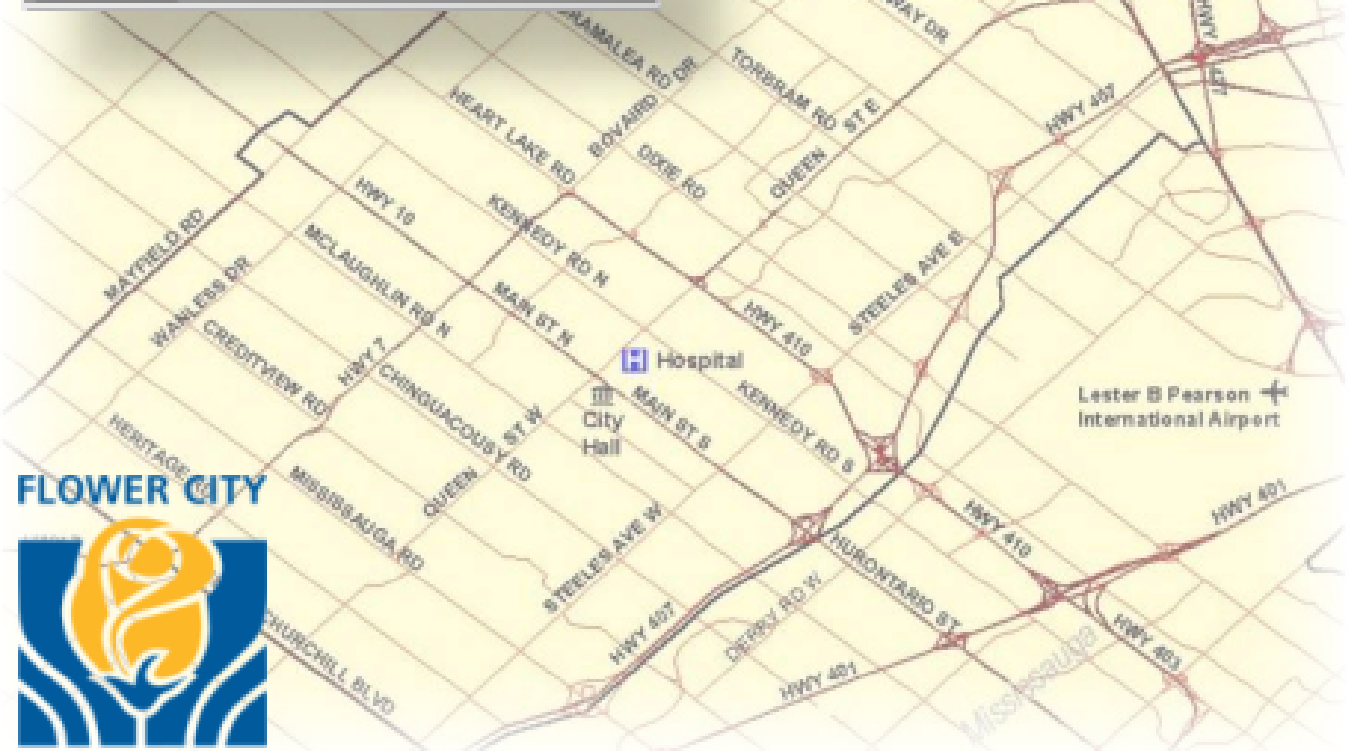


# TODS

## ***TOURISM ORIENTED DIRECTIONAL SIGNAGE***

### **PROGRAM POLICY**

	<b>Farmers Market</b>	
<b>10</b>		
	<b>Performing Arts Centre</b>	
		<b>3</b>
	<b>Golf Course</b>	
		<b>8</b>



**FLOWER CITY**



**BRAMPTON.CA**

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## **1.0 PURPOSE**

This document will define procedures and eligibility criteria for the Tourism Oriented Directional Signing (TODS) Program within the City of Brampton.

## **2.0 OBJECTIVE**

The City of Brampton's TODS Program is designed to achieve the following objectives:

- Present drivers with consistent directional signage
- Set eligibility criteria for tourism operators
- Formalize the application process to qualified tourism operators
- Minimize sign proliferation on the municipal right-of-way
- Recover manufacturing and installation costs

## **3.0 RELATED PROGRAMS**

The City of Brampton is involved in the following two programs, through the installation of trailblazer signs to guide motorists from Provincial Highways or Regional Roadways to operators within the City of Brampton.

### **3.1 Provincial Programs**

The Province of Ontario operates two province-wide way-finding signage programs. The first sign system is known as the Tourism Oriented Directional Signing (TODS) System and was designed to address the needs of tourists and to provide directional information to a broad range of tourist operators. The second sign system is known as the Logo Sign System and it provides motorists with brand specific logos for food, fuel and accommodation services.

#### **a) TOURISM ORIENTED DIRECTIONAL SIGNAGE (TODS) SYSTEM**

TODS signs direct motorists destined for tourist facilities from provincial highways to local businesses.

Where sufficient space is available, qualified individual tourism operators are able to apply for TODS signs on the Provincial right-of-way. The Province has established eligibility and qualification criteria.

Within the Provincial TODS system there are three types of signing:

- Mainline signing - This is the first component of TODS; it is located along Provincial Freeways or King's Highways. Mainline signing is to inform motorists of the presence of a nearby tourist operation at the upcoming interchange or intersection.
- Ramp signing - Further directs motorists from the freeway mainline sign. Ramp signing contains direction and distance information pertaining to the tourist operation.
- Trailblazing - Directs motorists beyond a ramp interchange or highway intersection. Trailblazing is required to guide motorists to tourist operators, which are not located or visible from a main crossroad.

Trailblazing signs are located on roadways under the jurisdiction of the local municipality or regional municipality. Typically, the municipality having jurisdiction over the roadway requiring trailblazing signs will install trailblazing signs.

*(Source: Ontario Tourism Oriented Directional Signage (TODS) Policy Book, MTO, 1998)*

**b) LOGO SIGN SYSTEM**

The objective of the Logo Sign System is to provide brand specific information regarding essential services (food, fuel and accommodations) located close to interchanges along provincial freeways.

The City of Brampton supports the Provincial TODS program and the Logo Sign System and will provide trailblazer signs on City of Brampton roadways to all operators approved by the two provincial programs.

**3.2 Region of Peel Program**

The Region of Peel administers their own TODS program, with the objective of providing a cost-effective system of tourism signs and directing traffic to qualified tourism operators within the Region.

The Region of Peel offers trailblazing signs that are consistent with the Provincial TODS program. Tourist operators must meet criteria similar to the Provincial program to be eligible for TODS signs within the Regional program. The installation of Regional TODS signs is limited to locations on Regional right-of-ways.

Operators with signage on Regional roadways are subject to the fee schedule and billing dates set out in the Region of Peel TODS program.

*(Source: Region of Peel Tourism Oriented Directional Signage (TODS) Program Administrative Guidelines)*

The City is supportive of the Regional TODS program and as such will direct any applications received pertaining to roadways under Regional jurisdiction to the appropriate contact at the Region. In addition, the City will work collaboratively in the approval and administration of TODS requests involving both Regional and City roadways.

**4.0 BRAMPTON TODS PROGRAM**

**4.1 Administration**

The Works and Transportation Department will administer all aspects of the Brampton TODS Program, including the following:

- Administration of this Policy
- Approval or denial of tourism signage applications
- Manufacturing and supply of signage
- Installation and removal of signage along City roadways
- Collection of fees pursuant to this policy
- Replacement of signage, should the need arise
- Maintaining a mailing list of all tourism operators in the City of Brampton TODS Program
- Maintaining an inventory of all TODS signs within the City of Brampton

## 4.2 Eligibility

All operators applying to the City of Brampton's TODS policy must meet the General Criteria (provided below) and the Detailed Criteria (provided in appendix A) or be approved by the Provincial TODS Program.

### General Criteria

- a) The operation must be open to the general public,
- b) The operation must comply with all applicable federal, provincial and municipal legislation,
- c) The operation must be accessible by a road open to traffic,
- d) The operation must be open to the public at least 12 consecutive weeks per year (unless otherwise specified in the Detailed Criteria),
- e) The operation must be open at least five days a week during its operating season, (unless otherwise specified in the Detailed Criteria), on advertised days and times,
- f) The operation must advertise its location, operating season, hours, and contact information in public material available locally

If the operation does not fully meet the eligibility criteria as described above or in Appendix A the application will be denied and the applicant will be advised.

## 4.3 Application Process

Tourist operators may apply for TODS signs by using the application form (provided in appendix B). Tourist operators will request where they would like signs installed, based on the sign location criteria.

The City will accept applications from operators requesting TODS signs on roadways under the jurisdiction of the Region of Peel and the City of Brampton, region and city staff will work together for the approval of all signs.

Should an application be received for signage on roadways not under the jurisdiction of the City of Brampton, staff will forward the request on the appropriate government agency.

Upon receipt of the application, staff will review the application and determine if there is adequate space at the requested locations.

## 4.4 Fees

The cost of the TODS program is the responsibility of the tourist operation. The operation will be charged on an annual basis to recover the costs of the sign, installation and maintenance. The City of Brampton's fee schedule is provided below:

<i>Sign Type</i>	<i>Custom Logo Fee (per Sign)*</i>	<i>Installation Fee (per Sign)</i>	<i>Annual Renewal Fee (per Sign)</i>
A	\$100	\$ 65	\$ 65
B	\$100	\$153	\$153

*\*Subject to Major Attractions criteria*

Definitions:

- **Custom logo fee** – one-time fee paid for the design and manufacture of a custom logo; the amount is per sign and is only applicable to the year of installation.
- **Installation fee** - fee payable at the time of installation
- **Annual Renewal fee** – The operation will be charged on an annual basis to recover the costs of the sign, installation, replacement and maintenance. An invoice will be sent to the applicant in January of every year after installation. Non-payment of this fee by March 31<sup>st</sup> of the billing year is considered termination of the program by the applicant and will result in the removal of all signs related to the operation.

### 4.5 Sign Details

The TODS signs will provide a consistent and recognizable design, containing all of the following items:

- A Tourism Brampton header
- Generic or custom icon (as per appendix A, Detailed Criteria)
- A directional arrow
- The operators' name (maximum of two lines and approximately 25 character's per line). The name displayed on the sign is subject to approval of the City of Brampton.
- Signs will all be white text on a blue background (with the exception of custom icons).

#### TRAILBLAZER SIGNS

There are two types of Trailblazer signs:

- Type A - 30cm x 120cm (1' x 4') for roadways with a speed limit of 60 km/h or lower
- Type B - 60cm x 240cm (2' x 8') for roadways with a speed limit over 60 km/h

#### CUSTOM ICONS

To recognize tourist operators attracting a large number of visitors, operators may request a Custom icon if the operation meets the Custom Icon Criteria (provided below). The custom Icon will be the operators Logo or Trademark.

Custom Icon Criteria

- Meets the basic criteria, and
- Has an attendance of 30,000 per year or more, and
- Can provide validated statements of this attendance.

The Generic or Custom Icon is subject to approval of the City of Brampton.

#### TOURISM BRAMPTON HEADER

A header will be included on all Provincial, Regional and Brampton TODS signs. These signs will be manufactured and provided by the City of Brampton at no cost to the operator.

#### **4.6 Sign Locations**

On the forms provided, tourist operators will request the locations of signs for the approval of staff. When the operation is determined to be eligible for TODS signs, staff will review the locations requested and determine which are available. The allocation of available sign space at any given location will be based on a “first come, first served” approach.

The following criteria pertains to the location of TODS signs:

- A maximum of four signs (irrespective of Region or City Roadways)
- A maximum distance of ten (10) kilometres from the operation and,
- Signs must be used in advance of an intersection to direct motorists (The use of straight through arrows will only be allowed at major intersections).

Signs will be located only where sufficient space is available. One sign assembly can be located in advance of an intersection. Sign assemblies will contain a maximum of four (4) Type A trailblazer signs or two (2) Type B trailblazer signs.

To ensure legibility and to avoid proliferation of signs on the roadway, placement of signs will be approved by City staff based on accepted traffic engineering principles.

The location of all TODS signs is at the discretion of the City of Brampton. Staff will determine the placement of signs based on the location of utilities, driveways and the distance required to make the appropriate lane changes at approaching intersections. Regulatory and warning signage will take precedence over TODS signs.

The City of Brampton will not install TODS signs on the following two sections of roadway.

- Main Street between Wellington Street and Church Street and
- Queen Street between McMurphy Avenue and Highway 410

#### **4.7 Approvals**

- Upon meeting all of the criteria within this policy and selection of sign locations, the application will be approved.
- The applicant will be advised of the locations of approved signs and the total amount of sign fees payable. The operation will be invoiced dependent on the number of signs and in accordance to the fees outlined in this policy.
- Upon approval of the application and payment of the fees, the signs will be installed.

#### **4.8 Annual Renewal**

- An invoice and renewal form will be sent to each operator before January 31<sup>st</sup> of each year. It is the responsibility of the operator to return payment and a signed renewal form before March 31<sup>st</sup> of that same year.
- Non-payment of this fee is considered termination of the program by the applicant and will result in the removal of all signs related to the operation. Re-installation will be considered a ‘new’ application and all applicable fees will be charged.
- Any changes to the operation must be identified by the owner through the annual renewal process.