

## TRAILBLAZING & IDENTIFICATION SIGN POLICY

### 1. CITY WIDE TRAILBLAZING

Applicants requesting the provision of special guide signing must be primarily a tourist attraction. Retail-oriented developments such as shopping centres, restaurants, hotels and motels are **not** eligible.

To qualify, such an establishment must have a reception structure and controlled entrance, and must maintain an exclusive parking area containing not less than 500 parking spaces.

Regional and International **Transportation** Facilities also qualify. Facilities outside the City of Windsor **boundary qualify for trailblazing from Bridge and Tunnel only.**

**Trailblazing signs shall consist solely of the name and/or symbol of the establishment, plus a separate directional arrow.**

**The appearance of the sign shall be generally consistent with standards used by road authorities. Signs shall be fabricated from standard gauge aluminum sign stock and shall preferably be reflectorized.**

Schedule A lists currently approved facilities.

### 2. BUSINESS IMPROVEMENT AREAS

BIA's may apply for trailblazing or identification signs according to the following criteria:

- maximum of four locations - jointly agreed between the BIA and the Commissioner of Traffic Engineering
- design (colour and wording) to satisfaction of BIA's on 12" x 36" sign blank
- cost of production and installation (including on going maintenance and replacement) recovered from requesting MA's

### 3. STREET NAME SIGNS

District, Areas or Neighbourhood may apply for street names which may include a special colour scheme **or identifying logo on a standard street name sign blank, with minimum 4 inch reflective** lettering. Schedule B lists approved areas,

### 4. ADMINISTRATION OF THE PROGRAM

Guides signs shall be manufactured and erected **by the City of Windsor** Traffic Engineering Department at the applicant's cost:

It shall be clearly understood by the applicant **that if it shall subsequently be determined** that the conditions originally warranting the erection of special guide no longer **exist, that permission may be withdrawn and the signs removed at the applicant's cost.**

**All applications** shall be reviewed by the Commissioner of **Traffic Engineering and the General Manager of the Convention & Visitor's Bureau**, with approval by City Council.