

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 BIA'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that the conditions originally warranting the erection of special guide no longer exist, that permission may be withdrawn and the signs removed at the applicant's cost.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.

SCHEDULE "A"

ATTRACTIONS INSIDE THE CITY

1. Jackson Park
2. Riverfront Parks (Windsor Sculpture Gardens, Dieppe Park, Peace Fountain)
3. City Centre
4. Art Gallery of Windsor
5. Casino Windsor
6. Windsor Raceway

ATTRACTIONS OUTSIDE THE CITY

1. Point Pelee National Park
2. Jack Miner's Bird Sanctuary

SCHEDULE "B"

AREAS FOR STREET NAME SIGNS

- Casino District
- Southwood Lakes
- City Centre
- University of Windsor