



POLICY No. 2011- 02 Haldimand County Tourism And Agriculture Signage Policy

Originating Department PED-EDT-21-2011

SMT Approval: Select a Date

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1.0 INTRODUCTION

1.1 PURPOSE OF HALDIMAND COUNTY SIGNAGE POLICY

To define the eligibility, use, design and authority for tourism and agriculture oriented directional signage on Haldimand County road right-of-ways.

1.2 OBJECTIVES

- 1) Elevate Haldimand County's tourist destination image;
- 2) Inform Haldimand County's road users of tourism and agriculture operations and attractions;
- 3) Provide road directions to Haldimand County tourism and agriculture operations;
- 4) Increase the frequency and quantity of tourism visits by:
 - i) Providing consistent signage information to road users;
 - ii) Improving the management and delivery of tourism signage to customers;
 - iii) Protecting the safety of road users;

2.0 REGULATIONS

2.1 GENERAL PROVISIONS

The Regulations define the requirements allowing eligible businesses and attractions to obtain tourism signage on County road right-of-ways in approved site locations. 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

Haldimand County Economic Development and Tourism and the Roads Operations Divisions shall jointly administer and implement the Haldimand County Tourism and Agriculture signage program in the following areas:

Economic Development and Tourism Division

- i) Promotion of the signage program;
- ii) Request for Quote for sign manufacture (yearly basis)
- iii) Approval or denial of the signage applications;
- iv) Approval of signage symbol and content;

- v) Collection of fees and payment terms for tourism signage;
- vi) Coordination of arranging signage order and installation.

Roads Operations Division

- i) Approval of signage locations;
- ii) Removal of tourism signage along County road rights-of-way;
- iii) Ensuring maintenance and replacement of signage; and
- iv) Removal of signage not consistent with this policy.

2.3 ELIGIBILITY CRITERIA

The following requirements must be met to be eligible to obtain tourism/agriculture signage on Haldimand County road right-of-way:

- i) Only those tourist-based business and facilities listed in Appendix “A” will be permitted to erect tourism signage on County roads.
- ii) The tourism-based operation and/or facility must be accessible by a road open to the general public.
- iii) A seasonal tourist operation must be open during a specific season with set days and hours of operation; no indeterminate tourist operation is eligible for tourism signage.
- iv) The signage must not detract or interfere with other traffic control devices.
- v) The signage must not interfere with visibility at intersections or entrances.

2.4 SIGNAGE CRITERIA

2.4.1 Type of Signage

Haldimand County tourism and agriculture businesses will have the opportunity to acquire the following sign designs:

- | | | |
|---------|-----------|---|
| Type 1) | Size: | 72” x 18” (approx. 6” lettering) |
| | Location: | Entrances to Haldimand County |
| | | a. Highway 54 West of Caledonia travelling east as you enter Haldimand County. |
| | | b. Smithville Road heading towards Highway 3 entering Haldimand County. |
| | | c. Haldimand Road 20 heading east entering Haldimand County. |
| | | d. Northshore Road heading west entering Haldimand County. |
| | | e. Highway 6 heading north from Port Dover within the urban boundary of Jarvis. |

In order for a business to be eligible for the Type 1 signage the business must have Type 2 or TODs (Tourism Oriented Directional) signage directing visitors to their location.

Participating business owners will be asked to identify preferred locations in which they wish their gateway signage to be placed but in order to maximize the opportunity only one gateway location will be permitted per business.

Type 2)	Size:	24" x 36"
	Location:	Individual Tourism Directional Signage located en route to the business location.

2.4.2 Design

Haldimand County directional signage will project a consistent design and image that will be easily identifiable to County road users.

- a) Haldimand County Directional Signage will contain the following design elements:
 - A full colour engineering grade reflective header with the Haldimand County text only logo.
 - The principle body of the sign will be a blue background with engineering grade white reflective legend and border;
- b) The content of the sign legend shall be limited to the identification of the business by its operating name, the distance to the business and a directional arrow.
- c) All sign legends are subject to the approval of the Economic Development and Tourism division.
- d) One symbol may be included per sign from the Standard General Service Symbols and white Recreational Cultural Interest Symbols as displayed in the MUTCD(Manual of Universal Traffic Control Devices), as revised. When symbols are used, they must be contained entirely within the border of the legend. If a symbol does not exist for the class of business, no symbol will be included on the sign.
- 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) The maximum distance allowed to the business from the sign location is 25 km.
- c) A maximum of 4 businesses shall be placed on one post location, with the Haldimand County text only logo, branding sign at the top of the sign for the Type 1 signage
- d) For the direction of traffic when approaching an intersection where more than one business is located, the order of the Type 1 sign shall be:
 - Top, businesses signed for the left direction in alphabetical order,
 - Next, business signed for the right direction in alphabetical order,
 - Bottom, business signed for straight ahead in alphabetical order.
- e) Position, height and lateral clearance of tourism signage shall be in accordance with the Ontario Traffic Manual and County Signing Standards. Appendix "B" provides illustrative diagrams as follows:

Diagram 1. Type 1 Signage

Diagram 2. Type 2 Signage

Final sign design to be completed by the chosen signage company.

- f) Roads Operations Division shall give notice of their intention, then will remove permitted tourism and agriculture 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 business is no longer in operation;
 - The business declines renewal of the signage contract;
 - The location of a tourism sign endangers the health, safety or welfare of the public.
- g) 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 maintenance fees applicable to the remainder of the term.
- h) All installation, removal and maintenance of signage will be performed by the Haldimand County Roads Operations Division or an approved contractor. At no time shall the business enter upon County road right-of-ways for such purpose or perform any such activities within the roadway right-of-way.
- i) The granting of directional signage does not convey any rights, title or interest to the County road right-of-ways.

2.6 APPLICATION PROCESS

- a. Every tourist operator must apply to Haldimand County Economic Development and Tourism division for tourism and agriculture directional signage to be located on County road right-of-way. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied.
- b. Application packages can be obtained from Haldimand County Economic Development and Tourism division or the Haldimand County website www.haldimandcounty.on.ca
- c. The effective date of applications delivered by mail or facsimile shall be the date and time of receipt by Haldimand County Economic Development and Tourism division rather than the date of mailing or the stated date of the applications. Applications will be considered in order of date and time received.
- d. The Economic Development and Tourism staff will act promptly in the denial or approval of any sign application. The Economic Development and Tourism staff shall deny applications which do not comply with this policy.
- e. The Economic Development and Tourism division and the Roads Operations Division will review the proposed sign location. If the sign location is not approved they will contact the business with an alternate sign location.
- f. The applicant shall provide Economic Development and Tourism with a complete application form. Economic Development and Tourism may reject any application which is incomplete.
- g. 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.
- h. Applications will be accepted on an ongoing basis throughout the year, however please note signs will be ordered and installed once a certain number of applications have been received to ensure cost efficiency.

2.7 CONTRACT AND FEE SCHEDULE

The Fee Schedule will be determined yearly by Economic Development and Tourism based on pricing received from the contractor.

Payment will only be accepted for signage in the form of cheques, money orders or certified funds via mail. Payment by cash, debit or credit card must be made in person at

the Haldimand County Administration Building or one of the satellite offices. Payment must accompany the application.

All fees for directional signage are to be based on the cost recovery of administering, supply of new and replacement signs, erecting signs, and maintaining this sign program. The duration of the directional agreement between the applicant and Haldimand County will be 5 years from the time the sign is installed.

There will be a one-time maintenance and supervision fee per sign over the 5 years. This fee will be collected upon submission of the application.

2.8 RENEWAL AND EXPIRY OF CONTRACT

Haldimand County directional signage term will begin from the installation date.

The permit/agreement between the applicant and Haldimand County will remain active for 5 years from the date of sign installation. After the 5 year term the signage will be removed or will be renewed yearly based upon the condition of the existing sign.

Business may reapply for signage after the 5 year term, following the same conditions as the initial application.

APPENDIX “A” - TOURISM AND AGRICULTURE OPERATIONS ELIGIBLE FOR DIRECTIONAL SIGNAGE

- Antique Dealers
- Banquet Halls
- Boat Launches
- Boat Rentals and Charters
- Campgrounds
- Conference Centres
- Craft Centres
- Cultural Centres
- Destination accommodations, resorts, and inns, bed and breakfasts
- Developed Natural Sites
- Equestrian Facilities
- Farmers’ Markets
- Farm-based Attractions including but not limited to wineries, farm gate sales, pick-your-own operations, agri-tourism attractions etc.
- Federal Parks
- Fishing
- Food (Restaurant)
- Golf Courses (Open to the Public)
- Hiking Trails
- Historical Sites
- Hotels & Bed & Breakfasts
- Interpretive Centres
- Live Theatres
- Major Tourist Attractions
- Major Sports Facilities
- Marinas
- Motor Speedways
- Murals
- Museums
- Picnic Areas
- Provincial Parks
- Public Art Galleries
- Public Beaches
- Raceways
- Scenic Lookouts
- Shopping and Tourist Districts
- Skiing
- Sports Fields
- Swimming Pools
- Tourism Information Centres
- Trailer Parks
- Wineries
- Zoos

APPENDIX "B" - DIRECTIONAL SIGNAGE 2011 DIAGRAMS

TYPE 1 SIGNAGE (not to scale)

Final Designs will be completed by the Signage Company that produces these signs.

Size of Header – To be determined x 18"

Size of Individual Business Rider – 72" x 18"



TYPE 2 SIGNAGE (not to scale)

Final Designs will be completed by the Signage Company that produces these signs.

Size of Individual Business Sign– 24” x 36”

