

## Peel Region Corporate Policies

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<b>Category:</b>	<b>Public Works</b>
<b>Subcategory:</b>	<b>Waste Management</b>
<b>Responsible Area:</b>	<b>Waste Management</b>
<b>Subject:</b>	<b>Mobile Signs</b>

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### A. Purpose

Peel Region uses portable Mobile Signs to advertise events, promote programs, and announce message alerts to the public. Peel Region's in-house Mobile Sign service will only be used to display messages related to services provided and/or supported by Peel Region, including Peel Regional Police and members of Regional Council. The purpose of this policy is to establish criteria for the use, placement, and maintenance of Mobile Signs.

This policy is delivered in accordance with the following Corporate Policies:

- [G40-02 Use of Corporate Resources for Elections](#)
- [F30-02 Business Expense Accounts – Members of Council](#)

### B. Scope

This policy applies to the following:

1. Approved locations within road allowances and allocated sites in the City of Mississauga, City of Brampton, and the Town of Caledon where Peel Region can place Mobile Signs.
2. Scope of service provided by Peel Region's Waste Management Division to other corporate departments and requesters for use and placement of Mobile Sign messages.
3. Procedures for submitting requests to place Mobile Sign messages.
4. Conditions and standards for placement and maintenance of Mobile Signs.
5. Cost and service fees associated with the placement of Mobile Sign messages.

### C. Definitions

**Mobile Sign:** A portable sign that is owned and operated by Peel Region for communicating specific information to the public, including programs, events, services, public alerts, and other Council approved messages.

**Peel Region Business:** Business-related activities that derive a benefit for Peel Region or to advance the interests of Peel region.

## **D. Policy**

### **1. Mobile Sign Messaging Service Administration**

- a. Waste Collection, Waste Management, will administer the in-house Mobile Sign messaging service until September 30, 2027.

### **2. Approved Sign Locations**

- a. Mobile Signs can only be placed on selected road allowances that have been designated by area municipalities, in accordance with their respective Sign By-laws, and any other applicable by-law, as acceptable locations for the placement of Mobile Signs.
- b. Dedicated locations have been assigned by area municipalities for exclusive use by Peel Region for the placement of Mobile Signs. The list of acceptable dedicated locations for the placement of Mobile Signs is provided in [Schedule A](#). Peel Region staff will contact staff from the respective area municipalities to book dedicated sign locations.
- c. Mobile Signs can also be placed in non-dedicated locations, depending on the availability of the location. Non-dedicated sign locations must be approved by the area municipality. Requestors will work with the appropriate area municipality to receive approval of non-dedicated sign locations.

### **3. Submitting Mobile Sign Service Requests**

- a. Requests for placement of Mobile Signs must be sent to [ZZG-MobileSigns@peelregion.ca](mailto:ZZG-MobileSigns@peelregion.ca).
- b. The request must include the proposed message, date of placement, and date of removal.
- c. The Message must be related to Peel Region Business and fit in the Mobile Sign Message Template ([Schedule B](#)).
- d. Requests for non-dedicated Mobile Sign locations must include a permission letter from the area municipality and proof of payment of any required permit fees.

### **4. Processing Service Requests**

All requests for placement of Mobile Signs will be sent to the designated contact within Waste Collection.

Upon receipt of a request:

- a. Placement of Mobile Signs on dedicated locations will be identified from the list of dedicated sign locations.
- b. Mobile Sign requests involving specific, non-dedicated locations are subject to the approval of the area municipality. It is the requester's responsibility to obtain approval from the area municipality prior to submitting the Mobile Sign request to Peel Region staff.
- c. The message for the Mobile Sign(s) will be drafted by the requester using the attached standard format of 5 x 14 mobile sign letter grid ([Schedule B](#)).
- d. Requestors must arrange all required permits in advance of submitting the request to Waste Collection. Proof of payment for permits must be provided with all Mobile Sign requests.
- e. All requests require 7 calendar days lead time to process permit requirements, prepare messaging, and set up Mobile Signs at the identified locations. For emergencies, special arrangements can be facilitated for immediate placement of Mobile Signs at dedicated locations.
- f. Subject to restrictions or emergencies, Mobile Signs will be delivered and set up within 2 calendar days of the requested delivery date and removed within 2 calendar days of the requested removal date. The Mobile Sign will remain for a minimum timeframe of 7 days to a maximum of 21 days.

## **5. Conditions and Standards**

- a. Dedicated locations that have been assigned by area municipalities for exclusive use by Peel Region Peel ([Schedule A](#)) will only be used to advertise scheduled events, promote programs, and announce messages related to services provided and/or supported by Peel Region, including Peel Regional Police and members of Regional Council.
- b. Messages that are not related to Peel Region Business are not permitted for use on Peel Region's Mobile Signs. Peel Region's Mobile Sign message service is not intended to be used to promote commercial events, election campaigns/candidates, holiday greetings, private functions, athletic clubs, sporting events, and other activities that are not related to public services delivered by Peel Region.
- c. Mobile Sign requirements for critical public message alerts (e.g. boil water advisory, public health and safety alerts, etc.) will take priority for placement at all locations, followed by Waste Management messaging. All other requests are processed on a first-come, first-served basis.
- d. Mobile Signs must comply with the respective municipality's Sign By-law.
- e. The requestor of a Mobile Sign shall comply with Peel Region's corporate policies, including [G00-26 – Use of Corporate Resources for Elections](#) and [F30-02 – Business Expense Accounts – Members of Council](#).

- f. Exceptions to this policy, including requests for this service by anyone other than a department within Peel Region, Peel Police, or a member of Regional Council, may be made only upon the approval, and discretion, of the Commissioner, Public Works or their designate.

## **6. Fees and Surcharges**

- a. For use of Mobile Sign locations within its boundaries, the City of Mississauga charges a \$110 permit fee for each 21-day period per Mobile Sign. This fee is waived for Councillors who request Mobile Signs at dedicated locations within Mississauga. The charge is subject to change by the City of Mississauga.
- b. There are no fees charged by the City of Brampton or Town of Caledon for the use of all Mobile Sign locations.
- c. Peel Region does not charge a fee for use of the Mobile Sign messaging service by a Peel Region department.
- d. Peel Region charges a per sign fee of \$170.00 for the use of a Mobile Sign by a Regional Councillor for each 21-day period. Usage shall include one Mobile Sign for the maximum 21-day period. Expenses related to the use of Mobile Signs will be charged to the Councillor's expense account, as outlined in [F30-02 Business Expense Accounts – Members of Council](#).

## **E. Responsibilities**

- 1. **Employees and Regional Councillors** are responsible for:
  - a. Reviewing and complying with the provisions outlined in this policy.
  - b. Making requests for Mobile Signs through Waste Collection, Waste Management at [ZZG-MobileSigns@peelregion.ca](mailto:ZZG-MobileSigns@peelregion.ca).
  - c. Obtaining approval from the area municipality for non-dedicated Mobile Sign locations prior to submitting a request.
  - d. Paying fees as prescribed in this policy.
- 2. **Waste Collection, Waste Management** is responsible for:
  - a. Administering the Mobile Sign messaging service in alignment with this policy.
  - b. Receiving and processing Mobile Sign requests.
  - c. Establishing priorities for Mobile Sign usage in accordance with section D.5.

- d. Administering the conditions and standards for placement and maintenance of Mobile Signs.
- e. Handling all related inquiries and service requests.
- f. Allocating associated costs and service fees to appropriate areas.

**Table 1. Policy Approval History**

Approval Source:	CAO Directive C18-04, C26-02
Original Approval Date:	April 3, 2018
Last Review/Update:	March 3, 2026
Effective Date:	March 3, 2026
Responsibility:	Director, Waste Management
Revision Details:	Policy updated to align with current practices and direction (March 3, 2026).

## SCHEDULE A - Region of Peel dedicated mobile sign locations

### Set A locations

#### Mississauga

<b>0608</b>	East side of Cawthra Rd. 91m north of Atwater Dr. 46m south of Arbor Ct.
<b>2709</b>	North side of Eastgate Pkwy. East of Tomken Rd.
<b>53W09</b>	South side of Derry Rd. 61m east of Meadowvale Blvd.
<b>1706</b>	West side of North Sheridan Way. 76m south of Fowler Dr.
<b>5601</b>	Britannia Road West and Ninth Line (North Side of Britannia East of Ninth Line )
<b>2105</b>	South side of Central Pkwy, 61m east of Mississauga Valley Blvd.
<b>35E11</b>	East side of Dixie Rd. 30m north of Hwy 401
<b>3209</b>	South side of Eglinton Ave east of Winston Churchill Blvd.

#### Brampton

<b>K101</b>	Torbram South of Countryside
<b>B301</b>	Huttonville School- 2322 Embleton Rd. 12m from the school on the north side. 295m east of Heritage Rd.
<b>J401</b>	110m north of Victoria Park Arena. 55 Avondale Blvd.
<b>G402 (Ward 3-4)</b>	Ken Giles Recreation Centre. 370 Bartley Bull Pkwy. 9m north of Terra Cotta Cres.
<b>J301A</b>	Terry Miller Recreation Centre. 1295 Williams Pkwy (south side). 137m east of Mackay St. S.

#### Caledon

<b>ALT01</b>	West Side of Main Street North of McClellan Rd at the Fire Hall
<b>CHEL01</b>	C. Haines Park. South Village. West side of Creditview Rd. 500m north of King St.

### Set B locations

#### Mississauga

<b>0302</b>	Jack Darling West of Lorne Park A
<b>1606</b>	South side of Queensway W. 23m east of Oneida Cres.
<b>38E01</b>	North side of Eglinton Ave, 61m east of Creditview Rd
<b>36W19</b>	East side of Hurontario St. 15m south of Traders Blvd.
<b>1702</b>	Dundas and Mississauga Rd (Approx 160 meters west of Mississauga Rd. on the south side, past the drive way.
<b>46W06</b>	East side of Winston Churchill Blvd. 46m south of Tours Rd.
<b>44W05</b>	Mavis and Cantay (North of Cantay west of Mavis)
<b>40W03</b>	East side of Airport Rd. 46m north of Northwest Dr.
<b>54E05</b>	Mississauga Rd Between Derry and Meadowvale
<b>5623</b>	South side of Derry Rd W. 30m west of Tenth Line

#### Brampton

<b>L302</b>	North side of Queen St. Just west of Airport Rd. 2m from Canadian Tire parking Lot on the Queen St. side
<b>H101</b>	Kennedy South of Mayfield
<b>E301</b>	East Side of Chinguacousy, North of Williams Parkway
<b>L402</b>	East of Airport Rd, next to Alfcac Corporation. North of Steeles Ave. 61m north of Hwy 407
<b>K201</b>	East side of Bramalea Rd. South of Sandalwood Pkwy. 38m South of Peter Robertson Blvd.

## Caledon

<b>ING01</b>	Inglewood Ball Park. South end of park/ ball diamond. East side of McLaughlin Rd. 152m north of Olde Baseline Rd.
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## Set C Locations

### Mississauga

<b>1013</b>	East side of Southdown Rd. 15m south of Hartland Dr. (Amdo)
<b>5907</b>	South side of Burnhamthorpe Rd. 76m west of Winston Churchill Blvd.
<b>3010</b>	North side of Burnhamthorpe Rd. 61m west of Wolfedale Rd.
<b>0204</b>	South side of Lakeshore Rd. 30m west of Balboa Dr.
<b>2602</b>	South-east corner of Dixie Rd. & Eastgate Pkwy. 15m south of Eastgate Pkwy. A
<b>38W10</b>	South side of Britannia Rd. 53m west of Creditview Rd.
<b>48E06</b>	Goreway and Morning Star Drive (North of Morning Star west side of Goreway)
<b>36W17</b>	Hurontario and Eglinton (East of Hurontario, North Side of Eglinton)
<b>40W04</b>	South side of Dundas St. 15m west of Mason Heights

### Brampton

<b>D301</b>	North side of Bovaird Dr. 61m west of Chinguacousy across the street from the Shell Station
<b>G401 (Ward 3-4)</b>	Centennial Park. 80 Mary St. 160m south of Moore Cres.
<b>G301</b>	East side of Kennedy Rd. 61m south of Bovaird Dr.
<b>K301</b>	South side of North Park. 6m west of Jefferson Rd. across the street (on the empty lot)
<b>D302</b>	Terry Miller Rec Centre 1295 Williams Pkwy (south side). Near Bramalea (East Side)
<b>J201</b>	Dixie, South of Countryside
<b>G201</b>	East side of Hurontario St. south of Sandalwood Pkwy. 91m east of the intersection
<b>L301</b>	West side of Airport Rd. 400m south of Williams Pkwy.
<b>H302</b>	Major Oaks Park. North-west section of Hwy 410 and Williams Pkwy. 200m west of Hwy 410
<b>L201</b>	East side of Airport Rd. 30m south of Countryside Dr.

## Caledon

<b>CALE01</b>	Caledon Town Hall. North east corner of Old Church Rd and Atchison Dr. (New Location as of June 20 2017)
<b>MAYF01</b>	Mayfield Recreation Complex. 12087 Bramalea Rd. 500m north of Mayfield Rd. East side of Bramalea Rd.

## Set D Locations

### Mississauga

<b>0202</b>	South side of Lakeshore Rd. West of Christina Ct. 46m east of Johnson's Lane
<b>2508</b>	South side of Burnhamthorpe Rd. 15m west of Erin Mills Pkwy.
<b>1509</b>	East side of Airport Rd. North of Orlando Dr. 107m south of Northwest Dr. A
<b>2717</b>	North side of Burnhamthorpe E., btwn Golden Orchard and Hickory
<b>2902</b>	East side of Mavis Rd. North of Rathburn Rd. 30m south of Centre View Dr.
<b>5719</b>	East side of Ninth Line. 14m north of Lacman Trail
<b>42E08</b>	East side of Dixie Rd. South of Derry Rd.
<b>1609</b>	North side of Paisley Blvd. 9m west of Mavis Rd.
<b>1306</b>	South side of Queensway. 225m east of Stanfield Rd.
<b>35E01</b>	East side of Dixie Rd. North of Eglinton Ave.

### Brampton

<b>C301 (Bordering 3-4)</b>	East side of Mississauga Rd, South of Queen St.
<b>F201</b>	East side of McLaughlin Rd. North of Bovaird Dr. 46m south of Marycroft Cres.
<b>N201</b>	East side of Goreway Dr. 152m north of Castlemore Rd.
<b>J302</b>	West side of Dixie Rd. 9m south of Lascelles Blvd.
<b>H401 (Ward 3-4)</b>	North side of Steeles Ave. 30m east of Resolution Dr
<b>L401</b>	North side of Steeles Ave. 30m east of Torbram Rd.
<b>F302</b>	West side of Main St. 200m north of Williams Pkwy.
<b>L201</b>	North side of Bovaird Dr. East of Great Lakes Dr. 23m east of Hwy 410- next to the Shell Station
<b>F101</b>	East side of Hurontario St. North of Cresthaven Rd.
<b>J402</b>	10 Peel Centre Dr- Region of Peel Head Office. South side of Queen St. 100m west of Central Park Dr.
<b>J301B</b>	West side of Chinguacousy Rd. 9m South of Williams Pkwy.

### Caledon

<b>Cal Sign #2</b>	South side of Valleywood Blvd. East of Royal Valley Dr. Across from the fire hall
<b>BOLT01</b>	Caledon Yard 2. West side of Hwy 50. Across from Columbia Way

## SCHEDULE B – Mobile Sign Letter Grid

905-791-7800

PLACEMENT DATE:

REMOVAL DATE:

The message must fit within the template example below, 14 character spaces wide and 5 rows deep.

	M	E	S	S	A	G	E						
	R	E	Q	U	E	S	T		M	U	S	T	
	F	I	T		I	N		T	H	I	S		
	T	E	M	P	L	A	T	E					

### Contact Listings

Request for placement of mobile signs and inquiries related to portable mobile signs shall be directed to the following email address:

[ZZG-MobileSigns@peelregion.ca](mailto:ZZG-MobileSigns@peelregion.ca)