

MANITOBA INFRASTRUCTURE

ADVERTISING SIGN DESIGN AND LOCATION STANDARDS



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ADVERTISING SIGN DESIGN AND LOCATION STANDARDS

Under the Transportation Infrastructure Act (TIA), subsection 28(1) all permits for advertising signs erected, removed or relocated within a controlled area are subject to review and approval by Manitoba Infrastructure (MI). Each application will be reviewed by MI Highway Design, in accordance with protecting the interests of the public, promoting the safety of persons using the highway and generally furthering the amenities of travel on the highways.

Definitions:

Billboard sign means a sign other than a portable sign.

Externally Illuminated sign means a sign where light is reflected from its surface, typically by external floodlighting.

Fascia sign means a sign that is in any manner affixed to any exterior wall of a building or structure.

Fixed Message sign means a sign that is not a Variable Message sign.

Internally Illuminated sign means a sign where the illumination is contained within the signage and is projected through its translucent surface.

Off-Premises sign means a sign directing attention to a specific business, product, service, entertainment event or activity, or other commercial activity that is not sold, produced, manufactured, furnished, or conducted at the property upon which the sign is located.

On-Premises sign means a sign whose message and design relates to a business, profession, product, service, event or other commercial activity sold, offered, or conducted on the same property where the sign is located.

Portable sign means a sign that:

- a. is designed to be moveable and intended for temporary installations (greater than two weeks); or
- b. is designed to be permanently mounted, and:
 - i. is erected wholly on an applicant's land; or
 - ii. does not exceed 2m in height, 4m in width and 8m² in surface area.

Short-term sign means a sign that will be posted for a time period less than two weeks in length.

Temporary sign means a sign that will be erected for a period more than two weeks in length for a set duration (eg. three months or one year).

Variable Message sign means a sign where the message can be varied by mechanical, electrical or electronic means. The sign may be monochrome or full colour. The sign may be capable of displaying animation or video.

Application Fee Schedule:
(as of March 1, 2019)

Portable sign permit	\$150
Billboard sign permit.....	\$500

Process

Applications for advertising signs within controlled areas are to be sent to MI Highway Design Branch. Applications can be accepted online. Alternatively, applications can be mailed or dropped off in-person to a Regional office or Highway Design. A complete application will include the following:

- application form (including landowner permission)
- certificate of title
- payment by:
 - cheque or money order payable to the 'Minister of Finance', or
 - credit card (accepted online only)
- drawing showing location
- drawing showing advertising sign details (ie: message and dimensions and illumination details if applicable)

No permit application is required for the following; however these advertising signs must conform to the other conditions laid out within this document.

A. Signs, whether on-premises or off-premises:

- i. Short-term signs in place less than two weeks;
- ii. Non-illuminated fascia signs;
- iii. That are erected seasonally for the sale of agricultural produce;
- iv. Indicating that agricultural research is taking place;
- v. Giving warning or notice of danger;
- vi. Posted in respect of an election;
- vii. Respecting wildlife management areas;
- viii. Respecting range patrols;
- ix. Respecting neighbourhood watch areas.

B. Signs, on-premises only:

- i. For the sale or rental of real property for the property directly being listed for sale;
- ii. For auction sales, not including a permanent auction sale location;
- iii. Forbidding trespassing or hunting;
- iv. Name signs:
 - a. That display the name, address, trade, profession, calling and telephone number of the occupant; and

- b. That are not more than 0.5m in height and not more than 1.0m in width; and
- v. Entrance and/or exit sign:
 - c. That may be used to direct traffic into or out of a business establishment;
 - d. That are not larger than 0.9m by 0.6m; and
 - e. That may contain arrows or chevrons.

Design, Location and Construction

Permit application is required for the following advertising signs:

On & Off-Premises Signs

1. An on or off-premises sign shall meet the following requirements:
 - A. The face of the sign shall be legible by a person looking toward the face of the sign from a minimum distance of 100 metres;
 - B. the lettering or symbols on the sign shall not be less than 16cm in height;
 - C. the sign shall be supported and anchored in such a manner as to withstand wind and other elements;
 - D. the sign shall not be erected or located closer than:
 - i. 3m to the nearest boundary of a highway; or
 - ii. a distance as directed by MI; or
 - iii. a distance which is sufficiently far from the travelled portion of any adjacent highway that, if the sign fell, it would not result in the sign falling on that portion of the highway, whichever is the greater.
 - E. the sign shall not be located so as to obscure another sign or a traffic control device;
 - F. all sign permits are subject to compliance with future sign policies;
 - G. all costs associated with bringing the sign into compliance will be the permit holder/ registered owner responsibility.

Off-Premises Signs

1. In addition to complying with the above, an off-premises sign shall meet the following requirements:
 - A. a sign shall face on-coming traffic on the same side of the highway as the direction of that traffic, unless the highway adjacent to the sign is a less than 80km/hr;
 - B. a sign may be oriented such that its face is at an angle no greater than 45 degrees from a line drawn perpendicular to the centre line of the highway;
 - C. a sign shall not be erected or located closer than:
 - i. 200m to a major intersection (measured from the start/end of turning lanes, acceleration lanes, etc.);

- ii. 200m measured along the centre line of the straight portion of a highway from the point where a curve in a highway commences, unless the curve is in a modified speed zone or restricted speed area;
 - iii. two kilometres to an interchange;
 - iv. 200m to a railway crossing (from the arm or crossbuck);
 - v. 200m to any other sign, including those signs outside the controlled area.
 - D. subject to subsection (2), a sign shall not contain more than 12 words or symbols.
- 2. A non-profit organization or group of organizations, or a community, may locate or erect a sign containing 13 or more words and symbols if the sign:
 - A. is located or erected within 500m of the boundaries of a community in which each of the non-profit organizations or community conducts its activities; and
 - B. contains only information or symbols referring to the non-profit organization or the community.

Variable Message Signs

- 1. Location requirements shall meet the following:
 - A. on-premises only;
 - B. where adjacent highway speed limits are 80 km/h or less;
 - C. fully urban/suburban areas only;
 - D. 80% or more developed frontage;
 - E. the electronic variable message centre can be double sided in fully urbanized locations;
 - F. placed a minimum of 200m from major driver "decision points" such as:
 - i. traffic signals;
 - ii. advance warning devices;
 - iii. signed/marked crosswalks;
 - iv. yield or merge areas;
 - v. stop signs;
 - vi. traffic interchanges or roundabouts;
 - G. according to local by-laws, etc.
- 2. Message requirements shall meet the following:
 - A. Frame Duration: Minimum of 30 seconds between image changes. This includes Time and Temperature displays;
 - B. Transition Time and Effects:
 - i. Transition time from one image to the next: Zero (Instantaneous);
 - ii. Transition effects: Prohibited.
 - C. Animation: Prohibited, including scrolling, blinking and colour changing;
 - D. Image content:

- i. A minimum font size of 16cm;
- ii. A maximum of 6 (six) words per message;
- iii. The Variable Message sign shall not display images which resemble traffic control signs or devices, such as stop signs, traffic signals etc.

Illumination

1. Fixed Message Signs shall meet the following requirements related to brightness and glare:
 - A. Internally Illuminated:
 - i. The lamps contained within the sign shall generate a maximum of 8000 lumens per square meter of the signs translucent area.
 - B. Externally Illuminated:
 - i. Luminaires shall be arranged as to not present glare to the oncoming motorist;
 - ii. The sign surface shall be diffusing, i.e. not mirror like finish;
 - iii. The lamp lumens impinging on the sign in combination with the reflection coefficient of the sign surface, shall reflect a maximum of 8000 lumens per square meter.
2. Variable Message Signs shall meet the following requirements related to brightness and glare:
 - A. Internally Illuminated,:
 - i. The Variable Message Sign shall automatically adjust its brightness based on ambient light conditions;
 - ii. The Maximum Daytime luminosity of the sign is not to exceed 5000 Cd/m² (or NITS);
 - iii. The Maximum Night time luminosity of the sign is not to exceed 500 Cd/m² (or NITS).
 - B. Externally Illuminated:
 - i. The digital projector shall be arranged so as not to present glare to the oncoming motorist.
 - ii. The digital projectors lamp lumens in combination with the reflection coefficient of the surface which is being projected onto, shall reflect a maximum of 8000 lumens per square meter.

Advertising Signs Not Permitted

Advertising signs that are potentially dangerous and a distraction to the operator of a motor vehicle on a highway shall not be erected or located in the controlled area. The following types of advertising signs are deemed to be a potentially dangerous distraction:

- A. signs with reflective paint or material;
- B. signs where movement, including movement caused by natural forces such as wind, causes the sign to scintillate;
- C. a sign, any portion of which is capable of, or is intended to move;

- D. signs containing chevrons or arrows, whether or not lighted;
- E. signs which resemble or may be confused with a traffic control device, or with any emergency vehicle or vehicle used in the maintenance of highways;
- F. signs which obscure the view of any traffic control device.

Terms and Conditions in Permits

Every permit issued for an advertising sign is subject to the following terms and conditions:

- A. valid for a period of 12 months only from the date of issue and if the project is not completed within that time, a new application will be necessary;
- B. all sign permits are subject to compliance with future sign policies and standards;
- C. costs associated with bringing signs into compliance will be the permit holder/ registered owner responsibility;
- D. permit holder/ registered owner responsible for all costs associated with the removal and/or relocation of the sign, if additional right-of-way is required for future highway improvements;
- E. permit holder/ registered owner responsible for all costs associated with the mitigation and/or modification of the sign if it creates a safety hazard for travelling public. (ie: sign is becoming unsafe or is falling into disrepair);
- F. subject to any restrictions and/or regulations imposed by any other Government body and will not relieve the permit holder/ registered owner from having to comply with those restrictions and/or regulations.

Suspension or Cancellation of Permit

Under the TIA, subsection 28(5), the Minister may suspend or cancel a permit, if the terms and conditions are not met.

Removal and Procedure

Where a sign is placed or erected in a manner that contravenes the Act, the Minister, under TIA subsections 30(1) Removal Orders and 30(5) Cost of Removal, may issue:

- A. the owner of the sign; or
- B. the person or whose land the sign is placed or erected; or
- C. any person responsible for placing or erecting the sign;

to remove the sign at his/her own cost, forthwith or within such period of time that may be specified.

Where a person fails or refuses to remove a sign, the Minister may direct MI staff to proceed with removal or cause the sign to be removed, at any time after the expiry of the time allowed for removal.