

RD 720 FINGERBOARD SIGN POLICY/PROCEDURE

Originating Document – CW-2011-334

Effective Date – May 10, 2011

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1. Fingerboard Sign Criteria:

- a. Fingerboard Signs are a reflective blue board 183 cm long X 20 cm wide (72" X 8") with reflective white letter or numbers and 13 mm (½') border.
- b. Notwithstanding the above, Urban Design Guideline Policies apply within the Urban Centres of Picton and Wellington and the Villages of Bloomfield and Rossmore, as defined in the County's Official Plan, and the style of the Fingerboard Sign may differ from above in order to comply to those Guidelines.
- c. Business logo can be suggested by applicant and placed at one end of sign, with distance to business and direction arrow to business on the other end of the sign.
- d. Name of business will be restricted to a limit of 19 – 21 characters and/or spaces.
- e. Fingerboard Signs shall be permitted for directional purposes only and not for advertising purposes.
- f. The Fingerboard Sign remains the property of the County. Once approved for installation any required repairs are done by the County at its expense.

2. Cost – Approved by Council:

- a. The application and installation fee for each Fingerboard Sign at each location is set by the County's Fee By-law.
- b. The application fee includes fabricating the new sign and its initial installation.
- c. The annual maintenance fee per Fingerboard Signs is set by the County's Fee By-law, and is required to be paid in advance for each year after initial installation.

3. Fingerboard Sign Location:

- a. Wherever possible Fingerboard Signs shall be grouped onto a common pole(s) and in common locations.

- b. Requested signage must be where a change in direction is required to get to the business.
- c. No fingerboard sign shall be located closer than 45 metres to the centre of an intersection.
- d. No fingerboard sign shall be located closer than 2 metres to the edge of the road allowance.
- e. There shall be no more than 6 Fingerboard Signs located at each corner of an intersection.
- f. There shall be no more than 6 Fingerboard Signs located along each side of a segment of road allowance between intersections.
- g. The distance between adjacent Fingerboard Sign installations shall be no less than 30 metres.
- h. Fingerboard Signage will NOT be permitted within the following urban areas:
 - i. PICTON – not permitted on all streets with the exception of:
 1. Lake St. - from Albert St southerly
 2. Main St. - from Henry St westerly
 3. Main St. - from Division St. northerly
 4. Johnson St. - from Barker St northerly
 5. Union St. – from Robinson St. easterly
 6. Bridge St. – from Philip St. easterly
 7. Talbot St. – from Ackerman St. westerly
 8. Church St. – from London Ave. southerly
 - ii. BLOOMFIELD - not permitted on all streets with the exception of:
 1. Loyalist Parkway – from Wesley Acres Road westerly
 2. Stanley St. – from Shannon Road southerly
 - iii. WELLINGTON - not permitted on all streets with the exception of:
 1. Wellington Main St – from Prince Edward Dr. westerly
 2. Wellington Main St – from Belleville St. easterly
 3. Belleville St. - from First Ave. northerly
 4. Consecon St. – from Second Ave. northerly

4. Application Procedure for Fingerboard Signs:

- a. Applicant is provided a copy of the following documents:
 - i. Fingerboard Sign Application Form

- ii. Fingerboard Policy
 - iii. Fingerboard Sign example
 - iv. Fingerboard Customer Contract – to be signed by Applicant if application is approved, but before sign installation.
- b. Applicant to fill out form with all requested contact details needed for sign including requested sign name, logo and locations and remits the required application and installation fees.
 - c. Completed application form is forwarded internally to the Planning Department for planning and by-law comments and approval (is business permitted at location, etc).
 - d. After approval by the Planning Department the Public Works Operations Department investigates the requested sign locations(s) and provides comments.
 - e. Application form returned to Public Works Operations Department to have the sign company make a sample of the proposed sign for Applicant to approve. Once the Applicant has approved the sample the Applicant signs the Fingerboard Customer Contract. The signs are then made and installed by County Staff.
 - f. Copies of the approved Fingerboard Sign Application and Fingerboard Customer Contract are then forwarded to Public Works Administration Office for invoicing.

5. Annual Billing Procedure for Fingerboard Signs:

- a. An invoice is prepared for the Fingerboard Sign(s) using the information provided in the Fingerboard Customer Contract and mailed to the customer.
- b. If payment of the invoice is not received within 60 days of the invoice the customer will be contacted by phone at the number on the Fingerboard Sign Contract.
- c. If contact cannot be made with the customer, or if the customer requests cancellation, then a request to have the Fingerboard Sign(s) removed is sent to the Public Works Operations Department.
- d. Once confirmation is received that the sign(s) are down the invoice is cancelled, and a note made on the account that the signs are no longer in use.