



Bracebridge Business Improvement Area BLADE SIGNAGE PROGRAM & GUIDELINES

A Blade Sign is one that hangs perpendicular from the front of your business. It alerts pedestrians approaching from a distance as to the type of merchandise or service that you provide. Ideally a Blade Sign will say Café or Ladies Boutique instead of a proprietorial name that does not convey what your business is about. For example:

- Instead of saying Lilibird, the Blade Sign would read: Gifts & Home Décor
- Instead of saying Little Black Bow, the Blade Sign would read: Lingerie



SIGN SPECIFICATIONS

- Blade signs are two-sided to attract pedestrians coming from both directions.
- A variety of shapes is permitted but the total area, including both sides, shall not exceed 1.2 sq. m. or 12.9 sq. ft. (Sign By-law 2012-009).
- An example of a sign that is in compliance would be one that measures approximately 2' x 3' (ie. 6 sq. ft. per side)
- The bottom of the sign must be at least 8 ft. above the sidewalk to eliminate any contact with pedestrian activity (Sign By-Law 2012-009).
- While material choice is not dictated, total weight of the sign and hanging bracket cannot exceed 130 kg or 287 lbs. (**NOTE:** the bracket provided by the BIA weighs 27 lbs)
- Blade signs cannot be illuminated.

BLADE SIGN BRACKET

- The BIA has secured an engineered bracket at a discounted price of \$240 (includes HST). Prices will vary in the future depending upon the number of brackets that are ordered at a given time.
- **NOTE: As an incentive to get the Blade Signage Program started, the BIA will waive the cost of the bracket for the first 20 BIA members who complete a Blade Sign application.**
- **After the first 20 have been dispersed, applicants who must purchase a bracket will be eligible to have half of this cost refunded upon the approval of a Signage Improvement Grant Application (see page 3 for details).**

BIA APPROVED ENGINEER

- In accordance with the provincial Building Code 2006, all signage installed perpendicular to a store front requires engineering drawings that ensure the installation method meets a level of safety and performance.
- These drawings must be completed by an architect, engineer or certified designer that is BCIN qualified through the Ministry of Housing.



Bracebridge Business Improvement Area BLADE SIGNAGE PROGRAM & GUIDELINES

- Once again, the BIA has negotiated a preferred rate with Granite Engineering Services (GES) to provide this certified service for its members.

For the discounted fee of **\$500 plus HST(\$565.00)**, GES will:

- Consult with each business owner.
- Conduct an on-site inspection to determine the appropriate location and type of anchorage system required.
- Prepare affixation drawings outlining the required installation method. These drawings will be required as part of a Signage Permit Application (see below for details).
- Inspect the final bracket installation to ensure all safety requirements have been met and to facilitate final inspection by the Town's Chief Building Official.

Please make cheques payable to GES and drop them off to BIA staff who will then initiate the process on your behalf. Payment must be received before GES will begin work.

- *If GES determines that a blade sign is not feasible on your store front, the Town of Bracebridge will reimburse you for your engineering expenses up to a maximum of \$500.*
- *Business owners are allowed to use the services of any qualified engineering firm of their choice. However, should it be determined that a blade sign is not feasible, reimbursement of engineering fees will be at the discounted rate provided by GES.*

BLADE SIGNAGE PERMIT

In order to protect the health and safety of pedestrians, the Ontario Building Code and the District Municipality of Muskoka require business owners to complete a Town of Bracebridge Blade Sign Permit.

- The Blade Sign Permit costs \$50. This cheque should be made payable to the Town of Bracebridge. However, for your convenience, BIA staff will gladly accept your cheque and submit it to the Town on your behalf. ***PLEASE NOTE that half of this permit fee is refundable upon the approval of a Signage Improvement Grant (see page 3 for details).***
- Please include the ***certified affixation drawings*** completed by the engineer. The Town's Chief Building Official (CBO) will review the affixation drawings at the time of application to ensure that the installation method recommended demonstrates the level of safety and performance required to protect the safety of pedestrians.
- Please also contact your insurance broker to request an ***insurance certificate*** naming the Town of Bracebridge and the District Municipality of Muskoka as additional insured. This certificate needs to be attached to your Sign Permit application.



Bracebridge Business Improvement Area BLADE SIGNAGE PROGRAM & GUIDELINES

SIGNAGE IMPROVEMENT GRANT

If a business owner chooses, they may apply for a Signage Improvement Grant at the same time as they apply for their Blade Sign Permit (see below). If their application is successful, they may be eligible to receive a grant of 50% of their costs (permit fee, bracket, engineering fee, as well as fabrication and installation of blade sign) **up to a maximum municipal contribution of \$2000.**

To qualify, applicants simply need to provide estimates from **two separate signage contractors** for the manufacture and installation of the sign. If successful, the Town would offer a grant equal to 50% of the cost of the lowest quote received.

For more detailed information about the Signage Improvement Grant, contact Jill Harris at jharris@bracebridge.ca or by calling 705-645-6319 ext 227.

For your convenience, please find a listing of local sign companies who would be pleased to provide you with a quote for your Blade Sign:

Graphics Unlimited	705-645-0198	3 Armstrong Street
Sublime Graphics	705-645-1322	34 E.P. Lee Drive
De Koter Sign Works	705-646-1765	22 Curling Road
Signs in Wood & Stone	705-645-1770	1238 Carlsmount Road
Posthill Innovations	705-646-4517	9 Monck Road

NOTE: you are not required to use a local company.

There are many variables that will affect the final cost of your Blade Sign. You will need to decide upon the size, shape, material and special effects that you would like to see on your sign. They will also include the cost to install the Blade Sign based upon the affixation drawings provided by the engineering firm.

Potential Savings to be realized by applying for a Signage Improvement Grant:

- ½ price bracket (if you are not receiving a free bracket)
- ½ price on any outstanding Engineering Fees
- ½ price Sign Permit
- ½ price Blade Sign
- Maximum Rebate = \$2000