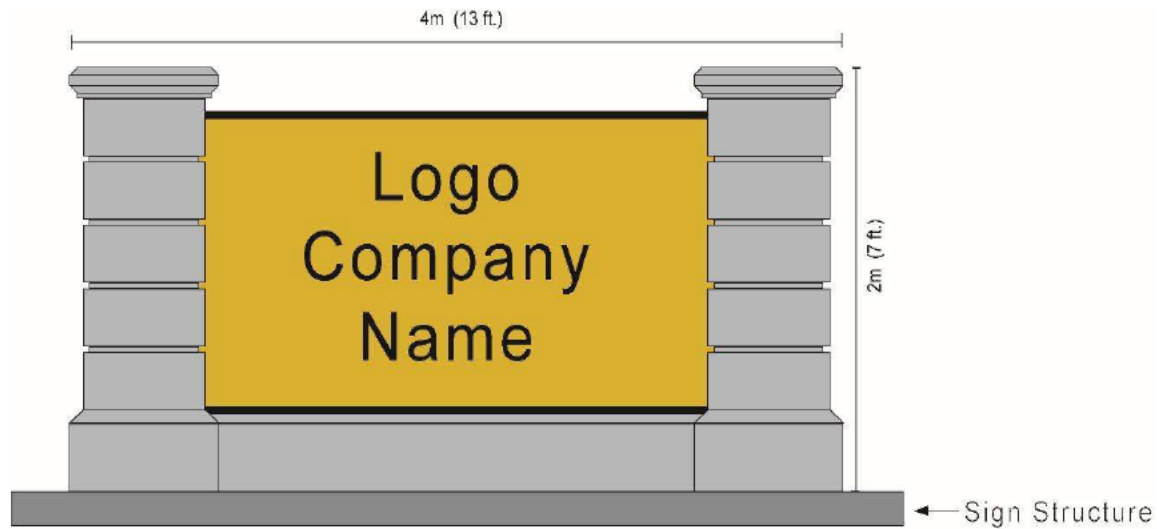
Area: $1\text{m} \times 6\text{m} = 6\text{m}^2$ or $3' \times 20' = 60 \text{ sq. ft.}$

Figure 5.6.1: Determining Area of Box Sign



Area: $(1.5\text{m} \times 1\text{m}) \times 4 = 6\text{m}^2$ or $(4' \times 3') \times 4 = 48 \text{ sq. ft.}$

Figure 5.6.2: Determining Area of Channel Letter Sign



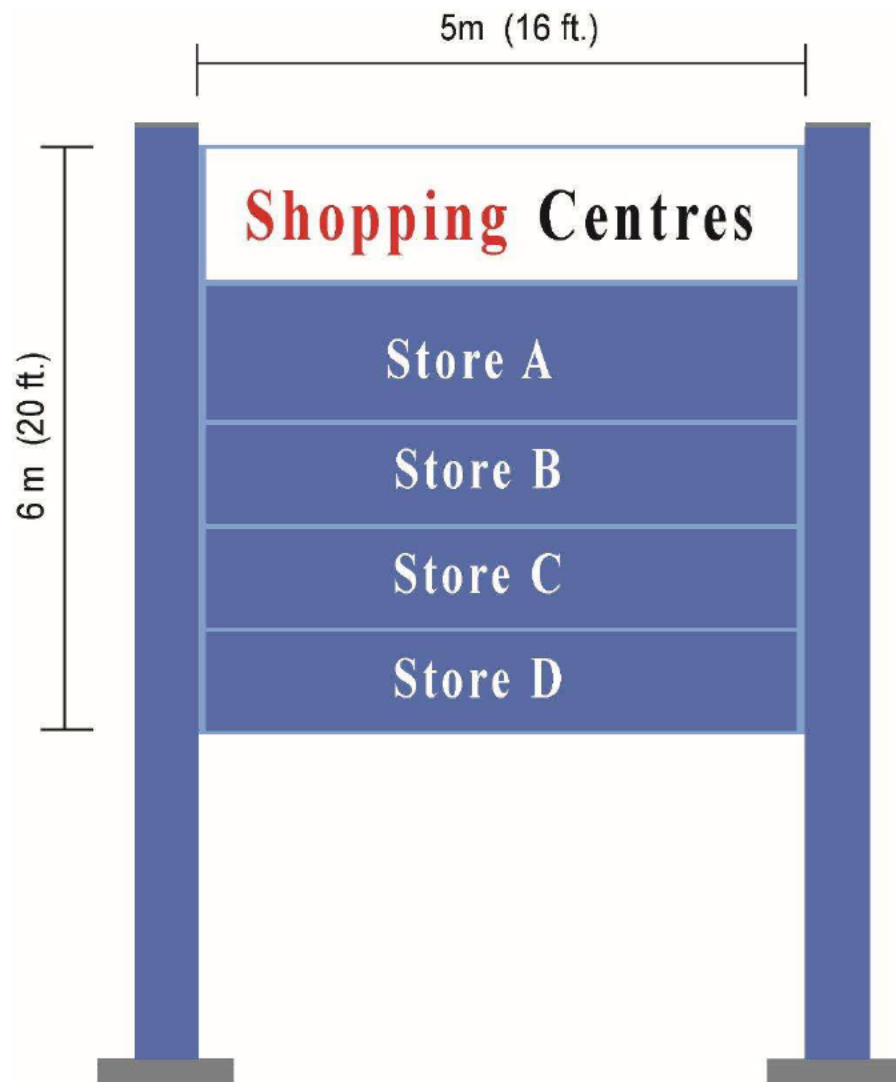
Area: $4\text{m} \times 2\text{m} = 8\text{m}^2$ or $13' \times 7' = 91 \text{ sq. ft.}$

Figure 5.6.3: Determining Area of Ground Mount Sign



Area: $3\text{m} \times 6\text{m} = 18\text{m}^2$ or $10' \times 20' = 200 \text{ sq. ft.}$

Figure 5.6.4: Determining Area of Landscape Sign



Area: $5\text{m} \times 6\text{m} = 30\text{m}^2$ or $16' \times 20' = 320 \text{ sq. ft.}$

Figure 5.6.5: Determining Area of Pylon Sign

5.7 Billboards

A billboard sign is a sign which contains a message that is not related to the property where the sign is located.

Billboard signs are not permitted within the controlled area adjacent to Class 1 and 2 highways. Refer to Section 5.8 for policies regarding Bush Country billboards.

5.7.1 Message on the Billboard

The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. "Identifiable group" means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation, or disability.

5.7.2 Billboard Requirements in Rural Area

A billboard sign located in an area designated as a rural area with a posted speed limit of more than 70 km/h or more must not:

- a. exceed 8 m (25 ft.) in height above the ground
- b. exceed 60 m² (650 sq. ft.) in area
- c. be placed within the controlled area adjacent to a Class 1 and 2 highways
- d. be placed in or be allowed to overhang a daylighting area
- e. be placed within 305 m (1000 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist
- f. be affixed to or mounted upon or be made to form part of a fence
- g. be placed within 91 m (300 ft.) of the limit of a road, street, or railway that intersects a highway at grade
- h. be placed adjacent to a curve where the radius is less than 1165 m radius (1.0 degree 30 minutes)
- i. contravene federal/provincial legislation, or advertise restricted products (e.g. tobacco).

5.7.3 Billboard Requirements in Built-Up or Urban Area

A billboard sign which is located in an area designated as a built-up or urban area, with a posted speed limit of less than 70 km/h, must not:

- a. exceed 8 m (25 ft.) in height

- b. exceed 60 m² (650 sq. ft.) in area
- c. be placed within the controlled area adjacent to a Class 1 and 2 highways
- d. be placed in, or be allowed to overhang, a daylighting area
- e. be placed within 75 m (250 ft.) of another billboard sign per direction, provided there are no left hand billboard signs facing the motorist
- f. be made to form a part of a building
- g. be placed within 45 m (150 ft.) of the limit of a road, street or railway that intersects a highway at a grade.

5.7.4 Location of Billboard Signs Related to Direction of Travel of Vehicles

In situations where billboard signs have been placed to be viewed on the left hand side of the highway, no additional billboard signs will be permitted within the spacing requirements on the opposite side of the highway (refer to Figure 5.7.1: Billboard Signing - Spacing Requirements).

5.7.5 Angle of Billboard Sign as Related to Highway

The angle of a billboard sign as it relates to the centre line of a highway shall be equal to or greater than 45 degrees, whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the centre line of the highway, the angle formed would be at a minimum of 45 degrees.

5.7.6 Billboard Signs in City, Town, and Village etc.

Billboard signs located within the limits of a city, town or village and adjacent to an assumed highway shall be subject to this policy. Billboard signs located adjacent to a connecting link are not controlled by the Ministry.

5.7.7 Setback Distance for Billboard Signs

The following setback distances shall apply to billboard signs:

- a. No signs are to be placed within 23 m (75 ft.) of the highway property line, except location signs and Bush Country signs
- b. Signs up to and including 11.9 m² (128 sq. ft.) must be set back 23 m (75 ft.) from the highway property line
- c. Signs over 11.9 m² (128 sq. ft.), but not over 18.60 m² (200 sq. ft.), must be set back 30 m (100 ft.) from the highway property line

- d. Signs over 18.60 m² (200 sq. ft.), but not over 30.19 m² (325 sq. ft.), must be set back 46 m (150 ft.) from the highway property line
- e. Signs over 30.19 m² (325 sq. ft.), but not over 60.39 m² (650 sq. ft.), must be set back 84 m (275 ft.) from the highway property line
- f. Signs greater than 60.39 m² (650 sq. ft.) will not be allowed within the controlled area

5.7.8 Basic Setback Distances must be Maintained

The setback distances for billboard signs located other than in a built-up area must not be reduced to less than the setback distances set out in section 5.7.7- *Setback Distance for Billboard Signs*, regardless of the width of the right-of-way of the highway.

5.7.9 Setback Distance for Billboards in Built-Up Area

A billboard sign located within a built-up area must not be reduced to less than the setback distances set out in section 5.7.7 - *Setback Distance for Billboard Signs*, except when a building line approved by the Delegated Authority has been established. In such cases, the billboard sign may, if approved by the Ministry, be placed at less than the basic setback distance for billboard signs of a similar size, but not closer to the highway than the approved building line.

5.7.10 Requirements Regarding Billboard Affixed to a Building

A billboard sign located adjacent to a highway may be affixed to a building, providing the height of the sign does not exceed 8 m (25 ft.) above the ground. A billboard sign which is affixed to a building shall be on the right side of the highway, facing the motorist. Each such sign must conform to the basic setback provisions as set out above.

5.7.11 Each Billboard must be Covered by a Permit up to Five Years

A sign permit, issued by the Ministry, must be obtained for each billboard sign and is valid for five years from the date of permit approval. A new permit must be obtained prior to expiry of an existing billboard sign permit. Approval of subsequent applications is subject to location availability and any new policies applicable at the time of application. All sign permits issued prior to September 24, 1994, are not affected by the five-year requirement, and will remain until such time as the sign site becomes available.

The sign permit will be issued in the name of the registered property owner for a sign located on private property. However, when the owner of the property has a documented arrangement with the advertiser/sign operator, the sign permit may then be issued to the advertiser/sign operator.

5.7.12 Signs must be Placed within Six Months of Issuance of Permit

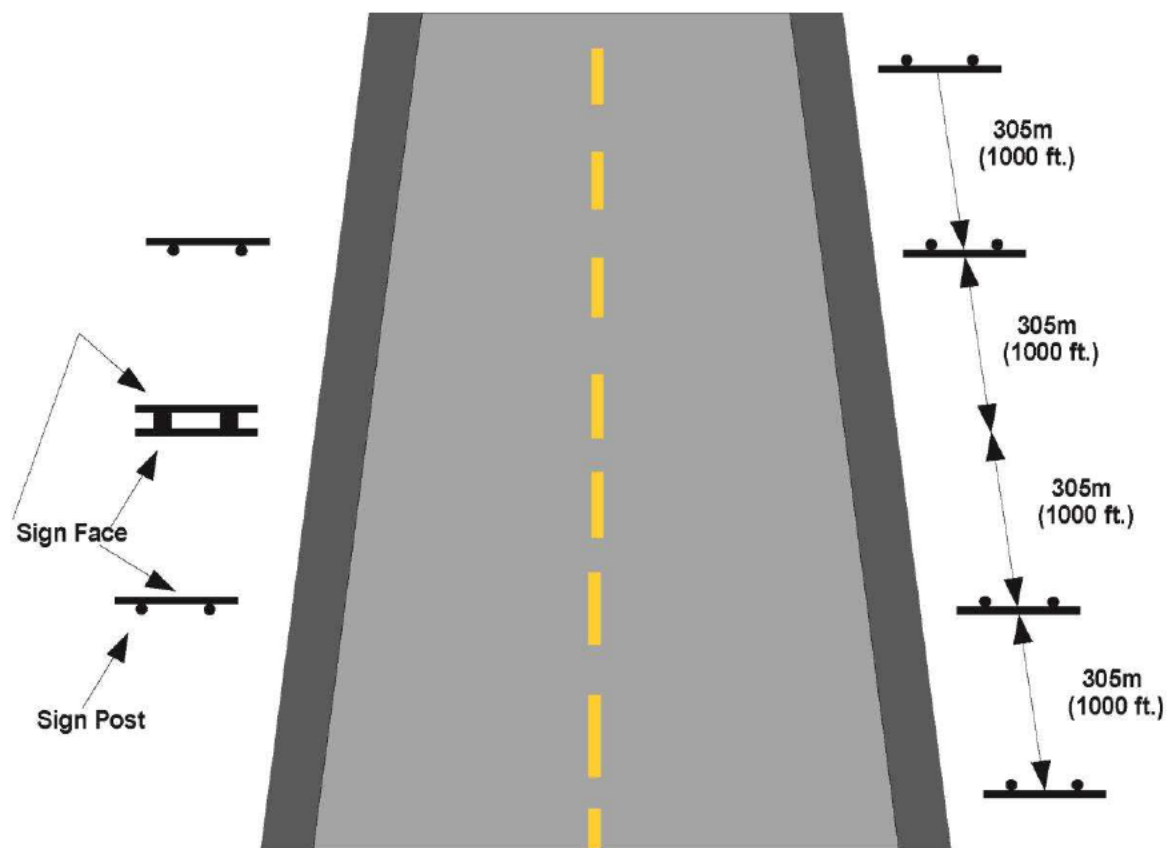
When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six months of the date of issuance of the permit. Otherwise the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.7.13 Message on Sign may be Changed

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels). A new permit is only required when the size or setback has been changed.

5.7.14 Changeable Message Sign

Changeable message signs are permitted for billboards, and must conform to the specifications and requirements set out in section 5.6.9 of this policy. The issuance of a permit will be based on the size and location of the sign, and not the number of individual advertisements. There is no restriction as to the number of individual advertisements displayed on any one changeable message sign.

5.7.15 Billboard Signing – Spacing Requirements**Figure 5.7.1: Billboard Signing – Spacing Requirements**

5.8 Bush Country Highway Signs

Location and billboard signs may be placed within the highway right-of-way (ROW) on designated Bush Country highways, providing they meet the requirements as outlined in this policy. Any new "Bush Country" designations shall be approved by the respective Regional Director.

5.8.1 Location Signs

The instructions regarding location signs adjacent to Bush Country highways shall be applied only on highways (or parts of highways) that have been designated as Bush Country highways. The instructions shall not be applied to overcome obstructions blocking the view of signs adjacent to highways (or parts of highways) which have not been designated as Bush Country highways.

Brush shall not be interpreted as "bush" for the purposes of this section. Under no circumstances shall a sign be located upon the highway ROW of a highway because the view of the sign in the normal location is obscured by brush. To give a clear view of approved business identification signs located on private property, brush on the highway ROW shall be cleared with Ministry approval (Brush Removal Permit) by the sign owner, as required. The Ministry shall not clear brush that is off the highway ROW. Arrangements for clearing brush that is off the highway ROW shall be made between the owner of the property and the owner of the sign(s).

Where a highway has been designated as a Bush Country highway, the location signs of a commercial establishment may be moved nearer to the highway ROW, if these signs would be hidden from the view of approaching traffic by bush. Where location signs adjacent to a Bush Country highway are hidden from the view of approaching traffic by bush on the highway ROW, they may be moved onto the highway right-of-way, under a sign permit.

A location sign that is moved nearer to or onto the highway ROW of a Bush Country highway in accordance with this policy shall be kept in good repair, and in a condition satisfactory to the Ministry.

Location Sign Requirements

Location signs moved closer to or onto the highway right-of-way of a Bush Country highway in accordance with this policy shall not:

- a. be more than 11.9 m² (128 sq. ft.) in total area.

- b. be placed such that the front edge of the sign is more than 0.9 m (3 ft.) in front of the bush line, and the location of each such sign shall be as approved by the Ministry. Where bush on the highway ROW is removed, each location sign shall be moved back so that it will be not more than 0.9 m (3 ft.) from the new bush line.
- c. exceed two in number, and each sign shall face in a direction different from the other.
- d. be placed less than 46 m (150 ft.) from the sign of another establishment which sign is located upon the highway ROW or less than 46 m (150 ft.) from an official highway sign.
- e. be placed until a permit for the sign(s) has been obtained.
- f. be placed where there is an official guide sign erected to identify the establishment or to direct traffic to the establishment.

5.8.2 Billboard Signs

Billboard signs are permitted on the highway ROW or on private property adjacent to Bush Country highways, providing the requirements as outlined are met.

A billboard sign is a sign which contains a message that is not related to the property that the sign is located on.

5.8.2.1 Message on the Billboard

A billboard sign on private property adjacent to a Bush Country Highway must meet the messaging requirements set out in Section 5.7.1.

A billboard sign on the highway ROW must meet the following requirements in addition to the messaging requirements set out in Section 5.7.1:

- a. Shall only promote goods and services or authorized local events offered by, or related to, businesses, municipalities, charities, not-for-profit organizations, or Indigenous communities.
- b. Shall not demean, denigrate, or disparage one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them into public contempt or ridicule.
- c. Shall not undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.
- d. Shall be in accordance with the Canadian Code of Advertising Standards.

- e. Shall have no adverse effect on public safety or liability to the Ontario government.

5.8.2.2 Billboard Sign Requirements

A billboard sign must not be:

- a. more than 11.9 m² (128 sq. ft.) in area on highway ROW.
- b. located on the left-hand side or median of the highway facing the motorist.
- c. located within 305 m (1,000 ft.) of another billboard sign per direction.
- d. located where the left edge of the sign will be less than the setback as identified in Section 5.8.2.3 and 5.8.2.4 of this policy.
- e. placed within 91 m (300 ft.) of the limit of a road, street, or railway that intersects a highway at grade.
- f. placed within 300 m (985 ft.) of an at-grade intersection on a class 1 and 2 highway
- g. be placed within 3 km in advance of an interchange on a class 1 and 2 divided highway
- h. placed within 300 m (985 ft.) from the end of the acceleration lane on a class 1 and 2 divided highway
- i. placed adjacent to a curve where the radius is less than 1000 m
- j. located on highway ROW where the billboard sign is visible to an adjacent residential dwelling unit
- k. as a blank poster panel, advertise "for rent" or contain the name/number of the advertiser/sign operator in lieu of an advertisement on highway ROW for more than six months
- l. affixed to or mounted upon or be made to form part of a fence
- m. a contravention of federal/provincial legislation (e.g. advertise restricted products such as tobacco).
- n. erected before a permit for the sign has been obtained
- o. located within the limits of a Provincial park
- p. a changeable message sign on highway ROW.
- q. a changeable message sign on private property adjacent to Class 1 and 2 highways

5.8.2.3 Setback Distance for Billboards on Highway Right-of-Way

The following setback distance shall apply for signs up to and including 11.9 m² (128 sq. ft.):

- a. Must be set back 10 m (33 ft.) from the edge of pavement on class 1 and 2 divided highways.
- b. Must be set back 9 m (30 ft.) from the edge of pavement on class 1 and 2 (undivided highways) and class 3, 4 and 5 highways.
- c. Where enhanced clear zones are present, the appropriate setback shall apply.

5.8.2.4 Setback Distance for Billboards on Private Property Adjacent to Bush Country Highways

The following setback distances shall apply:

- a. Signs up to and including 11.9 m² (128 sq. ft.) must be set back 3 m (10 ft.) from the highway property line
- b. Signs over 11.9 m² (128 sq. ft.), but not over 18.60 m² (200 sq. ft.), must be set back 30 m (100 ft.) from the highway property line
- c. Signs over 18.60 m² (200 sq. ft.), but not over 30.19 m² (325 sq. ft.), must be set back 46 m (150 ft.) from the highway property line
- d. Signs over 30.19 m² (325 sq. ft.), but not over 60.39 m² (650 sq. ft.), must be set back 84 m (275 ft.) from the highway property line
- e. Signs greater than 60.39 m² (650 sq. ft.) will not be allowed within the controlled area.

5.8.2.5 Waiting List

A waiting list will be commenced by the respective Area Office, when it is determined that there are no available sites on the highway ROW and private property (combined).

When a waiting list is created, the following shall apply:

- a. One list per highway, per Area Office
- b. Applicants will appear only once on the list for each highway, per Area Office
- c. When an applicant is offered a site and accepts, the applicant will be removed from the list. Should the applicant require an additional site, they will be required to re-apply and will be placed at the bottom of the list

- d. When an applicant declines a site, the applicant will retain their position on the list.

5.8.2.6 Multiple Applications

No one advertiser/sign operator can hold more than one permit per every five consecutive sites, per highway (includes highway ROW and private property).

5.8.2.7 Municipal Exemptions

Municipal by-law matters pertaining to highway ROW (i.e. scenic corridors, heritage areas, etc.) may be applied at the discretion of the Regional Director.

5.8.2.8 Angle of Billboard Sign as Related to Highway

The angle of a billboard sign as it relates to the centre line of a highway shall be equal to or greater than 45 degrees, whether or not the sign is affixed to a building. That is, if the plane forming the face of the sign was extended in a straight line to intersect the centre line of the highway, the angle would be a minimum of 45 degrees.

5.8.2.9 Billboard Signs in City, Town and Village, etc.

Billboard signs which are located within the limits of a city, town or village and adjacent to an assumed highway shall be subject to this policy. Billboard signs located adjacent to a connecting link are not controlled by the Ministry.

5.8.2.10 Requirement Regarding Billboard Affixed to a Building

A billboard sign located adjacent to a Bush Country highway may be affixed to a building, providing the height of the sign does not exceed 8 m (25 ft.) above the ground. A billboard sign which is affixed to a building shall be on the right side of the highway, facing the motorist. Each such sign must conform to the basic setback provisions as set out in Section 5.8.2.4.

5.8.2.11 Signs Must be Placed within Six Months of Issuance of Permit

When a sign permit has been issued, the sign to which the permit applies must be placed or erected within six months of the date of issuance of the permit. Otherwise, the permit shall be void and cancelled. When a permit is cancelled in accordance with this procedure, the fee shall not be refunded.

5.8.2.12 Message on Sign May Be Changed

The message on a billboard for which a permit has been issued may be changed from time to time (poster panels), provided it conforms to Section 5.8.2.1. A new permit is only required when the sign location or size will change.

5.8.2.13 Changeable Message Signs

Changeable message signs are only permitted for billboards on private property, except adjacent to Class 1 and 2 highways. These signs must conform to the requirements set out in section 5.6.9 of this policy. The issuance of a permit will be based on the size and location of the sign and not the number of individual advertisements. There is no restriction as to the number of individual advertisements displayed on any one changeable message sign.

5.8.2.14 Permit Administration

A sign permit, issued by the Ministry, must be obtained for each billboard sign which is valid for five years from the date of permit approval. A new permit must be obtained prior to expiry of an existing billboard sign permit. Approval of subsequent applications is subject to location availability and any new policies applicable at the time of application. All sign permits issued prior to September 24, 1994, are not affected by the five-year requirement, and will remain until such time as the sign site becomes available.

For a sign located on highway right-of-way, the sign permit will be issued in the name of the advertiser/sign operator.

For a sign located on the highway ROW, the business, municipality, charity, not-for-profit organization, or Indigenous community to which the message pertains, must provide the following with the permit application:

- **Business:** a valid business number assigned by the Canada Revenue Agency.
- **Charity or Not-for-Profit Organization:** a valid registration number assigned by the Canada Revenue Agency.
- **Municipality:** must be recognized by the Association of Municipalities of Ontario.
- **Authorised Local Event:** applicant must obtain municipal and/or provincial permits as appropriate before scheduling the event.
- **Indigenous Community:** further documentation may be requested by the MTO, if needed.

For a sign located on private property adjacent to a Bush Country highway, the sign permit will be issued in the name of the registered property owner. However, when the owner of the property has a documented arrangement with

the advertiser/sign operator, the sign permit may be issued to the advertiser/sign operator.

5.8.3 Bush Country Highway Designation List

The following highways are designated as Bush Country highways. The Local Area Offices maintain current listings and exact designation limits.

Central Region

No highways are designated.

Eastern Region

The following highways are designated:

- Highway 28 from Lakefield County Road 6 northerly to Highway 41.
- Highway 35 northerly from Fenelon Falls County Road 8.
- Highway 41 from Kaladar Highway 7 northerly to Highway 60 (north junction).
- Highway 60 from Renfrew County Line Easterly to Killaloe.
- Highway 62 from Madoc Highway 7 northerly to Highway 127.
- Highway 118 westerly from Highway 28.
- Highway 127 from Maynooth Highway 62 northerly to Highway 60.

Northeast Region

All highways are designated, except the following:

- Highway 11 North Bay By-Pass.

Northwest Region

All highways are designated, except the following:

- Thunder Bay Expressway composed of Highway 61, from Chippewa Road northerly to Highway 11/17, and Highway 11/17, from Highway 61 easterly to Lakeshore Road.
- Highway 11/17 (New) from Vibert Road easterly to the Harbour Expressway.
- Highway 17A - Kenora Bypass.

West Region

No highways are designated.

5.9 Community Business Message Board

A Community Business Message Board is a sign that advertises local businesses within a municipality.

Community Business Message Boards are subject to the following criteria:

- a. allowed on Class 1 and 2 highways where a new highway alignment has bypassed a community
- b. the advertiser on the sign must not qualify for a Canadian TODS sign or any other Ministry signing programs
- c. the closest community to the highway will be allowed a Community Business Message Board
- d. signing allocations will be based on the following population thresholds
 - Population less than 500
one Community Business Message Board per direction
 - Population 500 – 2000
two Community Business Message Boards per direction
 - Population over 2000
three Community Business Message Boards per direction
- e. the community will be responsible for the message content (business identification)
- f. the businesses or services advertised must be located within the municipality for which the Community Business Message Board is intended
- g. up to four (4) local businesses will be allowed on the Community Business Message Board
- h. must be located on private property or highway right-of-way provided the highway has been designated a Bush Country highway
- i. must not exceed 8 m (25 ft.) from the ground to the top of the Community Business Message Board
- j. must not exceed 4.9 m (16 ft.) in width
- k. must not exceed 2.4 m (8 ft.) in height
- l. the exit number must be located at the bottom portion of the Community Business Message Board

- m. the community must supply further directional signing on their own road allowances to the businesses being advertised on the Community Business Message Board
- n. each Community Business Message Board is subject to an annual fee.
- o. the permit will be issued in the name of the municipality/city/town
- p. a sign permit fee is required for each sign location
- q. must not be located within 305 m (1,000 ft.) of another Community Business Message Board sign per direction
- r. a Community Business Message Board located on the highway right-of-way must not be:
 - located where there are available sites in a clear area
 - placed more than 0,91 m (3 ft.) in front of the bush line to the front edge (right) of the sign
 - located where the left edge of the sign will be less than 9 m (30 ft.) from the edge of the highway pavement
 - located on the left hand side of the highway facing the motorist.
- s. application for Sign Permit is required
- t. a Community Business Message Board must be located within the geographic boundaries of the municipality
- u. must not be a changeable message sign.

Appendix 5A - Classifications

For the purpose of this policy, each type of sign shall be placed in one of the classes under classification of signs. The following types are classified, and may be used as a guide to the classification of other signs.

Sign Classification Guide

Type	Description	Classification
Advertising	at a place where the goods and services advertised are available on the property	Location
	at place where the goods and services advertised are not available on the property	Billboard
	a sign or notice of a temporary nature, under 3.0 m ² (32 sq. ft.) in size	Temporary
Advertising Devices	see Devices	
Agricultural	to identify members of agricultural groups and clubs	Location
	to identify field crops, sale of crops, etc.	Location
	to identify the location where crops are for sale	Temporary
Agricultural Society	to identify the property of the society	Location
	to advertise annual or special event	Temporary
Association, Miscellaneous	on member's property and of approved size	Location
Auction Sale	See Sale, Auction	
Awning	advertising or other message on an awning is classified as a sign	Classify according to use
Banner	in any location off the right-of-way	Advertising Device
	on or over Class 1 and 2 highways	Prohibited
	on or over the right-of-way	Temporary
Breed Association (cattle, horse, sheep, swine, etc.)	see Association, Miscellaneous	
Bunting	in any location off the right-of-way	Advertising Device

Type	Description	Classification
Bunting	on or over the right-of-way	Prohibited
	used to advertise at place where item advertised is not available on the property	Billboard
	used to advertise at place where item advertised is available on the property	Location
	used to identify, or name, a business located on the property	Location
Camp or Lodge, etc.	used to identify or name private camp or lodge and located on the property	Location
	used to identify or name public camp or lodge and located on the property	Location
	used to advertise, or give directions for reaching any public camp or lodge and not located on the property	See Policy on Guide Signs
	used at entrance to trail or road other than a named road to give directions for reaching a private camp or lodge	See Policy on Guide Signs
Canopy or Marquee	see Marquee or Canopy	Location
Car Race Posters	temporary, used to advertise race meet etc.	Temporary
Charitable or Religious Organization	See Agricultural Society etc.	Location
Chimney or Smokestack	using a chimney or smokestack as a sign mounting restricted. Only business identification and municipality names allowed. Must not exceed height or width of chimney.	Location
Church	to name and identify church	Location
	to convey message regarding church services	Location
Circus, Posters, Tack Signs	if event conducted solely for private profit; See Temporary Signs	Prohibited
Construction	placed on site during construction for any purpose other than signs placed, required or approved by the Ministry for construction projects or projects on the right-of-way of a highway	Temporary
	placed, required or approved by the Ministry for highway construction projects or projects on the right-of-way	Official

Type	Description	Classification
Contractors	on construction site naming general and sub-contractor(s) and/or architect for convenience of persons making deliveries etc.	Location
Crop Association	on member's property	Location
Crop Identification	on farm, etc. to identify crop, seed strain etc.	Location or Temporary
Device	a permanent device, other than a recognized type of sign, advertising an item available on the property	Location
	a permanent device, other than a recognized type of sign, advertising an item not available on the property	Prohibited
	temporary advertising devices, other than a recognized sign, advertising an item available on the property without a message	Location
Election	used by or on behalf of a candidate or party, temporary or permanent construction	Temporary
Entrance or Exit	used to mark the entrance to, or exit from, a property	Location
Fascia	a sign placed parallel to and facing a highway	Classified according to use
Fare Zone	used to mark the limits of transportation company fare zones	Location
Fingerboard	other than official	Prohibited
Fire Route Marker	refer to King's Highway Guide Signing Policy Manual	Official
First Aid	placed by the Ministry to identify the location of authorized First Aid Post	Official
	placed by the Ministry to direct the public to an authorized First Aid Post	Official
Flags	with advertising or message	Advertising Device
Forestry	to identify provincial, county, etc. forestry, reforestation or conservation project(s) etc.	Official
Fraternal Organization	located on property on which the organization has its headquarters	Location

Type	Description	Classification
Fraternal Organization	located on other than the property on which the organization makes its headquarters	Prohibited
Horse Race Posters and Track Signs	temporary, used to advertise racing events	Temporary
Hotel or Motel	used solely to name or identify the hotel or motel, bearing only the name of the establishment and located on the property or affixed to the establishment	Location
	used to convey a message in addition to the name of the establishment and located on the property or affixed to the establishment	Location
Identification	used to identify, or name an occupant, owner, property or residence, other than a commercial establishment and located off the right-of-way of a highway	Location
	used to identify, or name a commercial establishment and located off the right-of-way - see Policy on Guide Signs erected by the Ministry	Location
	used to identify a newspaper	Location
Inflatable Device	Cold or Hot Air Balloon, Balloons inflated with other gases	Temporary
Marker, Pipe Line, Cable, Bell etc.	on the right-of-way and approved and required by the Ministry	Official
Marquee or Canopy	used to identify or name a business	Location
	used for advertising product for sale on the property	Location
Midway, Posters, Tack Signs	temporary, used to advertise midway rides and shows	Prohibited
Notice, posters and Tack signs (Election Signs are excepted)	temporary notices on highway right-of-way	Prohibited
	military convoys	Temporary
	temporary notices off the highway right-of-way	Temporary
No Vacancy	see Vacancy	

Type	Description	Classification
Official	a sign placed, or required to be placed, by the Ministry	Official
	a sign placed by another ministry of the Ontario Government on a highway right-of-way and approved by the Ministry	Official
	required or permitted by the <i>Election Act</i> or other Federal Government Legislation, other than individual candidate signs which are covered under election signs	Official
Oil Company Service Station Identification	approved oil company identification sign used on service station property to identify the oil company whose products are dispensed at the station	Location
Oil Company Miscellaneous	used at a service station to advertise products, services etc., available at the station	Location
Overhanging	used for business identification	Location
	used for advertising	Location
	overhanging signs, canopies, marquees and similar devices	Location
Posted Panel	posted paper used for advertising, etc. other than where product or service available on the property	Billboard
Private	a sign placed on a private or residential property used solely to identify the property, or name the occupant or owner	Location
	an entrance or exit sign	Location
	to direct persons to private camp, etc. in resort area and located off the right-of-way of a highway	Official - see Policy on Guide Signs
	to advertise	According to use and location
Professional (Doctors etc.)	to identify office or place of business and type of service	Location
Public Assembly	to name and identify public assembly hall i.e., town hall, community hall and community owned halls of a similar nature	Location
	to convey message regarding public or community meetings	Location

Type	Description	Classification
Pylon	Freestanding sign used to identify or name a business, product or service on the property	Location
Real Estate	when located on the property and under 3.0 m ² (32 sq. ft.) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development or subdivision	No Restrictions
	when located on property other than that advertised, regardless of size of sign	Billboard
	when located on the property and over 3.0 m ² (32 sq. ft.) and under 46 m ² (500 sq. feet) in area and advertising a property for lease, rent, sale or trade or advertising a real estate development	Location
	leased, rented, sold or traded	Prohibited
Reforestation	see Forestry Signs	
Restaurant	used solely to identify or name the business and located on the same property	Location
	used to advertise and located on the same property	Location
Roads Identification	other than official, within 3 m (10 ft.) of highway right of-way	Prohibited
- see King's Highway Guide Signing Policy Manual	3 m (10 ft.) or more from highway right-of-way	Location
Running or String	a series of two or more signs placed one after the other along a highway with each sign conveying portion of a message	Prohibited
Sale, Auction, etc.	to advertise the sale of private goods or property when such sale is not held at a public sale barn etc.	Temporary
	commercial auction	Billboard or Location
Service Clubs	used on the right-of-way within the limits of the city, town, village or police village in which the organization makes its headquarters to convey information regarding service clubs and service club meetings etc.	Encroachment
	alone or combined with Chamber of Commerce signs located outside the limits of a city, town, village or police village and located off the highway right-of-way	Billboard

Type	Description	Classification
Service Clubs	temporary notices used for advertising functions sponsored, or the services provided, by a club	Temporary
Shopping Centre	used to identify the centre or plaza	Location
	used to identify a commercial establishment forming part of centre or plaza	Location
Snowmobile	refer to King's Highway Guide Signing Policy Manual	
Sold	indicating real estate, etc. has been sold	Prohibited
String or Running	see Running or String Signs	
Sub-Contractors	on construction site naming the general and sub-contractor(s) and/or architect for the convenience of persons making deliveries	Temporary
Subdivision	see Development/Real Estate	
Theatre	canopy, marquee and other theatre signs used solely to identify the theatre by name	Location
	to advertise the plays or other business of the theatre	Location
Tourist Information - see Policy on Guide Signs	when placed by the Ministry of Culture, Tourism and Recreation	Official
	when approved by the Ministry of Economic Development, Trade and Tourism placed or authorized by the Ministry	Official
	when placed by other than the Ministry for the purpose of advertising accommodations, attractions or service not available on the property on which the sign is located	Billboard
Tower	affixed to a tower. Must not exceed height of tower. Location sign or a municipality name/logo only allowed. This does not include a tower (structure) built specifically to carry a sign	Location
Trucks/Trailers	advertising a message	According to use
Utility	on right-of-way of highway to indicate location of pipe lines, pipe line valves, hydro and telephone sub-stations etc. off right-of-way	Location
Vacancy and No Vacancy	used to indicate availability of accommodation at hotel, motel, camp etc.	Location
Water Tower	see Tower Signs	

Highway Corridor Management **Manual**



Glossary

Corridor Management Office
Ministry of Transportation

April 2025

Glossary

TERM	DEFINITION
abut	To border on, touch.
access	Entrance, intersecting road, egress or ingress.
access connection	An entrance to a Provincial Highway or to a public road in the vicinity of a Provincial Highway (within MTO's permit control areas).
access connection depth	The distance that should exist between the end of a turning radius at a corner and the next available turnoff.
access density	The number of access connections per kilometre on each side of a highway.
access management	Preserves the safety and efficiency of Provincial Highways. The process that manages access connections (entrances to Provincial Highways and to roads in the vicinity of a Provincial Highway) within MTO's permit control areas.
access management classification system	Based on, and intended to protect the functional classification system, by preserving the intended role, function, mobility and design characteristics of each Provincial Highway. Classifies Provincial Highways according to the level of access control, and the applicable access connection standards.
adjacent	Lying near, neighboring
adjoining	Bordering, touching
advertising or decorative devices	A device (other than a recognized or standard type of sign) that is placed or affixed to advertise, attract attention, or promote an individual firm, organization, product, or event. These include devices of a decorative nature (e.g. landscaping), banners, bunting, streamers, strings of flags or multiple flag installations, lights, or other such devices. They are all subject to the approval of the Ministry.
agency	Other ministry, municipality or approving authority.
agricultural product	An agricultural product that is not edible, an agricultural food product, or a food product that is processed on a farm in Ontario from an agricultural food product.

TERM	DEFINITION
applicant	Includes the registered property owner or his authorized agent and may include developers and proponents.
area of a sign	The number of square metres (square feet) on the surface of a sign, including the border and/or frame. Where a sign has no border and/or frame, the area will be composed of individually installed letters, numerals or other shapes, excluding spacing. Where a sign is supported by a structure secured to the ground and which is not supported by any building or other structure, the sign area will be the number of square metres (square feet) on the surface of a sign, including the border and/or frame.
arterial highway	Divided or undivided highways with at-grade intersections. The role of an arterial is to provide mobility. An arterial may have sections of freeway or staged freeway within its corridor. Arterials that are fully controlled-access highways are called Principal Arterials.
Authorized Local Event	An authorized local event is an event that has been scheduled after securing provincial and municipal permits as appropriate.
auxiliary access	A secondary means of access connection to a highway from a parcel of land that is already served by another access connection type. This is typically used where internal access to the total holding is impractical due to topographical or physical features, such as a creek, municipal drain, etc.
Back to Back Sign Structures Located on Private Property	Either, two signs affixed directly to one another with no open space, which is visible from the highway, or two signs erected in the form of a "V", with the closed end of the "V" nearest to the highway.
billboard sign	A sign which contains a message that is not related to the property where the sign is located on. The message on the billboard must not promote violence, hatred, or contempt against any identifiable group. Identifiable group means any section of the public distinguished by colour, race, ancestry, religion, ethnic origin, sexual orientation, or disability.
building	Includes any barn, factory, residence, store, warehouse or any part thereof.

TERM	DEFINITION
building line	The basic minimum distance at which buildings and installations of various types may be placed from a highway, road, street or restricted area, or a line established by a municipality or by the Ministry for use in locating buildings, or a line determined by the position of existing buildings.
built-up area	A territory lying near or bordering a highway not within a city, town, village or police village where, a) not less than 50% of the frontage upon one side of the highway for a distance of not less than 183 m is occupied by dwellings, buildings used for business purposes, schools or churches, or b) not less than 50% of the frontage upon both sides of the highway for a distance of not less than 91 m is occupied by dwellings and buildings used for business purposes, schools, or churches, or c) not more than 183 m of the highway separates any territory described in subparagraph (a) or (b) from any other territory described in subparagraphs (a) or (b), or d) any other area which the Ministry designates as a built-up area for the purposes of these instructions. Such an area shall be supported by a recommendation submitted by the Field Services Engineer or other person concerned along with all pertinent detail to the Senior Policy Adviser of Corridor Management and Property Office. The limits of an area that has been designated by the Ministry as a built-up area shall be determined by taking the two buildings at the opposite ends of the area and considering the lines formed by the two walls of these two buildings which two walls are most distant one from the other, extend these lines horizontally to intersect the limit of the highway. The two lines thus extended indicate the limits of the area that has been designated as a built-up area. The width of a building not having direct access to the highway under consideration and the width of highways, roads, streets, etc. which intersect that highway are not considered when computing the built-up density of the area.
bypass	A highway or any part thereof, built to carry traffic through or around a municipality with minimum delay and minimum interference from the local traffic. A bypass may be designated as a controlled-access highway.

TERM	DEFINITION
Business	Business includes every trade, occupation, profession, service or venture carried on with a view to profit
centre line of highway	Normally the centre line of construction as shown on the plan of the highway. However, in some cases such as "stage" construction of a four-lane highway or when extra widening is purchased on one side of a highway only, the plan of the highway must be consulted to determine the centre line.
changeable message sign	A changeable message sign is a sign with the capability of content changes by means of mechanical or electronic input. This type of sign displays changing static messages for a fixed duration. It includes the following: 1) Mechanical – a changeable sign whose display surface physically changes to reveal alternate messages, such as tri-vision or flip disc signs. 2) Electronic – a changeable sign whose content can be changed by means of an electrically energized display matrix, such as an LED pixel board.
channelization	The separation of right turn and left turn traffic flow by means of traffic markings and islands.
Charity (Registered)	Registered charities are charitable organizations, public foundations, or private foundations that are created and resident in Canada. They must use their resources for charitable activities and have charitable purposes that fall into one or more of the following categories: • the relief of poverty • the advancement of education • the advancement of religion • other purposes that benefit the community Examples of registered charities: • relief of poverty (food banks, soup kitchens, and low-cost housing units) • advancement of education (colleges, universities, and research institutes) • advancement of religion (places of worship and missionary organizations) • purposes beneficial to the community (animal shelters, libraries, and volunteer fire departments)

TERM	DEFINITION
clear vision	The distance between two objects which distance is clear of obstruction of any kind that might interfere with a clear view of the extremities from any point within the limits being considered.
collector highway	Undivided highway with at-grade intersections. Its role is to balance mobility and access, but access is secondary to mobility.
commercial	Any form of activity that has for its end the buying, exchanging, manufacturing, producing, selling, supplying, warehousing of commodities or services.
commercial access	A private access connection to a highway from a parcel of land zoned for commercial, industrial, institutional, or multi-residential land use.
commercial area	An area where business and commercial establishments are predominant.
commercial building	Any building used other than solely for residential or home occupation purposes is classified as a commercial building or commercial establishment. A building occupied as a dwelling consisting of five or more units.
commercial establishment	All or part of a building or all or part of a group of buildings in which is conducted a commercial enterprise or business operated by one or more owners or firms; or a building used other than solely as a residence.
Community Business Message Board	A sign that advertises local businesses within a municipality.
connecting link	The Minister may designate a highway as a connecting link. (a) the municipal highway provides connection between the Provincial Highway system through an urbanized area and the highway is deemed provincially significant; (b) the municipal highway extends the Provincial Highway system to a significant international or inter-provincial boundary crossing, or (c) the municipal highway is an extension of the King's Highway.

TERM	DEFINITION
Controlled Access Highway (CAH)	That part of the King's Highway or proposed highway, which has been designated as a controlled-access highway under the <i>Public Transportation and Highway Improvement Act</i> and to which direct access is limited or prohibited. The restrictions the Ministry applies to controlled-access highways are more numerous and stringent than the restrictions it applies to other highways. Controlled-access highways fall into three classes for the purposes of these instructions: freeways or expressways are highways with fully controlled-access to which no private or commercial access is allowed except service centres in locations owned and approved by the Ministry. staged freeways or staged expressways are those highways identified as possible future freeways being constructed in stages with either two or four lanes with both at grade intersections and interchanges. special controlled access highways are highways with limited control to which access is allowed in varying degrees according to the circumstances.
controlled area	The area over which the Ministry exercises control under the <i>Public Transportation and Highway Improvement Act</i> . This definition is qualified and limited in some instances for the purposes of these instructions.
cornice	The cap or crown of the wall of a building, the top of the wall.
daylighting	The clearing of trees, buildings and other obstructions that tend to limit the view at an intersection, railway crossing, curve, sharp turn.
daylighting area	The area owned by the Ministry or intersecting road authority and maintained free of obstruction or means of access to permit a clear view at an intersection, railway crossing, curve, and sharp turn. See "Sight Triangle".
Delegated Authority	Delegated Authority shall mean the individual within the Ministry who has the authority to issue permits under the PTHIA. These include the Heads, Regional Corridor Management Sections, and any alternate or person occupying such position in an acting capacity. The Delegated Authority is responsible for reviewing permit applications, resolving conflicts, issuing permits, and enforcing policies if violations occur.

TERM	DEFINITION
design speed	A selected speed used to determine the appropriate geometric design elements for a particular section of highway.
development/ real estate/ construction sign	a sign which may consist of a message which identifies any property which is for sale, lease, rent, trade or under development. It may identify the developer, contractor, architect, or engineering consultant, or include the name of the future occupant or owner of the site or property.
egress	The means of entering a highway from an access connection (entrance) or intersection.
election sign	Election signs are placed by, or on behalf of, a candidate or a political party, and include signs designed to encourage citizens to vote.
encroachment	Works or other installations that are placed upon, under, or over which in any way interferes with, or infringes upon the right-of-way of a highway.
entrance	A private road, entranceway, gate or other structure or facility used as a means of access to, or exit from, a highway; and shall include any curbs, gutters or other works relative thereto.
entrance permit	Formal MTO authorization for an access connection (entrance) to be constructed to a Provincial Highway.
farmstead access	An access connection to a highway from a farmstead residence.
fence	Includes any board, masonry, ornamental, or wire fence, excluding wire farm fence.
field access	An access connection to a highway from a vacant lot of record or auxiliary access for a Farmstead lot.
Field Services Engineer	Head, Regional Highway Corridor Management Section
freeway	Highways that are built to accommodate the movement of large volumes of traffic at high speed under free flow conditions, with full control of access. Opposing traffic lanes are separated and access is provided by grade-separated interchanges only.
freeway ramp terminal – entrance or exit	That part of an entrance or exit ramp that intersects with the crossing road.

TERM	DEFINITION
freight-supportive	Transportation systems and facilities that facilitate the movement of goods.
frontage	The front boundary line of a property that borders on a highway, or the face of a building parallel to a highway.
frontage road	A road adjoining and parallel to a highway, built to carry local traffic between interchanges.
functional classification system	The foundation for highway system planning, design, engineering, and other classification systems. Separates different types of highways on the basis of: differences in traffic service and land service; design features, and; operational needs.
functional interchange area	The section of highway or crossing road that extends both upstream and downstream from the physical freeway ramp terminal area. This enables a motorist to enter and pass through the freeway ramp terminal intersection before having to consider a potential conflict at a subsequent access connection.
functional intersection area	The section of highway or crossing road that extends both upstream and downstream from the physical intersection area. This enables a motorist to enter and pass through an intersection before having to consider a potential conflict at a subsequent access connection.
HAMP	Highway Access Management Plan.
HCMM	Highway Corridor Management Manual.
height of a sign	The height of a sign (with border or frame) shall be the vertical distance from the ground on which it stands to the highest extremity of the sign. The height of a sign (without border or frame) that is affixed to or mounted upon any building or other approved mounting shall be the vertical distance from the ground to the top of the letter, symbol, or other part of the sign that is the highest point. The height of any roof sign shall be measured from the ground at the building wall nearest to the highway.
highway	Means of common public highway, or any part thereof, and includes a street, bridge or any other structure incidental thereto and any part thereof.
highway limit	The boundary line of the right-of-way of a highway.
I-HAMP	Interchange Highway Access Management Plan.

TERM	DEFINITION
illuminate	To throw light upon by floodlighting, indirect lighting, or to decorate with lights.
illuminated sign	A sign that is lit by floodlights, indirect lighting, etc.
infilling	Where the pattern of development and the building line are well established and where the posted speed is less than 70 km/h.
inflatable device	An inflatable device may consist of a cold/hot air balloon and balloons inflated with other gases.
ingress	The means of entering an access connection (entrance) or intersection from a highway.
intensification	The development of a property, site or area at a higher density than currently exists.
interchange	A grade separated intersection with a structure designed to facilitate the free flow of traffic between intersecting highways and roads and any ramps, roadways incidental thereto.
intersection	The general area where a road, street, railway or another highway joins or crosses a highway, or the area embraced within the prolongation or connection of the lateral curb lines or, if none, then of the lateral boundary line of two or more highways which join one another at an angle, whether or not one highway crosses the other. The <i>Public Transportation and Highway Improvement Act</i> establishes that "except as otherwise designated by the Lieutenant Governor in Council, where the King's Highway, other than a proposed highway, intersects a highway that is not the King's Highway, the continuation of the King's Highway and to its full width across the highway so intersected is the King's Highway and shall be deemed to be vested in the Crown and under the jurisdiction and control of the Ministry".
intersection of right-of-way	The area where the right-of-way of a road, street, railway, or of another highway joins the right-of-way of a highway.
intersection sight distance	The sight distance to the left and right available to a driver intending to execute a manoeuvre onto a through roadway from an intersecting roadway.
King's Highway	Any highway or proposed highway in Ontario, designated by the Lieutenant Governor in Council as a King's Highway.

TERM	DEFINITION
land area under active development	The total land area as noted in this policy is the land area currently under active development. This includes the building(s) footprint and permanent parking area(s) (i.e. site plan control).
land use	The purpose for which the property is used. It also refers to the development or change in use of land for any purpose other than a use defined by an existing building or structure. Roads, pipelines, public utilities, earth berms, stormwater management facilities adjacent to a Provincial Highway are subject to land use restrictions.
landscape sign	Any arrangement of natural materials and/or conventional signing that displays the name of the business or property owner, and is typically located on the ground or a berm. The area of the sign shall be calculated by the square footage of the message content and/or logo within the display.
large traffic generator	Any activity or land use causing people to congregate in large numbers.
Letter of Credit	A guarantee from a major Canadian financial institution. MTO reserves the right to request a Letter of Credit as a condition of issuing a Highway Corridor Management permit.
level of service	A qualitative measure describing operational conditions within a traffic stream, based on service measures such as speed and travel time, freedom to manoeuvre, traffic interruptions, comfort, and convenience.
local highway	Undivided highway with at-grade intersections. Its role is to serve through traffic, but mobility is secondary to access.
location sign	A location sign shall be any sign that is located on a property, either freestanding or attached to, or placed or mounted upon a building, or landscaped that either names or identifies the property, occupant(s) or owner(s) or identifies, advertises, promotes or directs attention to a business, service and/or activity available at the premise.
lot of record	A parcel of land that is described in a deed or other legal document, or that is shown as a lot or block within a registered subdivision plan.
luminous sign	a) A sign lit by internal lighting b) A sign whose content can be changed by means of electrically energized display matrix, such as a light-emitting diode (LED).
Ministry	The Ministry of Transportation of Ontario.

TERM	DEFINITION
mobility	The level and degree of uninterrupted traffic movement along a highway.
MTO	The Ministry of Transportation of Ontario.
MTO DS	The Ministry of Transportation's Design Supplement to the TAC GDG.
MTO Work Project	MTO planning and design studies such as MTO Planning and Environmental Assessment Studies, Preliminary Design and Environmental Assessment Studies, or Work Projects on the 5-year Capital Construction Program for Provincial Highways.
Municipality	A municipality is a geographic area whose inhabitants are incorporated.
mutual access	An access connection (entrance) to a highway from two or more lots of record that all have highway frontage.
Not-for-Profit Organization	Not-for-Profit organizations are associations, clubs, or societies that are not charities and are organized and operated exclusively for social welfare, civic improvement, pleasure, recreation, or any other purpose except profit. Examples of non-profit organizations: • social, recreational, or hobby groups (bridge clubs, curling clubs, and golf clubs) • certain amateur sports organizations (hockey associations, baseball leagues, and soccer leagues) • certain festival organizations (parades and seasonal celebrations)

TERM	DEFINITION
official sign	Official signs shall include: 1) Signs placed by the Ministry, such as: a) route markers, assurance signs etc. b) roadway identification signs, directional signs, and other guide signs. 2) Signs which the Ministry requires a person, firm, or organization to place for reasons of safety, information, guidance, or for any other reason. Signs required by the Ministry shall include signs and safety devices required during the construction or maintenance of a highway, or during (or because of) an encroachment upon a highway etc. 3) Signs approved by the Ministry and placed by another ministry of the Ontario Government or federal government, such as: a) signs placed by the Ministry of Natural Resources: fire area, game preserve, park area, forest area, conservation area etc. b) signs placed by the Ministry of Culture, Tourism and Recreation: tourist information c) signs placed by the Ministry of Agriculture and Food: experimental plot, horticultural station, inspection station etc. d) signs placed by the Ministry of Economic Development and Trade: conservation area etc. 4) Signs required by federal government legislation (e.g. signs required by the <i>Canada Elections Act</i>.) 5) Official signs related to the armed forces. 6) Signs related to conservation areas which have been approved by the Ministry and have been placed by appropriate municipal officials.
permit control area	The area in the vicinity of a Provincial Highway within which any development requires an MTO Highway Corridor Management permit.
Planning and Design Section	Highway Engineering Office (in Central Region only)
planting	Includes any hedge, shrub, tree or landscaping.
portable sign	A sign or advertising device that is not permanently attached to the ground, a building, or a structure, and that is designed to be moved from place to place.

TERM	DEFINITION
posted speed	The maximum legal vehicular speed allowed within a section of highway.
principal arterial highway	Highways that are fully controlled-access highways but are not freeways.
private access connection	An access connection (entrance) from a lot of record to a Provincial Highway or to a public road in the vicinity of a Provincial Highway within MTO's permit control areas.
private road	A road or entrance under the jurisdiction, control and ownership of a person, an authority, a corporation, an association, etc. (not under the jurisdiction of any duly constituted road authority) that provides access to one or more lots of record, or to multiple owners of units located on one parcel of land, as is the case of a condominium, and which public funds are not expended upon.
property line	The boundary line of a highway right-of-way, or the boundary line of a property.
property owner	Includes a mortgage, lessee, tenant, occupant, person entitled to a limited estate or interest, and a guardian executor, administrator, or trustee in whom land or any interest therein is vested.
Provincial Highway	Any highway under the jurisdiction of the Ministry of Transportation, including King's Highways and any part of these designated as controlled-access highway, and any roadway under the jurisdiction of the Ministry.
provincial plan	A provincial plan within the meaning of section 1 of the <i>Planning Act</i> .
PTHIA	The <i>Public Transportation and Highway Improvement Act</i> R.S.O. 1990, c.P.50 – sections of this act give the Ministry the authority to issue permits within control areas within the vicinity of a designated highway.
public road	A road that is under governmental jurisdiction and on which public money has been spent for its repair and maintenance.
pylon	A structure, or part of a structure, erected to support or decorate a building; or a structure from a building and erected to support a sign or support or frame a gateway; or a structure erected solely for decorative purposes.

TERM	DEFINITION
Regional Corridor Control Office	Regional Highway Corridor Management Section
Regional Office	Regional Highway Corridor Management Section
residence	A building used solely as a residence or home. A building housing more than five families is classified as a commercial building.
residential access	An access connection (entrance) to a highway from a residential lot of record.
resource access	An access connection (entrance) to a highway for logging operations, mining explorations, gravel pit, etc.
restricted	Limited, controlled.
restricted area	An area within the Controlled Area within which certain specific controls are exercised by the Ministry.
roadway	That part of the highway designed or intended for use by vehicular traffic.
rural area	A section of any highway that is not defined as a built up area.
secondary highway	Any road or portion of a road in Ontario, designated by the Lieutenant Governor in Council as a Secondary Highway.
Senior Policy Advisor	Senior Project Manager - Policy
service road	A road located parallel and adjacent to, but not necessarily adjoining a highway, which carries local traffic and provides access to adjacent properties.
setback distance	The distance between the nearest extremity of an object under consideration and the centre line/property line of a highway.
sight distance	From any given point, the unobstructed distance a driver can see, usually along the roadway ahead.
sight triangle	The triangle formed by the line of sight and the two sight distances of drivers, cyclists or pedestrians approaching an intersection on two intersecting streets.

TERM	DEFINITION
sign	Any sign, notice, name, identification, description, advertising device, illustration, or any part thereof (whether it contains text or not) which is used to attract attention or direct attention to an object, product, place, activity, person, institution, organization or business.
staged freeway	Highways that are projected to become freeways at some time in the future. Staged freeway corridors have full control of access connections, with access provided via either grade-separated interchanges or public road only at approved locations for future grade-separated interchanges.
stakeholder	A property owner, developer or agency.
stopping sight distance	The distance between a vehicle and an object, for which the driver decides to stop, to the instant the vehicle begins to come into view.
structure	Includes any above or below ground installation not defined as a building (e.g. parking garages, detention ponds, swimming pools, illumination fixtures, wells, septic systems, satellite dishes, storage tanks).
subdivision	A parcel of land divided into building lots or blocks before or after development or improvement and approved by the appropriate planning authority as defined in the <i>Planning Act</i> .
TAC GDG	Transportation Association of Canada (TAC) June 2017 Geometric Design Guide (GDG) for Canadian Roads
temporary sign	A sign or notice of a temporary nature (e.g. charitable functions, special events). The sign must not exceed 3.7 m ² (40 sq. ft.) in size, and must not be in place for longer than four weeks. Signs exceeding 3.7 m ² (40 sq. ft.) in size should be classified as either location signing or billboard signing according to their location. They are subject to the applicable restrictions. Approval or any required permits must be obtained before erection of these signs.
transportation system	A system consisting of facilities, corridors and rights-of-way for the movement of people and goods, and associated transportation facilities including, but not limited to, transit stations, bus lanes, high occupancy vehicle lanes, parking facilities, carpool lots.
unit or establishment	A unit is an individual business having its own name and identity, which occupies space of more than 200 sq. ft. within a commercial building. The ownership of the unit is not a factor.
urban area	A section of any highway where the posted speed is less than 80 km/h.

TERM	DEFINITION
urban/rural settlement area	Urban settlement areas and rural settlement areas within municipalities (such as cities, towns, villages and hamlets) that are built-up areas, where development is concentrated and which have a mix of land uses.
visibility triangle	See "sight triangle"

Highway Corridor Management **Manual**



Revisions Table

Corridor Management Office
Ministry of Transportation

April 2025

Highway Corridor Management Manual (original version date: September 2018)

<u>Date</u> <u>(mm/vvyy)</u>	<u>Section/ Figure/ Table</u>	<u>Revision</u>
04/2022	5.2.12	Removed reference to annual renewals for billboard and private roadway signs; replaced with reference to expiry date of 5 years from date of permit approval
04/2022	5.2.13	Removed section as it referred to sign permit renewal notice
04/2022	5.6	Updated definition of a location sign
04/2022	5.6.2 Category A	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.1	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2 Category B	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.2	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2 Category C	Added 2nd paragraph with updated details about sign allocation
04/2022	Table 5.6.3	Added '1 pylon' under 'maximum signing allowed'
04/2022	5.6.2	Added new category D with updated details on calculation of sign allocation

04/2022	5.6.4	Revised wording under category D with updated details on calculation of sign allocation
04/2022	Table 5.6.7	Revised table with updated minimum dwell times for changeable message signs
04/2022	5.7.11	- Revised 1st paragraph to remove reference to annual renewal process - Removed 3rd paragraph with reference to renewal process and renewal notice
04/2022	5.8.8.2	Added item 'q' at the end of the list of requirements to specify that billboard signs cannot be a changeable message sign on private property adjacent to Class 1 and 2 highways
04/2022	5.8.2.14	- Revised 1st paragraph to remove reference to annual renewal process - Removed last sentence with reference to renewal notice
04/2022	5.8.2.13	Revised wording of 1st sentence to specify that billboard signs cannot be a changeable message sign on private property adjacent to Class 1 and 2 highways
04/2022	Glossary	Updated definition of a location sign
04/2025	5.8.2.1	Expanded and clarified the messaging requirements for bush country billboard signs on the highway right-of-way
04/2025	5.8.2.12	Added clarification on when the message on a bush country sign may be changed, and that changes must conform to other applicable messaging requirements
04/2025	5.8.2.14	Added information about the documentation that must be provided by the Business, Charity, Not-For-Profit Organization, Municipality, Authorized Local Event, or Indigenous community that the sign pertains to.

04/2025	5.8.3	- Revised designation limits in Eastern Region to reflect more precise limits. - Removed Highway 6 from Wiarton northerly to Tobermory, in West Region.
04/2025	Glossary	Added definitions for Business, Registered Charity, Not-for-Profit Organization, Municipality and Authorized Local Event