

Exterior Signage

Administrative Procedure

Topic:	Exterior Signage
Status:	Active
Effective:	June 2016
Revision Date:	January 2024
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Responsibility:	Manager, Communication and Engagement Superintendent of Facility Services and Planning

Intended Purpose

The Halton District School Board requires the installation of exterior signage to identify a school or facility building for staff, students, and the public. Only exterior signage that identifies the school, or signs representing an external agency affiliated with the school such as a child care or municipality, may be installed on Halton District School Board property.

Definitions:

Pylon/Ground Sign: A sign supported by uprights or braces embedded in a foundation in the ground and which is not attached to any part of a building.

Wall/Fascia Sign: A sign attached to, marked or inscribed on, erected or placed against an exterior elevation of the building, including individual letters forming the school or building name, a painted wall sign and an awning sign.

Outdoor Scoreboard: A sign supported by uprights or braces embedded in a foundation in the ground and not attached to the building and is illuminated or not illuminated and may include LED video board and /or a clock system.

Message Board Sign: any part of a sign that has interchangeable lettering or messaging, either manually or electronically, also referred to as a digital sign.

Temporary Sign: A sign that is not permanently installed or affixed to the ground or any structure or building and includes but not limited to mobile sign and/or a banner.

Procedures

The process of erecting or altering any sign shall be in accordance with the Halton District School Board sign procedures, municipal by-laws and building code requirements.

Schools/facilities considering any new or replacement exterior signage shall initiate the request with Facility Services Department. Impact on neighbouring properties, site visibility and safety should be taken into account when a school is considering the installation of a new ground-mount sign, in particular electronic or digital message board signs.

The following process identifies the actions required to facilitate the installation of a wall or ground-mount sign, as well as an outdoor scoreboard or message board type sign.

1. Sign Installation Requests:

1.1. Schools

- 1.1.1. The Principal shall initiate requests for new wall/fascia, pylon/ground signs (with or without interchangeable signage) or outdoor scoreboards with the school superintendent.
- 1.1.2. The proposed new sign shall meet the design guidelines noted in Part B below and follow HDSB branding and design requirements, as set by the Communications and Engagement Department.
- 1.1.3. Schools may develop conceptual sign designs with Halton District School Board pre-qualified vendors to assist with local By-law requirements.
- 1.1.4. The Facility Services Department shall review the conceptual new sign proposal, design guidelines, installation location, building and property infrastructure, municipal by-laws and permit

requirements. The Communications and Engagement Department shall review the conceptual new sign and location in accordance with HDSB branding and the design guidelines requirements.

1.2. Tenant Requests (Childcares)

As per lease agreements, Child Care tenants may submit a request in writing to the Superintendent of Facility Services, to install a sign on HDSB property to identify the child care within the school.

1.3. External Organizations or Agencies Requests

1.3.1. Requests from non-profit agencies and/or municipalities to place a temporary sign such as a mobile sign or banner sign on school property will be at the discretion of the school principal to approve, in consultation with the Facility Services Department Area Supervisor.

1.3.2. Requests from non-profit agencies and/or municipal agencies to place a permanent sign on school property must be submitted in writing to the Superintendent of Facility Services, and will require Administrative Council approval.

1.3.3. Request from an external agency to install a permanent sign, if affiliated with a donation or sponsorship to a school or the Board, must meet the requirements detailed in the HDSB Administrative Procedure regarding Corporate Partnerships, Sponsorships and Donations, and will require Administrative Council approval.

1.3.4. Requests from an external agency, other than as detailed above, for either temporary or permanent signage, are not permitted.

1.4. School Requests for Electronic or Digital Signage

When considering whether to install a new electronic or digital sign, school communities should take into account the illumination levels and

visual impact of the sign on adjacent properties and the neighbourhood context, in particular on smaller residential streets that do not have a high volume of vehicular traffic. School communities should consider whether a digital sign is the most effective form of communication given the variety of online options available to schools (school website, email, HDSB website, social media).

2. Responsibilities:

2.1. Funding

- 2.1.1. Schools will be responsible for funding the purchase and the installation of new signs including municipal permit fees and below-grade connection costs. Schools may use non-board funds or pre-approved Facility Services Capital Renewal.
- 2.1.2. Wall-mounted signage is provided as part of the construction of new schools. Under-ground rough-in and a concrete mounting pad for a future pylon sign may also be provided as part of the new school construction project subject to available funding. The school is responsible for the cost of the supply and installation of the new sign.

2.2. Regulations/Permits

Facility services and/or the sign vendors will coordinate the permit approvals required and or necessary.

2.3. Tendering, and Purchasing Policy

Business and Facility Services shall be responsible for the tendering process and documents. Refer to the Procurement Administrative procedure.

2.4. Project Responsibility

Facility Services shall be responsible for project approval, administration, supervision and final acceptance of the tender.

- 2.5. Maintenance / Upgrades or replacement
Facility Services shall be responsible for coordinating the sign maintenance, repair and operation. Signage upgrades or replacement would be the responsibility of the individual school to fund. Repairs to digital/illuminated signs shall be the responsibility of the school.

3. Design Guidelines for Signs

All signs must meet local By-law requirements (size, quantity, location, etc.) and permits must be obtained where required, prior to installation. Structural drawings that detail construction, mounting, fastening are required to be submitted to Facility Services for review prior to installation. The drawings are to be certified by a Professional Engineer, of Ontario. Any trade component of installation must be performed by a qualified and/or licensed vendor.

- 3.1. Fascia/Wall Mount Signs:
 - 3.1.1. English language
 - 3.1.2. Municipal street name and number (if required by local municipality)
 - 3.1.3. Public School or Secondary School nomenclature in accordance with the design details in Appendix A
 - 3.1.4. HDSB logo and design, as directed by the Communication and Engagement Department.
- 3.2. Ground/Pylon Signs
 - 3.2.1. English language
 - 3.2.2. Municipal street name and address
 - 3.2.3. Sign shall display the school name
 - 3.2.4. Public School or Secondary School nomenclature
 - 3.2.5. Corporate advertising in accordance with Third Party Agreement Administrative Procedure.
 - 3.2.6. Display of school logos or nicknames (optional)

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- 3.2.7. Electronic Message boards (optional)
- 3.2.8. Illuminated or Non-illuminated
- 3.2.9. Structure construction (e.g. masonry ground sign, or steel post, etc.)
- 3.2.10. Structure to be engineered by a licensed Professional Engineer in Ontario
- 3.2.11. HDSB logo as directed by the Communications and Engagement Department
- 3.3. Outdoor Score Boards
 - 3.3.1. English Language
 - 3.3.2. Public School, High School or Secondary School nomenclature
 - 3.3.3. Corporate advertising only in accordance with Third Party Agreement Administrative Procedure
 - 3.3.4. Display of school logos or nicknames (optional)
 - 3.3.5. Electronic and/or Video boards adhere to By-law requirements
 - 3.3.6. Illuminated or Non-illuminated
 - 3.3.7. Structure construction i.e. masonry ground sign, or steel post, etc.
 - 3.3.8. Structure to be engineered by a licensed Professional Engineer in Ontario
 - 3.3.9. HDSB logo as directed by the Communications and Engagement Department
- 3.4. Mobile or Temporary signage
 - 3.4.1. English Language
 - 3.4.2. No more than one sign per site
 - 3.4.3. Shall not be animated, illuminated, etc., or have any attachments that increase height or width as per municipal by-law requirements.

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- 3.4.4. Shall not impede or obstruct access or view of pedestrian or motorist to cause an unsafe condition
- 3.4.5. Shall only be in place for defined period of time. Removal and costs associated with the removal will be the responsibility of the school or external agency, if applicable

Reference number: Pending

Cross-Reference:
Legislation

Local Municipal Sign By-laws

Ministry Policy & Program Memoranda

N/A

Board Policies, Procedures & Protocols

Third Party Agreements

Donations

Community Funding of Facility Enhancements

Revision History

Style template updated January 2024 (Administrative Procedure Update Report 24010); prior revision history not recorded.

Appendix

Fascia/ Exterior Wall Sign Standards

1. Pantone 300 Blue smooth matte finish, Open Sans font.
2. Letters for school name*: Upper case, 300mm high x 13 mm return, lower case, 200mm x 13mm return.
3. Letter for address*: Upper case, 200mm high x 10mm return, lower case, 100mm x 13mm return.
4. School Board Logo: As shown
5. Wording as shown to be confirmed by Facility Services and Communications and Engagement Department prior to ordering.
6. Sizing can be changed with written approval from Facility Services and the Communications and Engagement Department



Rattlesnake Point Public School
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