

# Signage Policy for Municipal Rights-of-Way

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## 1.0 Purpose:

The purpose of this policy is to direct the planning process as it relates to tiered municipal Gateway, Signage within Kingston. This policy will only direct the issues of municipal signs in the right-of-way. However, it is also acknowledged that this work cannot be completed without referencing other existing policies, strategies and plans that also address these and other related issues. Included in this list would be the Official Plan (2010), Kingston Culture Plan (2010) and the Parks and Recreation Master Plan (2010), among others.

## 1.1 Policy Vision:

The tiered gateways and signage outlined in this policy provide an opportunity to highlight what makes Kingston unique. It is intended to impart a collective sense of identity that will foster a sense of pride among residents and attract visitors from outside the City limits. To achieve these outcomes it is proposed that selected gateways and signage reinforce the following qualities and characteristics on municipal right of way:

- Kingston is an open, welcoming and creative community that embraces diversity
- Kingston is unique because of its history and celebrates its strengths as a place “where history and innovation thrive”
- Kingston strives to balance corporate messaging with local identity

## 1.2 Principles:

- 1.2.1 Gateway Signage shall be designed to limit financial burden to the City
- 1.2.2 Gateway Signage shall be designed for longevity and low maintenance
- 1.2.3 Gateway Signage shall be placed in such a way as to eliminate conflicts with utilities or snow storage
- 1.2.4 Gateway Signage shall be designed and located in the safest possible manner

- 1.2.5 Gateway Signage shall be aesthetically pleasing, limited and appropriately managed
- 1.2.6 Gateway Signage shall be integrated with the community and its surroundings
- 1.2.7 Gateway Signage shall be certified by a qualified professional prior to acceptance by the City
- 1.2.8 Gateway Signage will have on-going maintenance and life cycling costs monitored annually and budgeted accordingly
- 1.2.9 Gateway Signage will be implemented with a tiered approach and shall be planned for integration within the community
- 1.2.10 Gateway Signage development will include consultation with a broad range of external stakeholder groups including community groups, Business Improvement Associations, whenever new locations or sign types are being proposed.
- 1.2.11 Gateway Signage will be harmonized with existing policies, including be not limited to the City's Visual Identity Policy
- 1.2.12 Gateway Signage applies to all Rights-of-Way signage at Gateways to the City, the six hamlets within the City, and heritage conservation districts within the City as designated by Council...
- 1.2.13 Gateway Signage provides a standard of design to assure recognition and harmonization of City assets and references to history through these signs. All proposed signage must comply with the City of Kingston's Harmonized Sign By-Law No. 2009-140

### 1.3 Definitions:

**Gateways** within this policy are any previously designated entrance points to the City along Highway 401, Township Roads at City limits, King's Highways, Kingston Airport, VIA Train Station, Kingston Bus Terminal and the Wolfe Island Ferry Dock.

**Gateway Signage** is the welcome signs or a hamlet identification sign that are located throughout the City that serves as a welcome and in many cases states the population of the City.

**Municipal Rights of Way** The portion of public land over which all persons and goods have the right of travel. This can include, but is not limited to, a traveled roadway, a sidewalk or path, an above or below ground utility corridor, an above or below ground

storm water conveyance, maintained or unmaintained boulevard. The operation of the right of way can be governed by statutes including the Highway Traffic Act and the Municipal Act and their associated Regulations.

**TODS** (Tourism Oriented Directional Signs.) This is a private third party company which operates manages maintains and finances this program on behalf of Ministry of Transportation Ontario

## **2.0 Consultations**

Whenever a new location for a new sign type is being considered consultation with the affected stakeholders should be undertaken to gain input from those being influenced by the proposed sign.

The stakeholders group, are defined as follows:

Council

Corporate Management Team

Public Works

Cultural Services

Recreation and Leisure

Planning

Building

Engineering

Kingston Municipal Heritage Committee

KEDCO

## **3.0 Tiered Approach**

The tiered approach for Gateway signage identifies three levels, with Tier 1 signage as the highest priority while Tier 2 and 3 were deemed to have significance but are lower in priority than Tier 1. The public will recognize municipal locations that are consistently signed. This adds to a heightened sense of community and recognition of our City as well as a sense of place.

The initial, placement and replacement of the Gateway signs within this policy will be considered in the following order:

**Tier 1** Municipal Gateway signage along Highway 401 at points of entry to the City, as well as signs along Township Roads at City limits, King's Highways, Kingston Airport, VIA Train Station, Kingston Bus Terminal and the Wolfe Island Ferry Dock.

**Tier 2** Hamlet signage for both Official Plan acknowledged and non-Official Plan Hamlets. These signs are large and easily recognizable as defined by the City of Kingston's Official Plan. Villages/Hamlets as well as Heritage Conservation Districts are candidates for these signs. These signs identify the unique and possibly historical communities while affirming that the viewer is still in the City of Kingston. These signs would include Glenburnie, Kingston Mills, and Joyceville to name a few.

**Tier 3** Heritage Conservation District Signage. These signs will be used to identify those areas within our Community that have been designated as historic.

### 3.1 Location

The placement of Gateway signs should be coordinated with the Engineering and Public Works Departments and more specifically, the design plans, wherever possible will be incorporated into any road construction or reconstruction project. Setbacks from roadways and offsets from underground and overhead utilities shall conform to current standards as determined by the City's Engineering Department and the appropriate utility company.

All signage defined in this document will be designed, constructed and installed in accordance with City sign specifications and in consultation with the Ministry of Transportation for roads within their jurisdiction.

<b>Table 1.0 Guidelines for Location of Gateways Features</b>		
Hierarchy Level	Description	Location – Guidelines
Community	Permanent	Located on the right of way of arterial roads. This can include medians, roundabouts or intersections.
Hamlet Signage	Permanent	Located on the right of way of major collector road intersections or at the intersection of major collectors and arterial roads. This can include medians, roundabouts or intersections.
Historical Signage	Permanent	Located on public property at the intersection of collector road intersections or at the intersection of collectors and major collector roads.

## 3.2 Design

Any proposed feature on Gateway signage must also be subject to technical design reviews in addition to aesthetic design reviews to ensure that they are designed appropriately and safely. Safety shall be addressed by using appropriate materials that will not deteriorate or become a hazard and by locating Gateway signage in areas that do not obstruct traffic visibility or pedestrian movement.

The height of Gateway Signage shall also be regulated to create a safer pedestrian environment. Construction techniques and design plans must be certified to ensure compliance with all safety and materials codes. Certified professionals in design and engineering are required to prepare the design plans.

The size of features on Gateway Signage must also be in scale with their surroundings and integrated into the architectural style of the adjacent areas but must comply with the design standards set out in this policy. Signs that are located on the King's highways are governed by TODS, which have their own approval process. The following policies must be observed with Gateway Signage:

### **City of Kingston Visual Identity Policy:**

<http://kingnet/documents/10139/23453/City+Of+Kingston+Visual+Identity+Policy.pdf>

### **For more information on the City's accessibility guidelines:**

W:\Accessibility Policies for City of Kingston, Nov-2010\FacilitiesSignageGuideline.pdf

W:\Accessibility Policies for City of Kingston, Nov-2010\Facility Accessibility Design Standards.pdf

Harmonized Sign By-Law 2009-140

City of Kingston Commemoration Program Guidelines

Materials that may deteriorate quickly or require periodic maintenance to preserve the initial look of the feature should not be used on Gateway signage. Examples of materials that should not be approved include painted wood, clay brick, painted metal fences / logos, extensive mulch beds that become weed-filled and plant material that requires frequent pruning.

**Figure 1:** Example of a large entrance feature that is in proper scale with the surrounding area.



### **Standards**

- Signage can only be placed in areas that do not conflict with underground or overhead services.
- Consultation with the various utility companies and the Engineering Department will be required prior to erecting a sign in the right-of-way
- Signs shall be erected on public lands within the road allowance or lands owned by the Municipality

### **Materials**

- Items that require re-application or frequent maintenance are not permitted.
- Vandal resistant materials are also recommended.
- Ensure installed plant material do not obscure the feature over time.
- Certified professionals in design and engineering are required to design and review the plans.

- It is recommended that if stone products are used they (natural or engineered) must be properly designed and installed to reduce deterioration due to water infiltration into the mortar or behind the stones.
- The size of Gateway signage shall be in proportion to the scale of the surrounding landscape and adjacent buildings.
- Each feature of the Gateway signage shall have a maximum and minimum size.
- Gateway signage should not obscure traffic signs and must not obscure the sightline of a motorist, pedestrian or cyclist.

**Gateway Signage is:**

- Intended to provide a durable message of welcome beyond the life of the warranty
- Depict the heritage and culture of our community
- Is constructed of materials that are in keeping with the aesthetic of where the sign is located
- Will withstand the weather and exposure to the elements beyond life of the warranty on all materials used to construct the signs

**3.3 Approvals**

Any sign defined in this policy shall be subject to the policy and where necessary formal approval may be necessary before signs are installed, meaning that Council may need to approve certain signs. The Engineering Department will be the approval body for this policy and will determine when Council approval is required.

- When Gateway signage is being replaced, the approved design and construction standards will apply. No additional approvals will be required.
- Where new sign locations are being considered, additional approvals may be required.
- Sign contractors must adhere to all construction standards as stipulated by the City and will have the professional certifications for sign construction as prescribed.
- Warranty must include all front and rear facings. The total of the sign must be resilient and appealing to the eye for the life of the warranty.
- The features shall be warranted for 7 years following build-out
- Historical Signage features may also be incorporated into the City's gateway signage.

### 3.4 Funding/Maintenance

This policy requires that a capital and operating budget be presented to Council for approval during normal budgeting processes. The capital budget will be developed assuming total sign replacement every 15 years with an ongoing maintenance budget each year. Table 2.0 below shows forecasted maintenance by Gateway Signage by Tiers.

Sign Type	Maintenance Fund
Gateway 401	\$15,000
Gateway non 401	\$5,000
Hamlet	\$5,000
Heritage Conservation Districts	\$5,000
Total Costs	\$30,000

Budget estimates will be updated by staff based on the 2012 estimated baseline and actual costs. The City may identify opportunities for expansion of Gateway Signage with the highest priority provided for the initial sign revitalization and implementation of the regularly recurring schedule of repair and replacement.

It should be noted that this budget amount is targeted for only the signs outlined in this policy. The initial, placement or replacement of the signs within this policy will be considered in accordance with the Tiered approach set out in Section 3 above. The City will fund installation of all Gateway, Hamlet, Heritage Conservation District and Community signage subject to Council approved funding as outlined above. The City will also seek grants to offset costs through heritage initiatives or other grant programs that are offered from time to time.

**BY-LAW NO. 2012-XXX**

**A BY-LAW TO APPOINT KPMG LLP CHARTERED ACCOUNTANTS AS AUDITORS FOR THE CITY OF KINGSTON AND ITS LOCAL BOARDS FOR THE FISCAL YEARS ENDING DECEMBER 31, 2012 AND DECEMBER 31, 2013.**

**PASSED:**

The Council of the Corporation of the City of Kingston enacts as follows:

**WHEREAS** Section 296 (1) of the *Municipal Act, 2001*, as amended, states that:

“A municipality shall appoint an auditor licensed under the *Public Accounting Act, 2004* who is responsible for annually auditing the accounts and transactions of the municipality and its local boards and expressing an opinion on the financial statements of these bodies based on the audit; and performing duties required by the municipality or local board.” and,

**WHEREAS** Section 296 (3) of the *Municipal Act, 2001*, as amended states that:

“An auditor of a municipality shall not be appointed for a term exceeding five years.”

**NOW THEREFORE** the Council of the Corporation of the City of Kingston enacts as follows:

1. **THAT** the firm of KPMG LLP Chartered Accountants is hereby appointed as the Auditors for the Corporation of the City of Kingston and its local boards for the fiscal years ending December 31, 2012 and December 31, 2013.
2. **THAT** this by-law shall come into force and take effect the day it was passed.

**GIVEN FIRST AND SECOND READINGS:**

**GIVEN THIRD READING AND PASSED:**

**City Clerk**

**Mayor**