
CATEGORY: WORKS

SUBCATEGORY: SOLID WASTE MANAGEMENT

SUBJECT: MOBILE SIGNS

A. PURPOSE

The Region uses portable mobile signs to advertise events, promote programs and announce message alerts to the public. The Region's in-house mobile sign service will only be used to display mobile sign messages related to services provided and/or supported by the Region, including Peel Regional Police and members of Regional Council. The purpose of this policy is to establish guidelines for use, placement and maintenance of mobile signs.

This policy is delivered in accordance with the following Corporate Policies:

- G00-26 – Use of Corporate Resources for Elections
- F30-02 – Business Expense Accounts – Members of Council

B. SCOPE

The Waste Collection and Processing Section of the Region of Peel (Region) Waste Management Division will administer the In-house Mobile Sign Message Service.

This policy applies to the following:

- a. Delineated (approved) locations within road allowances and allocated sites in Mississauga, Brampton and Caledon where the Region can place portable mobile signs;
- b. Scope of service provided by the Region's Waste Management Division to other corporate departments and requesters for use and placement of mobile sign messages;
- c. Procedures for submitting requests to place mobile sign messages;
- d. Conditions and standards for placement and maintenance of portable mobile signs; and,
- e. Cost and service fees associated with the placement of mobile sign messages.

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C. POLICY

1. Acceptable Sign Locations

- a. Portable mobile signs can only be placed on selected road allowances that have been designated by area municipalities, in accordance with their respective Sign By-laws, and any other applicable By-law as acceptable locations for the placement of portable mobile signs. Specific locations (dedicated) have been assigned by area municipalities for exclusive use by the Region for the placement of mobile signs. Mobile signs can also be placed on other locations (non-dedicated) depending on the availability of the location. The list of acceptable dedicated locations for the placement of portable mobile signs is provided in Schedule A (Region of Peel Mobile Sign Locations). Other acceptable sign locations must be approved by the local municipality. Peel staff will contact staff from the respective local municipalities to book dedicated sign locations.

2. Scope of Service

The Region's portable mobile sign message service is the responsibility of the Region of Peel's Waste Management Division and they are responsible for the following:

- a. Receiving and processing of mobile sign requests;
- b. Establishing priorities for mobile sign usage in accordance with section C.5 Conditions and Standards;
- c. Booking sign locations with applicable local municipality;
- d. Administering the conditions and standards for placement and maintenance of mobile signs;
- e. Handling all related inquiries and service requests; and,
- f. Allocating associated costs and service fees to users and requesters.

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3. Submitting Service Requests

- a. Submission of the request for placement of mobile signs will be forwarded electronically to ZZG-MobileSigns@peelregion.ca.
- b. The request must include the following:
 - i. Date of placement and date of removal.
 - ii. Ensure message fits in the Mobile Sign Message Template.
 - iii. In the instance of a non-dedicated mobile sign location, include a permission letter from local Municipality and proof of purchase of any required permits.

4. Processing Service Requests

All requests for placement of mobile signs will be forwarded to the designated contact within the Waste Management Division.

Upon receipt of request:

- a. Placement of mobile signs on dedicated locations will be identified from the list of acceptable sign locations.
- b. Mobile sign requests involving specific non-dedicated locations will be subject to the approval of the local municipality. It is the requester's responsibility to obtain approval from the local municipality prior to submitting the mobile sign request to regional staff.
- c. The message wording for the mobile signs will be drafted by the requester using the attached standard format of 5 X 14 mobile sign letter grid (Schedule B).
- d. All requests require seven days lead time to process permit requirements, prepare messaging and set up mobile signs at the identified locations. For emergencies, special arrangements can be facilitated for immediate placement of mobile signs at dedicated locations.

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- e. Subject to restrictions or emergencies, mobile signs will be delivered and set up within two calendar days of the requested delivery date and removed within two calendar days of the requested removal dates. The mobile sign will remain for a minimum timeframe of seven days to a maximum of 21 days.

5. Conditions and Standards

- a. All dedicated locations that have been assigned by area municipalities for exclusive use by the Region (Schedule A) will only be used to advertise scheduled events, promote programs and announce messages related to services provided and/or supported by the Region, including Peel Regional Police and members of Regional Council.
- b. The Region's in-house mobile sign message service is not intended to be used to promote commercial events, private functions, athletic clubs, sporting events and other activities that are not related to public services delivered by the Region.
- c. Mobile sign requirements for critical public message alerts (e.g. boil water advisory, public health and safety alerts, etc.) will take priority for placement on identified acceptable locations, followed by Waste Management messaging. All other requests are processed on a first come, first served basis.
- d. The respective Sign By-law of the area municipalities must be complied with at all times.
- e. The requestor of mobile sign shall comply with all other regional policies including "G00-26 – Use of Corporate Resources for Elections" and "F30-02 – Business Expense Accounts – Members of Council."
- f. Exceptions to this policy, including requests for this service by anyone other than a department within the Region, Peel Police, or a member of Regional Council, may be made only upon the approval, and discretion, of the Commissioner of Public Works or designate.

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6. Fees and Surcharges

- a. The City of Mississauga charges \$110 for a permit fee for use of all designated Mobile Sign locations within the city boundaries. This permit is required to be renewed every 21 days.
- b. There are no fees charged by Brampton or Caledon for the use of designated Mobile Sign locations.
- c. There are currently no fees or charges to Regional Department use of the In-house Mobile Sign Messaging Service.
- d. A fee of \$170.00 shall be charged for the use of a mobile sign by a Regional Councillor. Usage shall include one mobile sign for the maximum 21 day period. The charge shall be deducted from the Councillor's Expenses Account.

APPROVAL SOURCE:	CAO Directive C18-04
ORIGINAL DATE:	April 3, 2018
LAST REVIEW DATE:	April 3, 2018
LAST UPDATE:	April 3, 2018
EFFECTIVE DATE:	April 3, 2018
RESPONSIBILITY:	Public Works / Waste Management

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SCHEDULE A - REGION OF PEEL MOBILE SIGN LOCATIONS

Set A Locations

<u>Brampton</u>	
1501	Queensway and Mavis (South Side of Queensway West of Mavis)
0608	East side of Cawthra Rd. 91m north of Atwater Dr. 46m south of Arbor Ct.
2709	North side of Eastgate Pkwy. East of Tomken Rd.
53W09	South side of Derry Rd. 61m east of Meadowvale Blvd.
0408	Lakeshore Road West (West of Ford Drive, East of Southdown-North Side of Lakeshore)
1706	West side of North Sheridan Way. 76m south of Fowler Dr.
5601	Britannia Road West and Ninth Line (North Side of Britannia East of Ninth Line)
2105	South side of Central Pkwy, 61m east of Mississauga Valley Blvd.
49W01	Bramalea Rd and Derry Road (North Side of Derry, East of Bramalea)
35E11	East side of Dixie Rd. 30m north of Hwy 401
3209	South side of Eglinton Ave east of Winston Churchill Blvd.
<u>Brampton</u>	
K101	Torbram South of Countryside
B301	Huttonville School- 2322 Embleton Rd. 12m from the school on the north side. 295m east of Heritage Rd.
J401	110m north of Victoria Park Arena. 55 Avondale Blvd.
G402(Ward 3-4)	Ken Giles Recreation Centre. 370 Bartley Bull Pkwy. 9m north of Terra Cotta Cres.
J301A	Terry Miller Recreation Centre. 1295 Williams Pkwy (south side). 137m east of Mackay St. S
<u>Caledon</u>	
ALT01	West Side of Main Street North of McClellan Rd at the Fire Hall
CHEL01	C. Haines Park. South Village. West side of Creditview Rd. 500m north of King St.

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Set B Locations

<u>Mississauga</u>	
0302	Jack Darling West of Lorne Park A
5911	West side of Winston Churchill Blvd. 38m north of Laird Rd.
1606	South side of Queensway W. 23m east of Oneida Cres.
38E01	North side of Eglinton Ave, 61m east of Creditview Rd
36W19	East side of Hurontario St. 15m south of Traders Blvd.
1702	Dundas and Mississauga Rd (Approx 160 meters west of Mississauga Rd on the south side, past the drive way.
46W06	East side of Winston Churchill Blvd. 46m south of Tours Rd.
44W05	Mavis and Cantay (North of Cantay west of Mavis)
43W15	Kennedy and Courtneypark Drive (South of Courtneypark, west side of Kennedy)
40W03	East side of Airport Rd. 46m north of Northwest Dr.
54E05	Mississauga Rd Between Derry and Meadowvale
5623	South side of Derry Rd W. 30m west of Tenth Line
<u>Brampton</u>	
L302	North side of Queen St. Just west of Airport Rd. 2m from Canadian Tire parking Lot on the Queen St. side
H101	Kennedy South of Mayfield
E301	East Side of Chinguacousy, North of Williams Parkway
L402	East of Airport Rd, next to Alfcan Corporation. North of Steeles Ave. 61m north of Hwy 407
K201	East side of Bramalea Rd. South of Sandalwood Pkwy. 38m South of Peter Robertson Blvd.
<u>Caledon</u>	
ING01	Inglewood Ball Park. South end of park/ ball diamond. East side of McLaughlin Rd. 152m north of Olde Baseline Rd.

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Set C Locations

<u>Mississauga</u>	
1013	East side of Southdown Rd. 15m south of Hartland Dr. (Amdo)
5907	South side of Burnhamthorpe Rd. 76m west of Winston Churchill Blvd.
3010	North side of Burnhamthorpe Rd. 61m west of Wolfedale Rd.
0204	South side of Lakeshore Rd. 30m west of Balboa Dr.
1203	Queensway East (Just west of The West Mall on the South Side of the Queensway)
2602	South-east corner of Dixie Rd. & Eastgate Pkwy. 15m south of Eastgate Pkwy. A
38W10	South side of Britannia Rd. 53m west of Creditview Rd.
48E06	Goreway and Morning Star Drive (North of Morning Star west side of Goreway)
36W17	Hurontario and Eglinton (East of Hurontario, North Side of Eglinton)
5606	East side of Tenth Line north of Miller's Grove
40W04	South side of Dundas St. 15m west of Mason Heights
<u>Brampton</u>	
D301	North side of Bovaird Dr. 61m west of Chinguacousy across the street from the Shell Station
G401(Ward 3-4)	Centennial Park. 80 Mary St. 160m south of Moore Cres.
G301	East side of Kennedy Rd. 61m south of Bovaird Dr.
K301	South side of North Park. 6m west of Jefferson Rd. across the street (on the empty lot)
D302	Terry Miller Rec Centre 1295 Williams Pkwy (south side). Near Bramalea (East Side)
J201	Dixie, South of Countryside
G201	East side of Hurontario St. South of Sandalwood Pkwy. 91m east of the intersection
L301	West side of Airport Rd. 400m south of Williams Pkwy.
H302	Major Oaks Park. North-west section of Hwy 410 and Williams Pkwy. 200m west of Hwy 410
L201	East side of Airport Rd. 30m south of Countryside Dr.

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<u>Caledon</u>	
CALE01	Caledon Town Hall. North east corner of Old Church rd and Atchison Dr. (New Location as of June 20 2017)
MAYF01	Mayfield Recreation Complex. 12087 Bramalea Rd. 500m north of Mayfield Rd. East side of Bramalea Rd.

Set D Locations

<u>Mississauga</u>	
0202	South side of Lakeshore Rd. West of Christina Ct. 46m east of Johnson's Lane
2508	South side of Burnhamthorpe Rd. 15m west of Erin Mills Pkwy.
1509	East side of Airport Rd. North of Orlando Dr. 107m south of Northwest Dr. A
2717	North side of Burnhamthorpe E., btwn Golden Orchard and Hickory
2902	East side of Mavis Rd. North of Rathburn Rd. 30m south of Centre View Dr.
43E11	Tomken and Derry (South of Derry Road, West Side of Tomkin)
5719	East side of Ninth Line. 14m north of Lacman Trail
42E08	East side of Dixie Rd. South of Derry Rd.
1609	North side of Paisley Blvd. 9m west of Mavis Rd.
1306	South side of Queensway. 225m east of Stanfield Rd.
35E01	East side of Dixie Rd. North of Eglinton Ave.
<u>Brampton</u>	
C301(Bordering-3-4)	East side of Mississauga Rd, South of Queen St.
F201	East side of McLaughlin Rd. North of Bovaird Dr. 46m south of Marycroft Cres.
N201	East side of Goreway Dr. 152m north of Castlemore Rd.
J302	West side of Dixie Rd. 9m south of Lascelles Blvd.
H401(Ward 3-4)	North side of Steeles Ave. 30m east of Resolution Dr
L401	North side of Steeles Ave. 30m east of Torbram Rd.
F302	West side of Main St. 200m north of Williams Pkwy.
L201	North side of Bovaird Dr. East of Great Lakes Dr. 23m east of Hwy 410- next to the Shell Station
F101	East side of Hurontario St. North of Cresthaven Rd.

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J402	10 Peel Centre Dr- Region of Peel Head Office. South side of Queen St. 100m west of Central Park Dr.
J301B	West side of Chinguacousy Rd. 9m South of Williams Pkwy.
Caledon	
Cal Sign #2	South side of Valley Wood Blvd. East of Royal Valley Dr. Across from the fire hall
BOLT01	Caledon Yard 2. West side of Hwy 50. Across from Columbia Way

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SCHEDULE B – Mobile Sign Letter Grid

905-791-7800
PLACEMENT DATE:
REMOVAL DATE:

	M	E	S	S	A	G	E						
	R	E	Q	U	E	S	T		M	U	S	T	
	F	I	T		I	N		T	H	I	S		
	T	E	M	P	L	A	T	E					

Contact Listings

Request for placement of mobile signs and inquiries related to portable mobile signs shall be directed to the following:

ZZG-MobileSigns@peelregion.ca