



Town of Whitby Policy

Policy Title:	Community Organization Sign Policy
Policy Number:	OPS 090
Reference:	Council Resolution #236-11 and #574-16
Date Originated:	June 27, 2011
Date Revised:	November 21, 2016
Review Date:	Not applicable
Approval:	Council
Point of Contact:	Superintendent of Operations

Policy Statement

The Corporation of the Town of Whitby recognizes that non-profit organizations contribute to the health and well being of a community. The viability and promotion of community organizations benefits the municipality and for this reason the Town has established a community organization sign policy and program. The Community Organization Sign Policy provides an opportunity for organizations to display their identification shields on Town provided signage at strategically located entrance points to the municipality.

Purpose

The purpose of this policy is to allow for the public display of a non-profit community organization's identification shield on municipally provided signage. The organization must meet specific criteria as defined in the policy and agrees to compensate the municipality for the manufacturing cost of the identification shield and any applicable fees.

Scope

This policy applies to municipally installed Community Organizational Signs placed at approved locations within the Town.

Index

1	Responsibilities	2
2	Policy Requirements	2

1 Responsibilities

1.1 The Superintendent of Operations (Works) shall:

- Review applications to ensure conformity to the eligibility criteria,
- Advise the Community Organization of the status of their application,
- Maintain a waiting list of Community Organizations,
- Liaise with and retain on file the annual letters from Community Organizations confirming their contact information, organizational status and interest in remaining on the sign,
- Maintain the Community Organization Signs in good repair.

2 Policy Requirements

2.1 The Town will supply, install and maintain in accordance with the standards prescribed in the Ontario Traffic Manual, one Community Organization Sign in the following locations:

- Baldwin Street North, west side south of Myrtle Station (Ministry of Transportation),
- Winchester Road West, south side east near Cochrane St (Region of Durham),
- Winchester Road East, north side east of Cachet Boulevard (Region of Durham),
- Thicksen Road South, east side north of Consumers Drive (Region of Durham),
- Dundas Street West, south side east of Lakeridge Road (Region of Durham),
- Dundas Street East, north side west of Garrard Road (Town of Whitby).

2.2 Council approval is required for any additional sign locations.

2.3 If any Community Organization Sign is to be installed on a road allowance under the jurisdiction of another government, the installation will be subject to the approval of the appropriate agency. Community signs on private property shall not be permitted.

- 2.4** The Town will assume all costs associated with the supply, installation and maintenance of the Community Organization sign including posts on all roads within the Town of Whitby.
- 2.5** The Town will assume all costs associated with the installation and removal of the organization identification shields, but not the shield itself.
- 2.6** 1.9The maximum number of identification shields which may be displayed on any one sign is 18 and organizations shall be identified on all Brooklin and/or Whitby Community Organization Signs.
- 2.7** Organization identification shields will be 22 inches wide by 22 inches high.
- 2.8** Each organization identified on the sign will assume the total cost associated with the manufacture of their identification shield. This will also include the cost of shields for new installations or replacement due to vandalism, theft, maintenance (wear) or life cycle. Organizations are expected to provide the Town with digital artwork in a format such as a tiff file format with the appropriate resolution for the shield manufacturing.
- 2.9** Organizations participating in the community sign program must have their identification shields displayed on all Community Organization Signs including any future sign location(s).
- 2.10** The Town will assume the responsibility of arranging for the manufacturing of the individual organization identification shields.
- 2.11** Each organization is required to provide the Town with a letter, on an annual basis, which identifies: a contact name, number and address, confirmation that the organization still meets the eligibility criteria; and advising that they still wish to remain on the sign.
- 2.12** Organizations not providing the aforementioned information by March 1st of each year will have their identification shields removed and returned to the contact person.
- 2.13** New organizations expressing interest in participating in the Community Sign Program will be required to submit their request in writing. Requests will be reviewed for compliance to the qualification criteria and a response provided. If acceptable, arrangements will be made for the installation of the identification shield. If no sign space exists then the organization will be placed on a waiting list for inclusion on the sign on a first- come first- served basis.
- 2.14** The Town will co-ordinate and approve the erection of community identification shields for Community Organizations meeting the following criteria:

A “Community Organization” shall be defined as a non-profit organization (Service Club, National Youth-Serving Organization or Building Caring Communities) operating on a local, provincial or national basis, the purpose of which is to promote community welfare and further the interests of its membership.

A Service Club is further defined to include an incorporated non-profit community service organization whose primary purpose is to enhance the quality of life and welfare of the Whitby community. Examples include: Rotary International, Lions International, Masonic Lodge, and the Royal Canadian Legion.

A National Youth Organization is further defined as an organization whose primary purpose is to develop in Whitby’s youth the attributes of leadership and active citizenship. Examples include: Girl Guides of Canada, Scouts Canada and the Canadian Cadet Corps (air, army and navy cadets).

A Building Caring Communities group is defined as an organization whose primary purpose is to build a caring community and respond to a broad range of human needs in the Whitby community and whose primary function is to raise funds to provide direct financial support to funded agencies and programs. An example is the United Way of Canada.

This Policy is hereby approved by Council Resolution #236-11 and #574-16 on this 21st day of November, 2016.