

COUNTY OF MIDDLESEX TOURISM SIGNAGE POLICY

MAY 2014

1.0 INTRODUCTION

1.1 PURPOSE OF MIDDLESEX TOURISM SIGNAGE PROGRAM

The purpose of the Middlesex County tourism signage program is to define the eligibility, use, design and authority for tourism-oriented directional signage within the Middlesex County road right-of-way.

1.2 OBJECTIVES

Middlesex County's tourism signage program is designed to achieve the following objectives:

- a) Elevate Middlesex County's image as a tourist destination;
- b) Inform road users of Middlesex County's tourism operations and attractions;
- c) Provide roadway directions to Middlesex County tourism operations;
- d) Increase the frequency and quantity of tourist visits by the following:
 - i) Present road users with consistent tourism signage information;
 - ii) Implement a customer-service approach to the management and delivery of tourism signage;
 - iii) Protect the safety of road users;
 - iv) Minimize the interference with access to adjacent properties;
 - v) Minimize additional road maintenance costs;
 - vi) Recover the costs of operating the program.

2.0 REGULATIONS

2.1 GENERAL PROVISIONS

The Regulations set out the requirements that allow for an eligible business and institutions to obtain tourism signage on County road right-of-ways in approved site locations. Tourism signage shall be located only where sufficient space for signs occurs along a route that will lead motoring tourists to their destination in a reasonably direct manner.

2.2 PROGRAM ADMINISTRATION

The County Engineer's Office shall administer and implement the Middlesex Tourism signage program in accordance with the following:

- a) Approval or denial of tourism signage applications;
- b) Supply of tourism-oriented directional signage;
- c) Erection and removal of tourism signage along County road rights-of-way;
- d) Collection of fees and payments terms for tourism signage;

- e) Receipt and refund of payment for tourism signage;
- f) Maintenance and replacement of signage; and
- g) Removal of signage not consistent with this policy.

2.3 ELIGIBILITY CRITERIA

To be eligible to obtain tourism signage on Middlesex County road rights-of-way, the following requirements must be met:

- a) Only those tourist-based businesses and facilities listed in Appendix “A” and “B” will be permitted to erect tourism signage on County roads.
- b) The tourist-based business and/or facilities must be accessible by a road open to the general public.
- c) A seasonal tourist business must be open during a specific season with set days and hours of operation; no indeterminate tourist operations are eligible for tourism signage.
- d) The tourist-based business must have a reception structure such as a controlled gate, staff reception and orientation point or permanent interpretation panels or displays.
- e) The tourism signage must not detract or interfere with other traffic control devices.
- f) The signage must not interfere with visibility at intersections or entrances.
- g) If the tourist business is located on a local municipal road, the local municipality must agree to allow signs on or along its roads to complete the sequence of signs to the tourist business’ location.

2.4 SIGNAGE CRITERIA

2.4.1 Type of Signage

Middlesex County tourism operators will have the opportunity to acquire two (2) classifications of tourism directional signage:

	Size	Location
Type 1	240 cm x 60 cm (8' x 2')	County roads with posted speed limits of 80 or 90 kilometres per hour, within one metre of property line on road allowances at least 30 metres in width, and not in front of an existing residential land use.
Type 2	90 cm x 90 cm (36" x 36")	All County Roads

2.4.2 Design

Middlesex County tourism directional signage will project a consistent design and image that will be easily identifiable by County road users.

- a) Middlesex County tourism directional signage will contain the following design elements:
 - A green reflective header with blue engineering grade reflective lettering identifying Middlesex County;

- The principal body of the sign will be a cream background with engineering grade blue reflective legend and border;
 - The sign legend will be a maximum of two lines and an optional symbol
- b) The content of the sign legend shall be limited to the identification of the business by its operating name, symbol, the mileage to the business and a directional arrow.
 - c) All sign legends are subject to the approval of the County Engineer's Office.
 - d) Standard General Service Symbols and white Recreational and Cultural Interest symbols as displayed in the MUTCD (Manual of Universal Traffic Control Devices), as revised, may be used to indicate a general class of business. When symbols are used, they must be contained entirely within the border of the legend.
 - e) No business logos or trademarks may be used in the tourism signage legend

2.5 SIGN AND SITE SELECTION CRITERIA

- a) The location of other official traffic control devices shall take precedence over the location of tourism directional signage.
- b) For the direction of traffic when approaching an intersection where more than one tourism directional sign is located, the order of the tourism sign shall be:
 - First, businesses signed for the left direction;
 - Second, businesses signed for the right direction;
- c) Where the total number of tourism signs to both the left and right are less than the maximum allowed for a single or double post location, the signs will be accommodated in one location. When tourism signs are located in one location, the order of the signs shall be:
 - Top, businesses signed for the left direction,
 - Bottom, businesses signed for the right direction.
- d) Position, height and lateral clearance of tourism signage shall be in accordance with the MUTCD and County Signing Standards.
Appendix "C" illustrates typical tourism signage assemblies and demonstrates placement of signs in relation to directional arrows.
- e) The County Engineer's Office shall remove permitted tourism signs in the event of the following:
 - The location of tourism signage is needed to be utilized for roadway purposes or activities including construction, reconstruction or maintenance;
 - The location of a tourism sign endangers the health, safety or welfare of the public.
- f) When a tourism sign is removed and cannot be re-erected at an approved substitute location, the tourism operator shall be entitled to an appropriate pro-rata rebate of that part of paid annual fees applicable to the remainder of the term.
- g) All installation, removal and maintenance of tourism signage will be performed only by the County Engineer's Office. At no time shall the tourism operator enter upon County road right-of-ways for such purpose or perform any such activities within the roadway right-of-way.
- h) The granting of tourism directional signage does not convey any rights, title or interest to the County road rights-of-ways.

2.6 APPLICATION PROCESS

1. Every tourist operator must apply to the Middlesex County Engineer's Office for tourism directional signage to be located in County road right-of-way. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied.
2. Application packages can be obtained from the County Engineer's Office or the Middlesex County web sites, www.middlesex.ca or www.investinmiddlesex.ca.
3. The effective date of applications delivered by mail or facsimile shall be the date and time of receipt by the County Engineer's Office rather than the date of mailing or the stated date on the application. Applications will be considered in order of date and time received.
4. The Engineer's Office will act promptly in the denial or approval of any tourism sign application. The Engineer's Office shall deny applications which do not comply with this policy.
5. The applicant shall provide to the County Engineer's Office a complete application form.
6. The County Engineer's Office may reject any application which is incomplete.
7. The approved applicants shall have the right to request a change to their tourism sign during the stated term of agreement, provided that the changes conform to the regulations. Any approval of sign changes will result in the applicant incurring additional expenses related to sign removal, sign production costs and remount.
8. The County Engineer's Office will not accept any applications for signs to be located along local municipal roads without prior written approval from the municipal council.
9. If a tourism operator qualifies for tourism directional signage but is observed by County staff that there are existing operational problems created by the business, the applicant will be responsible to correct, at their expense, such problems as a condition of the sign(s) approval.

These observed operational problems shall be items such as, but not limited to, the following:

- a) Access improvement - throat width
- b) Radius
- c) Relocation of access
- d) Reduction in the number of access points
- e) Provision of parking prohibitions on an adjacent roadway(s).

2.7 CONTRACT AND FEE SCHEDULE

The Fee Schedule is attached as Appendix "D".

The County Engineer's Office will only accept payment for tourism directional signage fees in the form of cheques, money orders or certified funds. The Engineer's Office shall not accept any payment in the form of cash and shall not be responsible for the transmittal of cash payments.

All fees for tourism directional signage are based on the cost recovery of administering, supply of new and replacement signs, erecting signs, and maintaining this sign program.

The duration of the tourism directional signage agreement between the applicant and the County of Middlesex will be (24) months from the time the sign is installed.

At the discretion of the County Engineer's Office, fees for tourism directional signage may be waived for public service signs erected on behalf of local municipalities for those services in Appendix "B".

2.8 RENEWAL OF CONTRACT

Applications for renewal of Middlesex Tourism signage shall be made by the applicant and received by the Engineer's Office before the expiry date of the permit/agreement and shall be accompanied by full payment according to the fee schedule. If the renewal application is not received within 30 days of expiry of the permit/application, the tourism signage will be removed.

If an application for renewal is denied, all applicable fees shall be refunded.

Appendix “A”

Tourism Operations Eligible for Directional Signage

- Major Tourist Attractions
- Campgrounds
- Picnic Areas
- Tourism Information Centres
- Boat Launches
- Craft Centres
- Golf Courses (Open to the Public)
- Hiking Trails
- Murals
- Arena and Community Centres
- Fishing
- Sports Fields
- Shopping and Tourist Districts
- Zoo
- Cultural Centres
- Provincial Parks
- Marinas
- Public Beaches
- Swimming Pools
- Trailer Courts
- Museums
- Scenic Lookouts
- Skiing
- Historical Sites
- Live Theatres
- Farmers Markets (over 10,000 sq. ft. in area)
- Farm-based Tourist Attractions
- Raceways
- Motor Speedways
- Casinos
- Interpretive Centres
- Developed Natural Sites
- Federal Parks
- Boat Rentals and Charters
- Public Art Galleries
- Transient Accommodations

Any other applicable information signs included in the MUTCD (as revised) or MTCR/MTO Tourism Signage Policy.

Appendix “B”
Public Services and Facilities Eligible for Directional Signage

- Airports
- Municipal Offices
- Transit Terminals
- Churches
- Municipal Yards/Facilities
- Parking (Publicly Operated)
- Community Centres
- Hospitals
- Libraries
- Schools
- Conservation Areas

Any other applicable information signs included in the MUTCD (as revised).

Appendix "C" Tourism Directional Signage Diagrams

The following diagram is for information purposes only and illustrates Typical Tourism Sign Assemblies and demonstrates placement of signs in relation to directional arrows.

TYPE 1



Appendix "C" Tourism Directional Signage Diagrams

The following diagram is for information purposes only and illustrates Typical Tourism Sign Assemblies and demonstrates placement of signs in relation to directional arrows.

TYPE 2



**Appendix “D”
Contract and Fee Schedule for Directional Signage**

Type One:
Fee: \$500 for 24 months

Type Two:
Fee: \$300 for 24 months