

Roadside Management Manual

 Section: **STANDARD PRIVATE SIGNING OPPORTUNITIES**

 Subject: **DIGITAL AND PROJECTED ACTIVE DISPLAYS**
INTRODUCTION

The Provincial Highway Sign Control Regulations established under The Highways and Transportation Act, 1997 allow for the installation of private signs adjacent to provincial highways.

Digital and Projected Active Displays (DPAD) may be installed to identify or give directions to an enterprise or organization. They are also known as electronic billboards.

POLICY

DPAD's shall:

- have only one display screen per structure;
- have a minimum display duration of 30 seconds, with a maximum of 2 messages per display and 3 words/message;
- not include transitions or animations between frames;
- not have background lighting;
- be equipped with sensors to measure ambient lighting;
- have a maximum brightness of 3.2 cd/m² (0.3 fc) above ambient lighting;
- default to a black screen if a malfunction or failure occurs;
- be set to static in the event that it is in the proximity of a work zone;
- not diminish the conspicuity of nearby traffic control devices, and to maintain appropriate spacing between DPAD signs (so that only one can be seen at a time); and
- not have messages that violate other Ministry policies;

GENERAL CONDITIONS

Applicants should review policy [RSMM 1220 GENERAL CONDITIONS](#) , [RSMM 1230-00 SIGN DESIGN GUIDELINES](#) and [RSMM 550-10 SETBACKS \(ROADSIDE DEVELOPMENT\)](#) for specific information on permits, sign design and location and sight line requirements.

A sign panel provided as a public service showing the time and temperature shall not be considered a flashing or moving sign.

The Ministry reserves the right to require the brightness, frequency, colours or other qualities of a permitted DPAD to be adjusted to address safety.

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LOCATION

DPAD’s signs within 400 metres of a highway property line requires a permit from the ministry. These devices are not permitted within a provincial highway right of way.

For setback distances, both RSMM 1220 and RSMM 550-10 apply for this type of structure/sign. The policy with the greater setback for each case shall be utilized. Therefore, setbacks of the sign will vary depending on the size of the sign, the Access Management Level (1 to 5) and the stage of development of the highway they are adjacent to. Table 1240-85-01 outlines the required setback distances.

Table 1240-85-01

Sign Size	Highway Type		Required Setback	
Access Management Levels: 1 - 3				
3.0 to 16.5 m ²	Four-Lane Highway		With Frontage Road	4 m from highway property line
			Without Frontage Road	55 m from highway centerline
	Two-Lane Highway	Proposed to become Four-Lane	Without Frontage Road	95 m from highway centerline
		Not proposed to become Four-Lane	With Frontage Road	4 m from highway property line
		Without Frontage Road	55 m from highway centerline	
16.5 to 23.0 m ²	Four-Lane Highway		3.33 m x sign surface area from centerline	
	Two-Lane Highway	Proposed to become Four-Lane	95 m from highway centerline	
		Not proposed to become Four-Lane	3.33 m x sign surface area from centerline	
Access Management Levels: 4 - 5				
3.0 to 11.4 m ²	All Access Management Level 4 - 5		38 m from highway centerline	
11.4 to 23.0 m ²	All Access Management Level 4 - 5		3.33 m x sign surface area from centerline	

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APPLICATION

The applicant shall send the completed application to the closest Regional office to where the sign is located. The application will be made on form 1240-85-01, provided at the end of this policy. Certification of permission to install the sign from the landowner and/or lessee may be required.

The regional signing group will be responsible for issuing the permit.

RESPONSIBILITIES

All costs for design, manufacture, installation and maintenance of the DPAD's will be borne by the applicant.

All sign permits are subject to compliance with future sign policies with respect to DPAD signs. Costs associated with bringing the sign into compliance will be the applicants/landowners responsibility.

DIGITAL AND PROJECTED ACTIVE DISPLAYS INSIDE URBAN COMMUNITIES

Urban municipalities may authorize DPAD's within urban limits of cities, towns, and villages. The Ministry encourages the urban municipalities to not permit DPAD signs adjacent to provincial highway right-of-way. If DPAD signs are permitted, it is encouraged that the conditions outlined in this policy be considered.

If, in the opinion of the Ministry's District Operations Manager, a DPAD sign permitted by an urban municipality constitutes a distraction to highway traffic and would compromise traffic safety, the District Operations Manager will work with the urban municipality to have the sign adjusted, removed or relocated.

REMOVAL

DPAD's may be removed if, in the opinion of the Ministry, the conditions of this policy are not being met.

The Ministry reserves the right to cancel a permit if the device has had significant technological updates that deviate from the original permit or policy.

REFERENCES

"Digital and Projected Advertising Displays: Regulatory and road safety assessment guidelines" – Transportation Association of Canada

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Roadside Management

RSMM 1240-85-01

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APPLICATION FOR PERMISSION TO INSTALL A
DIGITAL OR PROJECTED ACTIVE DISPLAY (LED BILLBOARD SIGN)

Applicant: _____

Address: _____

Postal Code: _____ Telephone No.: _____

Contact Person: _____

Email Address: _____

Application to install a sign(s) within 400 metres of a Provincial Highway at the following location(s):

Highway #	Parcel #	Legal Land Location or GPS Coordinates	Distance from Highway Centre Line (m)	Landowner Name

I/We certify that permission to install the sign has been obtained from the landowner(s).

Signature of Applicant (If different then the Land owner)

Date

NOTE: It is suggested that a signed letter authorizing the sign installation be obtained from the land owner. This letter should be retained by applicant for future reference.

On a separate sheet of paper, the applicant will provide the following;

1. A diagram, sketch or photo of the proposed sign including:
 - the dimensions of the sign; and how it is installed (Type of Posts, Base, etc.)
 - description of the message displays.
2. A sketch of the proposed location including:
 - distance from highway centerline;
 - distance from property lines (road allowance, blind line, quarter line);
 - direction that the sign faces; and
 - distance from any existing sign.

Applicants are reminded that signs must comply with all local bylaws.

Submit completed application form and send it to your nearest Regional Office:

[Link to Regional Office Areas Map](#)