

# WAYFINDING & TOURISM DESTINATION SIGNAGE APPLICATION FORM



## Application Process

To apply for wayfinding signage along municipal road allowances under the Township of King Wayfinding and Tourism Signage Program, please complete and submit this form to the Township of King municipal offices at 2075 King Road, King City, ON, L7B 1A1 ATTN: Economic Development Officer.

There is a one-time fee of \$200 + HST per directional sign requested, and a one-time fee of \$500 + HST for participation on available billboard signs. Fees will not be requested until the application has been approved. The Program Administrator will contact you to verify application details and discuss specifics of your application prior to approval and request for payment of fees.

## Eligibility Requirements

To be eligible for the program, applicants must meet the following criteria:

1. Be in compliance with all municipal, provincial and federal regulatory statutes & by-laws
2. Be open to the general public, with consistent and regular hours of operation
3. Be accessible by public roads and have signage on property to be identifiable from public roads
4. The business must conform to one of the following uses:

Bed & Breakfast	Apiary
Winery, Brewery or Distillery	Equestrian Facility
Cultural attractions (defined in policy)	Vegetable and/or Fruit Farm
Natural attractions (defined in policy)	Orchard
Sports & Recreation Facility	Tree Farm
Children's Day Camp	Nursery/Garden Centre
Golf Course	Farm Tour

## Applicant Information

*Applicant must be the property owner, or if a tenant, attach the property owner's written authorization.*

<b>Name</b>	
<b>Address &amp; Postal Code</b>	
<b>Telephone #</b>	
<b>E-mail Address (optional)</b>	

## Application Details

<b>Business Name to be Advertised</b>	
<b>Business Address</b>	
<b>Business Use</b> <i>(consistent with eligibility conditions above)</i>	

<b>Days and Hours of Operation</b>	
<b>Is your business regularly open to the public?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have signage at your entrance to be identifiable from the road?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Number of signs requested</b> (4 maximum, \$200 per sign + HST)	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<b>Location(s) of requested signs</b> (List road and approximate location(s) and include a key map if necessary. Signs must be within 5km traveled road distance of the advertised business)	Sign 1: _____ Sign 2: _____ Sign 3: _____ Sign 4: _____
<b>Would you like to participate in billboard signage if available?</b> (\$500 + HST, upon availability)	<input type="checkbox"/> Yes <input type="checkbox"/> No

### Signage Symbols

Please indicate your preference for a standardized symbol on your requested signage:



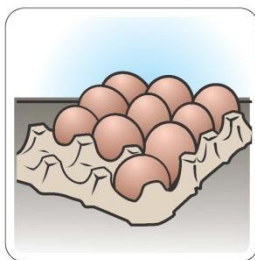
APPLE



BASKET



BED



EGGS



TREE



BICYCLE



HIVE



FLOWER



GRAPES



HIKING



HORSE

## Terms and Conditions

By submitting this application, the applicant agrees to abide by the following terms and conditions:

1. The applicant must meet all eligibility requirements specified in the Township of King *Wayfinding & Tourism Destination Signage Policy*.
2. All program signage shall adhere to the general design principles specified within the Policy.
3. No more than four (4) directional signs and one (1) billboard sign space are permitted per applicant.
4. Directional signs are to be located within 5 kilometres traveled road distance from the applicant's location. Billboard sign space will be available to those participating businesses or uses that are within 10 kilometres traveled road distance from the billboard sign.
5. Applicants are encouraged to identify preferred sign locations on their application, however the Township reserves the right to select the final location of all program signs to ensure road safety.
6. Following approval of an application, the applicant shall pay the full sum of all fees incurred before any signage is installed. Fees are non-refundable following construction of signs.
7. In the event of a conflict between the eligibility criteria, design standards, and location standards of the Policy and the submitted details of an application, the Township reserves the right to determine the final eligibility of the application and location of program signage when installed.
8. Participation may be refused or revoked if an applicant does not meet the eligibility criteria, ceases providing the service or good being advertised, falsifies or misstates information on their application, or if the approval is issued in error.
9. Program signage shall be under the ownership of the Township of King and shall be installed and maintained by the Township. In the event that a program sign must be replaced in its entirety, the applicant will be required to pay the full fee for a new sign.

## Declaration

By submitting this application, the applicant affirms that the facts set forth in this document are true and complete.

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Applicant Signature

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Date

***Thank you for your interest in the Wayfinding & Tourism Destination Signage Program.***

Personal information (PI) is collected on this form under the authority of the Municipal Act, s. 11. The purpose of this collection is to administer the Wayfinding & Tourism Destination Signage Program. The personal information provided on this form is protected in accordance with Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). Should you have any questions or concerns regarding the collection of personal information (PI), please contact the Clerks Department, King Township, 2075 King Road, King City, L7B1A1 (905) 833-5321.