



POLICY DCS-04: Tourism Directional Sign Policy

Development and Cultural Services

Approval Date: March 11, 2008
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Purpose:

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

Policy Statement

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

- Elevate Norfolk County's image as a tourist destination;
- Inform road users of Norfolk County's tourism operations and attractions;
- Provide roadway directions to Norfolk County's tourism operations;
- Increase the frequency and quantity of tourist visits;
 - present road users with consistent tourism signage information
 - implement a customer service approach to the management and delivery of tourism signage
 - protect the safety of road users
 - minimize additional road maintenance costs
 - recover the cost of operating the program

Implementation Procedure

General Provisions

The Criteria 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.

Program Administration

Tourism and Economic Development Department, in consultation with the Roads Department, shall administer and implement the Norfolk County Tourism Directional Sign Program in accordance with the following:

- Approval or denial of tourism signage application;
- Supply of tourism oriented directional signage;
- Erection and removal of tourism signage along County road right-of-ways;
- Collection of fees and payment terms for tourism signage;
- Receipt and refund of payment for tourism signage;
- Replacement of signage; and
- Removal of signage not consistent with this policy.

Eligibility Criteria

To be eligible to obtain tourism signage on Norfolk County road right-of-ways, the use advertised on the sign must conform to Norfolk County By-Laws and Regulations, in addition, the following requirements must be met:

- Only those tourist-based businesses and facilities listed in Appendix “A” will be permitted to erect tourism signage on County roads.
- The tourist-based business and/or facilities must be accessible by a road open to the general public.
- A seasonal tourist business must be enrolled in the Norfolk County Marketing Partner Program, open during a specific season with set days and hours of operation posted on the Norfolk County website, no indeterminate tourist operations are eligible for tourism signage.
- 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.
- The tourism signage must not detract or interfere with other traffic control devices.
- The signage must not interfere with visibility at intersections or entrances.

To be eligible to obtain **Food (Restaurant)** tourism signage on Norfolk County road right-of-ways, the following criteria must be met:

- Indoor seating for 20 patrons;
- Continuous food service, opening no later than 11:00 a.m. for no less than 12 hours per day, 6 days a week; and
- A public washroom

To be eligible to obtain **Farm-Based** tourism signage on Norfolk County road right-of-ways, the following criteria must be met:

- Open to the public at least eight (8) consecutive weeks per year, and three (3) days a week during its operating season;
- Have a valid Farm Business Registration Number or source products from Norfolk County;
- Have adequate off road parking for customers, by meeting minimum parking requirements established by the Norfolk County Zoning By-Law (i.e. Retail Store – 1 parking space for every 30 square metres/322 square feet of usable floor area);
- At any given time provide at least one value-added activity for tourists, such as:
 - Pick-your-own crop and/or sale of local produce and other foodstuffs
 - Guided interpretive tours, permanent interpretive panels and/or displays
 - Wagon rides, hay rides, or sleigh rides
 - A children's playground and/or hands-on activities for children
 - Straw or corn maze
 - Petting barn, pony or animal rides

Signage Criteria

a) Type of Signage, Size and Location

a. Type 1A

- i. Size: 240 cm x 60 cm (8' x 2')
- ii. Locations: Generally located on County roads with posted speed limits of 80 kilometres per hour, in a location approved by the Roads Department staff

b. Type 1B

- i. Size: 240 cm x 60 cm (8' x 2')
- ii. Locations: Where Type 1A are permitted, but multiple sign request have been received

c. Type 2A

- i. Size: 90 cm x 90 cm (3' x 3')
- ii. Location: All County roads (except within the Central Business District), in a location approved by the Roads Department staff

d. Type 2B

- i. Size: 140 cm x 30 cm (4' x 1')
- ii. Locations: Where Type 2A are permitted, but multiple sign requests have been received

b) Design

County tourism directional signage will project a consistent design image that will be easily identifiable by the road users and will contain the following elements:

- A white reflective header with engineering grade reflective lettering identifying Norfolk County Ontario's Garden;

- The principle body of the sign will be a blue background with engineering grade white reflective legend and border;
- Type 1 signs will include a sign legend with a maximum of two lines of text with one symbol as an option
- The content of the sign legend shall be limited to the identification of the business by its operating name, the mileage to the business and a directional arrow;
- All sign legends are subject to the approval of the Roads Department;
- Standard General Service Symbols and white Recreational and Cultural Interest Symbols as displayed in the Manual of Uniform Traffic Control Devices (MUTCD), 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;
- No business logos or trademarks may be used in the tourism signage legend.

Sign and Site Selection Criteria

- The location of other official traffic control devices shall take precedence over the location of tourism directional signage.
- Type 1 B and Type 2 B signs will be used when approaching an intersection where more than one tourism directional signs are located.
- For the direction of traffic when approaching an intersection where more than one tourism directional sign is located, the order of the tourism signs shall be:
 1. First, businesses signed for the left direction;
 2. Second, businesses signed for the right direction.
- 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:
 1. Top, businesses signed for the left direction;
 2. Bottom, businesses signed for the right direction.
- Position, height and lateral clearance of tourism signage shall be in accordance with the MUTCD and County Signing Standards.

Appendix "B" provides illustrative diagrams as follows:

1. Illustrates possible locations of tourism signage.
 2. Illustrates typical tourism signage assemblies and demonstrates placement of signs in relation to directional arrows.
- The Roads Department 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.

- 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.
- All installation, removal and maintenance of tourism signage will be performed only by the Roads Department. At no time shall the tourism operator enter upon County road right-of-ways for such purpose or perform any such activities within the road right-of-way.
- The granting of tourism directional signage does not convey any rights, title or interest to the County road right-of-ways.
- The tourism operator shall not attach any additional signage onto the post or sign.

Application Process

Every tourist operator must apply to the Tourism & Economic Development Department for tourism directional signage to be located in County road right-of-ways. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied and approved by both the Roads Department and the Tourism & Economic Development Department.

- Application packages can be obtained from the Tourism & Economic Development Department website, <https://www.norfolktourism.ca/partners/>.
- The applicant shall provide to the Tourism & Economic Development Department a complete application form.
- The effective date of applications delivered by mail or facsimile shall be the date and time of receipt by the Tourism & Economic Development Department rather than the date of mailing or the stated date on the application. Applications will be considered in order of date and time received.
- The Tourism & Economic Development Department will act promptly in the approval or denial of any tourism sign application.
- The Tourism & Economic Development Department shall deny applications which do not comply with this policy.
- The Tourism & Economic Development Department may reject any application which is incomplete.
- 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.
- If a tourism operator qualifies for tourism directional signage but it 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:
 1. Access improvement – throat width
 2. Radius
 3. Relocation of access
 4. Reduction in the number of access points

5. Provision of parking prohibitions on an adjacent roadway(s)

Contract and Fee Schedule

The County shall establish a Fee Schedule to be included in the User Fees By-Law.

All fees for tourism signage shall 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 tourism directional signage agreement between the applicant and Norfolk County will be thirty six (36) months from the time the sign is installed for newly erected signs.

Applicants must be enrolled in the Norfolk County Marketing Partner Program to be eligible for tourism signage.

Renewal Contract

Applications for renewal of Tourism Directional Signage shall be made by the applicant and received by the Tourism & Economic Development Department prior to the expiry date of the permit/agreement. Upon expiry of the initial thirty six (36) month period, the applicant shall have the option to renew signs for a period of twelve (12) months, twenty four (24) months, or thirty six (36) months at a pro-rata basis based on the current User Fee By-Law.

Applicants must be enrolled in the Norfolk County Marketing Partner Program to be eligible for tourism signage.

If the renewal confirmation is not received within 30 days of expiry of the initial permit/agreement, the tourism signage will be removed. Any renewal request received after removal will be considered a new request.

Appendix

Appendix A - Tourism Operations Eligible for Directional Signage

1. Antique Stores
2. Banquet/Ethnic Hall
3. Bicycle Rental Operations
4. Boat Launches
5. Boat Rentals and Charters/Cruises
6. Campgrounds
7. Casinos
8. Craft Centres
9. Cultural Centres
10. Developed Natural Sites
11. Farmers Markets (over 10,000 square feet in area)
- 12. Farm Based Tourist Attractions**
13. Federal Parks
14. Fishing
- 15. Food (Restaurant)**
16. Golf Courses (Open to the Public)
17. Hiking Trails
18. Historical Sites
19. Interpretive Centres
20. Live Theatres
21. Major Tourist Attractions
22. Marinas
23. Motor Speedways
24. Murals
25. Museums
26. Outfitters
27. Picnic Areas
28. Provincial Parks
29. Public Art Galleries
30. Public Beaches
31. Riding Operations
32. Racetracks (horse, motor, go-carts)
33. Scenic Lookouts
34. Shopping and Tourist Districts/Rural Downtowns
35. Skiing
36. Snowmobile Trail Access Points
37. Spas
38. Sports Parks & Leisure Games
39. Swimming Pools
40. Tourism Information Centres
41. Trailer Courts
42. Transient Accommodations
43. Water/Theme Parks
44. Zoo

Appendix B - Illustrative Diagrams

Type 1A / 1B Directional Sign Sample



Type 1A dimensions: 240 cm x 60 cm (8' x 2')

Type 1B dimensions: 240 cm x 60 cm (8' x 2')

Type 2A / 2B Directional Sign Sample



Type 2A dimensions: 90 cm x 90 cm (3' x 3')

Type 2B dimensions: 140 cm x 30 cm (4' x 1')

Appendix C - User Fees

For details about user fees for Tourism Directional Signage, contact the Norfolk County Tourism and Economic Development Department at 519-426-9497 or email tourism@norfolkcounty.ca.