



Middlesex County Tourism Wayfinding Strategy

Final Report – April 2026

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Section 1

Introduction

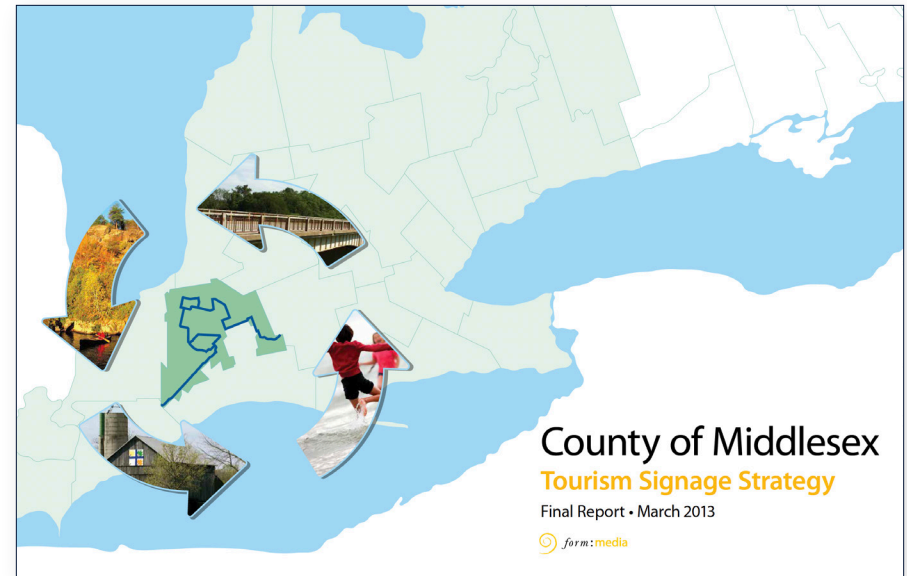
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1.1 Overview

The **Middlesex County Tourism Wayfinding Strategy (2026)** builds upon the foundation established by the 2013 document, **The County of Middlesex Tourism Signage Strategy** (hereafter referred to as the **2013 Strategy**).

This section introduces the project context and key concepts addressed in this Strategy. Subsequent sections of this report detail recommended updates to the signage hierarchy, family of signs and sign design manual, placement guidelines, and implementation.

Note: If you are viewing the digital PDF version, you may click linked text to jump to the specified page number.



1.2 Project Background

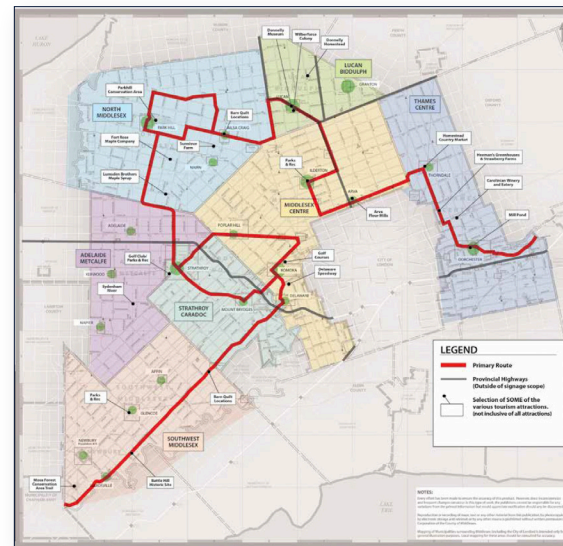
The 2013 Strategy established a visual identity for tourism signage across Middlesex County, including a signage hierarchy and associated sign designs. It also defined a primary tourism route and introduced sign designs to support a tourism signage pay-to-play program for local businesses.

Since its completion, elements of the strategy have been implemented across the County. However, evolving tourism priorities, operational considerations, and community feedback and consultation have highlighted the need to reassess portions of the system. This 2026 Strategy focuses on the Signage Hierachy, the Grassroutes route and the associated Tourism Signage Pay-to-Play Program, and the Heritage Trail.

The 'Grassroutes' Route

The Grassroutes is a designated tourism route established through the 2013 Strategy as a primary tourism route intended to guide both residents and visitors through Middlesex County's distinctive communities, landscapes, and attractions.

The route has been implemented in the landscape through a series of introduction signs, directional signs, and reassurance markers. It is also supported by a tourism brochure and an associated signage program promoting local businesses along the route.



Tourism Signage Program

Currently known as the **Middlesex County “Grassroutes” Tourism Signage Program**, this initiative allows eligible local businesses to participate in a signage program that promotes their business along the Grassroutes route.

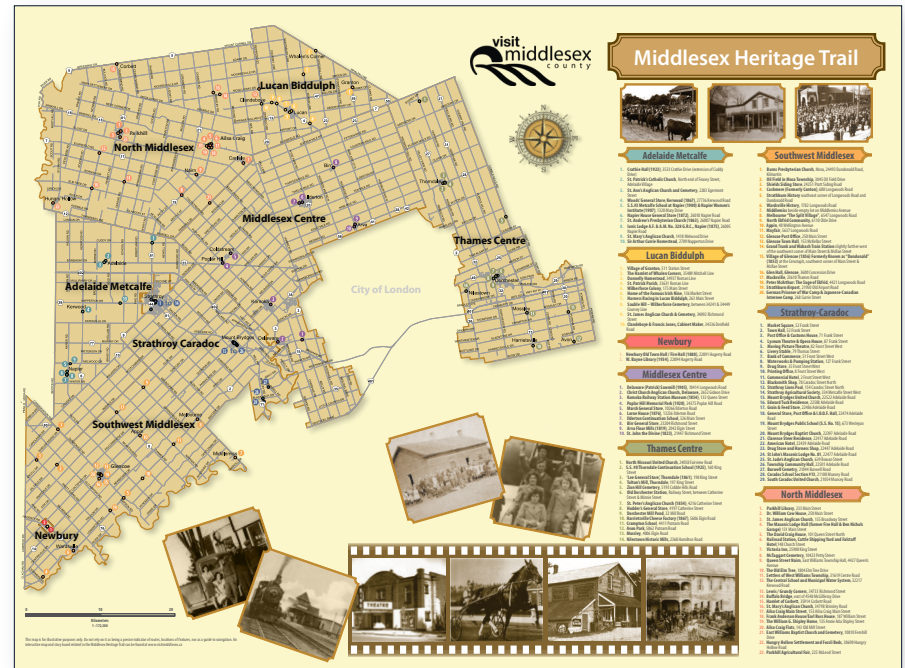
There is a **2014 Tourism Signage Policy** outlining eligibility criteria, sign and site selection, and the application process and fees.



Heritage Trail Signage and Program

The Heritage Trail consists of interpretive signage throughout the County highlighting significant buildings and sites and sharing the history of the people, places, and events unique to Middlesex. There is also an associated brochure to guide visitors throughout the County to specific signs.

When these signs were originally implemented, responsibility for maintenance and upkeep was assigned to individual municipalities, and the County was not serving as the Destination Marketing Organization (DMO) for tourism at that time, as it does today. Some municipalities have since leveraged the signs within their communities to develop their own local programs and maps.



Middlesex Heritage Trail Brochure

1.3 Project Goals

- Enhance Middlesex County’s image as a tourism destination.
- Encourage motorists, cyclists, water recreation enthusiasts, and pedestrians to explore Middlesex County while effectively navigating between major attractions and communities.
- Provide clear, intuitive, and accessible wayfinding across the County.
- Integrate the Heritage Trail and interpretive signage into the system.
- Build upon the 2013 Strategy to include Design Guidelines, Location and Placement Guidelines, and Administration/Implementation Plan.
- Recommend updates to the 2014 Tourism Signage Policy.
- Strengthen the Visit Middlesex identity and marketing presence.
- Establish a cost-effective, modular system with a clear maintenance and lifecycle plan.

1.4 Community Engagement and Consultation

What We Did

Interviews

Beginning the week of February 2nd, 2026, individual interviews regarding the development of the project were conducted by the consulting team. Discussions focused on the strengths, weaknesses, opportunities, and threats associated with the development of the Tourism Wayfinding Strategy. Representatives from all local municipalities were invited, and five opted in.

Survey

On February 2nd, 2026, a public survey was released to gather community input on the Middlesex County Tourism Wayfinding Strategy. It was available online for two weeks and closed on February 13th, 2026.

The 25-question survey took an average of 10 minutes to complete and covered:

User Information and Demographics - Identifying the community members' affiliation with Middlesex County and providing context for responses.

Existing Wayfinding Infrastructure - Identifying what aspects of current wayfinding signs are most problematic and what navigation challenges exist.

Navigation - Identifying preferred methods of navigation and familiarity/comfort utilizing technology.

Signage Branding Design - Identifying which branding, at the County and/or local Municipal level, best represents the Middlesex County Area.

Existing Grassroutes Signage Program – Identifying what aspects of the current program are most problematic and what barriers exist for program participants. As well as a write-in option to accept suggestions for areas of improvement.

Existing Heritage Trail Program - Identifying what aspects of the current Middlesex Heritage Trail signs are successful and what user challenges currently exist.

What We Heard

Challenges

Inconsistent & Outdated Signage:

- Signs at end of lifecycle; in need of replacement;
- Missing Gateway Signs;
- Insufficient signage in the smaller communities.

Signage Clutter:

- Sign clutter is a concern, especially in areas with multiple signs (e.g., MTO, County, and municipal signs);
- Duplication of signs is not necessary.

Budget Constraints:

- Ensuring full coverage across the County while meeting budget constraints is anticipated to be a challenge;
- Financial commitments from the local municipalities could pose challenges.

Navigation Gaps:

- Gaps in the wayfinding system in rural areas when directing visitors to the hearts of settlement areas.

Opportunities

County to Local Municipality Collaboration:

- Emphasis on the importance of collaboration between the County and local municipalities to ensure the strategy's success.

Digital Components:

- Incorporating digital components like QR codes.

Conservation Authority Partnership:

- Consider partnerships with conservation authorities to promote natural resources and outdoor activities.

Signage Hierarchy and Gateways

Municipal Branding Consistency:

- Support municipal branding for gateway signs to ensure consistency with other municipal assets.

Cooperative Signage:

- Opportunity for partnership between the County and Municipalities to design cohesive signage.

Avoid Redundancy and Duplication:

- Expressed desire for a cohesive approach that avoids duplication of information.

Respecting Local Community Identity:

- Offer flexibility in the Strategy to accommodate local community preferences;
- Local branding for smaller communities is important.

Move forward with County Branding (Gateway):

- Contentment with the signs provided by the County;
- Ongoing interest in the signs that will continue to be provided by the County.

Lack of Strong Design:

- Current County signs lack strong character and design.

Grassroutes and Tourism Signage

Grassroutes

Ineffectiveness:

- The current Grassroutes route is ineffective;
- Existing signs lack clarity and do not provide sufficient information to the visitors;
- The route itself creates mystery, confusion and lacks substance.

Outdated Signage:

- Some of the existing Route Introduction, Assurance, and Directional Marker signs are in poor condition and are outdated.

Strong Marketing Material Content:

- The Grassroutes map is well done and covers the major tourist destinations and amenities;
- However, not all destinations included on the map have signage.

Marketing Promotion Gap:

- Insufficient marketing promotion at the County level for the existing brochure material.

Concern for Future Relevance:

- Concern about the future relevance of physical signs in an increasingly digital world.

Tourism Program and Signage

Lack of Familiarity:

- Some interest-holders are unfamiliar with the pay-to-play signage program;
- Expressed interest in the potential for businesses to benefit from the marketing efforts.

County to Municipal Communication:

- Opportunity for the local municipality to increase their support for the signage program.

Poor Sign Design:

- Existing sign design is no longer admired.

Heritage Trail Program

Existing Signage in Poor Condition:

- Cedar-frame signs present maintenance challenges; some have rotted.

Sign Placement:

- Challenges with the current placement of signs on sidewalks and buildings;
- Overall poor signage placement.

Sign Design Improvement:

- The signs add value and animate the downtown;
- Interest in a sign design refresh;

- The signs are difficult to read and not fully accessible or inclusive. (See survey image results below).

Education Programming Opportunity:

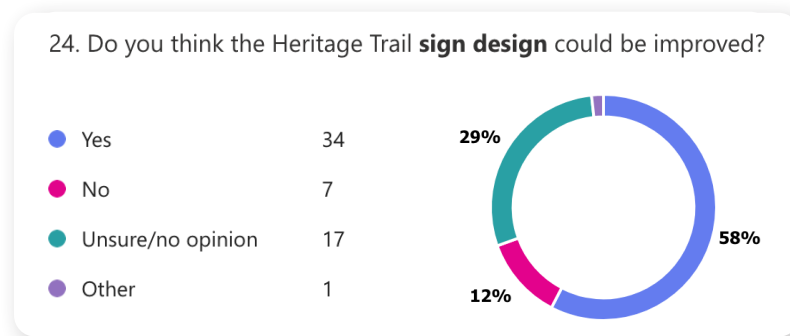
- Museums (small-scale and/or non-profit) have implemented programs associated with the existing cedar-framed signs;
- Having access to these types of signs would be very helpful.

County Ownership of Program:

- Representatives support the County taking ownership of the program;
- Emphasis on the need for collaboration with the local municipalities.

Lack of Awareness:

- A majority of community representatives were unfamiliar with the existing marketing materials, such as the trail maps and their associated signs.



Survey question results

1.4 General Recommendations

This Strategy builds upon the 2013 Strategy. It includes a refreshed signage hierarchy, sign designs, sign placement and location guidelines, and implementation planing. Beyond these core elements of the Strategy, there are specific recommendations, which are outlined in the chart below, along with a reference to each section for quick navigation and more information.

Recommendation	Rationale	Reference
Remove the Grassroutes Signage		
Remove signage associated with the Grassroutes tourism route: Route Introduction, Directional Marker and Reassurance Marker sign types.	Community Engagement has identified that the signs lack clarity and do not provide sufficient information to the visitors. The route itself creates mystery and confusion and lacks substance.	Community Engagement Summary: Grassroutes and Tourism Signage
Refresh the Signage Hierarchy		
Refresh signage hierarchy, as known as the 'Family of Signs'. Pare back on unnecessary sign types and refine a cohesive group of essential signs appropriate for County-level tourism wayfinding.	It was determined through background and site investigation that some sign types included in the 2013 Strategy are either ineffective or were never installed.	2.2 Comprehensive County Sign Type Listing 2.3 Local Municipal Sign Type Listing

Recommendation	Rationale	Reference
Encourage Municipal Wayfinding Strategies		
<p>Encourage municipalities to employ their own municipal-level signage and wayfinding strategies. Municipalities may refer to this Strategy to ensure alignment and to address any potential gaps between strategies.</p>	<p>It is most appropriate for municipalities to sign their individual municipal assets and provide directional signage at their local level. This also allows municipalities to embrace their own branding.</p>	<p>2.3 Local Municipal Sign Type Listing</p>
Encourage Municipal Gateway Signs		
<p>Provide the option to municipalities to participate in the County Wayfinding Strategy by installing municipal gateway sign types. Encourage participation and cover costs for County-branded signage. (Municipalities may also choose to install their own gateway signs at their own cost)</p>	<p>It was determined through community engagement that there was both a desire to have either municipal branded gateways signage, or County/municipal combination branding. This recommendation gives municipalities the option to choose one or the other.</p>	<p>N/A</p>

Recommendation	Rationale	Reference
Update Sign Designs		
<p>Create a cohesive family of sign designs between all sign types, including the tourism signage and heritage trail interpretive panels. Update signs to reflect the character and surrounding landscape throughout Middlesex.</p>	<p>It was discovered through background review, site investigation and community engagement that signs were in need of a design refresh to improve accessibility, as well as the overall visual presentation.</p>	<p>Section 3: Sign Designs</p>
Improve Sign Locations		
<p>Reassess placement of individual signs as they are replaced and re-installed, using the Sign Placement and Locations guidelines in this Strategy.</p>	<p>Some signs were not located in the optimal placement for vehicular or pedestrian use. E.g., some signs did not provide enough notice for make the next maneuver, some signs were not accessible for pedestrian use.</p>	<p>Section 4.1 Placement Guidelines</p>
Update Tourism Signage Policy		
<p>Update the Tourism Signage Policy to reflect this Strategy and better serve existing and prospective participants.</p>	<p>Upon review of the Policy, it was determined there were some gaps to be addressed, or some aspects to clarify to readers.</p>	<p>Tourism Signage Pay-to-Play Program</p>
Develop Heritage Trail Program		
<p>Update and Integrate Heritage Trail signage into this Strategy; develop a program and guidelines for improvement of this initiative.</p>	<p>Further development of a Heritage Trail Program will ensure longevity of the signage and increase its value as a tourism asset for the County.</p>	<p>Heritage Trail Program Recommendations</p>



Section 2

Sign Hierarchy

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2.1 Refreshed Signage Hierarchy

The updated sign type listing in this section has been adapted from the 2013 Strategy. It includes all relevant sign types and refreshed sign designs, as well as new sign types not previously included. It is also refined to exclude any discontinued or irrelevant sign types, or those that are more suited for local municipal level wayfinding and signage strategies.

2.2 Comprehensive County Sign Type Listing

The following are the recommended sign types for the Middlesex Tourism Wayfinding Strategy, organized by class: Gateways, Identification, Directional, and Information, as well as Tourism Pay-to-Play.

Gateways

County Gateway, Primary

These signs welcome visitors to the County of Middlesex and distinctly identify the County. They are positioned near County boundaries on County maintained roads of high traffic volumes.

County Gateway, Secondary

Positioned at secondary points of entry (i.e. on arterial County-maintained roadways into the County) these signs identify Middlesex and supplement the Primary Gateway Signs.

Local Municipal Gateway

These signs allow local Municipalities to uniquely identify themselves on direct entry routes at their respective Municipal boundaries within the County aesthetic.

Community Gateway

These signs allow Communities to uniquely identify themselves on entry routes within the respective Community boundaries, and tie in with the overarching County aesthetic.

Information and Interpretive

Service Club Sign

These signs are typically installed at the approach to a community and have the potential of furthering a strong positive image for the area. They are placed downstream of any/all gateway signs.

Heritage River ID

These signs identify geographic features that are recognized for their natural heritage, such as the Thames River.

Interpretive Panel – Heritage Trail

These signs are located at significant sites throughout the County increasing awareness about history of people, places, and events, promoting legacy and supporting Tourism in Middlesex.

Tourism Signage Pay-to-Play

Type 1

These modular sign units have been designed to provide directory information for private tourism-based businesses. A maximum of 4 destinations is recommended per sign unit. These signs are located at major decision nodes along primary routes, and are designed for road speeds of 80 km/h.

Type 2

Similar to Type 1, Type 2 signs direct users to private tourism-based businesses, but display only 1 destination. These signs are located as the traveller approaches closer to the destination, and are also designed for road speeds of 80 km/h.

Type 3

Similar to Type 2, Type 3 signs display only 1 destination, but are designed for road speeds of 50 km/h.

2.3 Local Municipal Sign Type Listing

(Implemented by individual Municipalities)

The following sign types were previously included in the 2013 Strategy and are recommended to be addressed further within each Municipality's Wayfinding Strategy. This is only a list of sign types removed from the County signage hierarchy, and does not represent all sign types that may be required as part of a comprehensive Municipal Wayfinding Strategy. These sign type designs should convey Municipal branding, unless otherwise stated. These sign types *will not* be included in this Strategy.

Gateways

- **Municipal Gateway**
- **Community Gateway**

Note: Municipalities have the option to take part in the County Strategy with County branded gateways, or they can install their own signage with their own design.

Identification

- **Municipal Amenity Identification**
- **Parking Identification**

Directional

- **Public Destination Directional, Rural**
- **Public Destination Directional, Urban**
- **Parking Directional**

Information

- **Primary Information Kiosk**, pedestrian-oriented (opportunity for County co-branding)
- **Secondary Information Kiosk**, pedestrian-oriented (opportunity for County co-branding)
- **Interpretive Panel** (opportunity for County co-branding)

Note: It is recommended that Municipalities do not offer their own tourism signage (pay-to-play) programs, but rather encourage local businesses to participate in the **County Tourism Signage Pay-to-Play program**.



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Sign Designs

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3.1 Visual Identity

The Visual Identity for updated sign designs is influenced by the 2013 Strategy Visual Identity Recommendations. This included the Middlesex County logo, as well as natural and architectural elements seen throughout Middlesex County, such as rolling hills, vast farm fields, barns, and wind turbines.

Inspiration and Visual Cues

Visit Middlesex identity



Logo



Colour palette

Rural and Farm Scenery



3.2 Family of Signs

The following is a preview of the family of signs and includes all signs types in section **2.2 Comprehensive County Sign Type Listing**. Guidelines for design and fabrication are outlined in **3.3 Tourism Signage Design Manual** and **3.4 Sign Design Intent Drawings**.



Family of Signs 'At a Glance' (Note: Sign messages shown for example only)

3.3 Tourism Signage Design Manual

This Design Manual is intended to inform sign design for the **2.2 Comprehensive County Sign Type Listing**. It draws from the aforementioned **Visit Middlesex identity** and **Inspiration and Visual Cues**, as well as the existing 2013 Strategy sign designs. The manual specifies colour palette and minimum contrast, typography and typesetting, graphic layout and dimensions, symbology, and messaging standards based on best practices.

The County, consultant(s), contractor(s), and any other parties responsible for final sign design, fabrication, and installation are to adhere as best as possible to the standards outlined in this section.

Accessibility Considerations

Accessibility is a foundational consideration in the Sign Design Manual, with accessibility guidelines integrated throughout each section, and ensures signage is clear, inclusive, and usable for all individuals. These considerations support consistency, legibility, and compliance with established standards.

Key accessibility elements addressed throughout the manual include:

- Minimum text sizes for readability at various distances (vehicular and pedestrian).
- Typeface selection and typesetting practices for clarity.
- Adequate colour contrast between text and background.
- Appropriate line spacing and clear space between elements.
- Concise, easy-to-understand messaging and content length.
- Use of universally recognized symbols and pictograms.
- Strategic sign placement and positioning within the environment.

Together, these components contribute to a user-friendly signage system that prioritizes legibility, safety, and inclusivity across diverse user groups and settings.

Colours

Colour palette and contrast recommendations are based on the *Middlesex County Accessibility Content Style and Design Guide* and meet Web Content Accessibility Guidelines (WCAG) standards.

Colour Palette

The colour palette for sign design in this Strategy is derived from the Middlesex logo and adapted from the 2013 Strategy.

Royal Blue



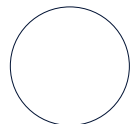
PMS: 294 C
CMYK: 97 69 10 1
RGB: 0 91 157
HEX: #005B9D

Dark Blue



HEX: #002B52

White



PMS: N/A
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #ffffff

Forest Green



PMS: 363 C
CMYK: 83 18 100 4
RGB: 38 147 30
HEX: #269346

Dark Green



HEX: #004C23

Brown



HEX: #553D2B

Colour Contrast

A minimum colour contrast ratio of **4.5:1** is required for normal text (WCAG Level AA), however it is recommended to achieve a **7:1** ratio whenever possible. For reference, White text on a Royal Blue background achieves a 7.1:1 ratio. Methods to improve contrast between colours may include adding a stroke or drop shadow to increase contrast.

These recommendations meet Web Content Accessibility Guidelines (WCAG), outlined in *Middlesex County Accessibility Content Style and Design Guide*.

White text on Royal Blue

White text with drop shadow on Forest Green

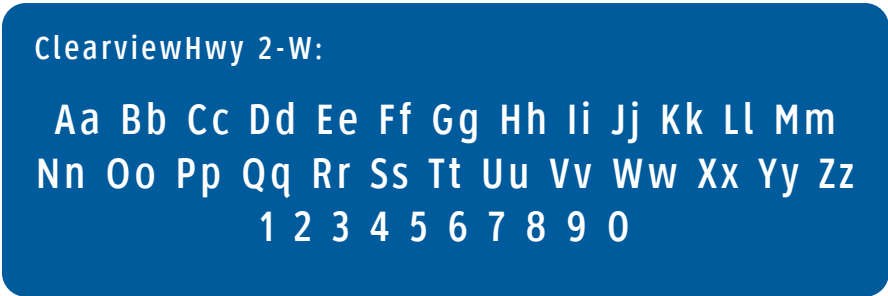
Typography

A primary font should be used to display messaging across most sign types in the wayfinding system, especially vehicular-oriented signage. It is recommended that the primary font for this Strategy be **ClearviewHwy**. This is a sans serif font that is currently utilized by the Province of Ontario on all new MTO signage.

ClearviewHwy

The ClearviewHwy font family is available in different widths indicated by numbers 1-6, along with the letter B or W, which correspond to black and white, respectively. B is to be used when the text is black, and W when white.

ClearviewHwy **2-W** is used as the primary font. 1-W may also be used to condense large messages. Kerning or tracking may also be applied, but only as necessary without impeding legibility.



General Typography Recommendations

- All vehicular-oriented primary messaging should feature a single, consistent font.
- A secondary font may be used on pedestrian-oriented signage and information kiosks to enhance the character of the overall design. The secondary font should also be a sans-serif typeface.
- Use a sans-serif for the highest degree of readability.
- Messaging should be composed of lower-case letters with initial upper-case letters (also known as 'Title Case'). 'ALL CAPS' impedes legibility.

Text Sizes for Vehicular-oriented Signage

- Text size for primary messaging corresponds to road speed and viewing distance. Measurements refer to the height of the capital letter.
 - **≥80 km/h** roads speeds require a minimum **6"** (150mm) font size.
 - **60-70 km/h** roads speeds require a minimum **5"** (125mm) font size.
 - **≤50 km/h** roads speeds require a minimum **4"** (100mm) font size.

Text Sizes for Pedestrian-oriented Signage

- Title: 72-60 point min.
- Subtitle: 48-40 point min.
- Body Text: 24 point min.
- Captions: 18 point min.

Note: 72 points = 1 inch

6" [**Middlesex**] ≥80 km/h

5" [**Middlesex**] 60-70 km/h

4" [**Middlesex**] ≤50 km/h

Demonstration of relative text sizes by road speed.

Messaging Standards

Messaging refers to the written and graphic information displayed on a sign. While the specific content may vary, several messaging standards should remain consistent across all sign types. This section provides guidelines for the order of information and messaging length. These guidelines will primarily be applicable to directional signage, such as the Pay-to-Play signs.

Order of Information

The following guidelines ensure that messaging is presented in a clear, logical order, giving drivers adequate time to read, process the information, and safely make their next maneuver.

- The order of messaging on a directional sign begins with destinations that require a maneuver to the **left**, followed by destinations that require a maneuver to the **right**, and finally, destinations that require no maneuver (continue **straight** ahead).
- When multiple destinations require the same maneuver, list them in order of distance, with the **nearest destination appearing first**.
- When multiple destinations require the same maneuver at equal distance, list destinations **alphabetically**.

←	Campground	3
→	Pub & Bistro	1
→	Bed & Breakfast	8
↑	Farm Gate	12
↑	Golf Club	12

Example of directional sign messaging order.

*Note: example above demonstrates messaging standards with a hypothetical scenario and **does not** reflect actual sign messaging nor design.*

Length and Abbreviations

If a destination name is too long, it may impact its legibility, and it might not fit within signage messaging space. The following recommendations will help manage messaging length.

- It is recommended that a destination name spans **only one line of text**.
- Destination names should be limited to the following number of characters by road speed:
 - **≥80 km/h:** 12 characters per line recommended / 15 maximum.
 - **60-70 km/h:** 13 characters per line recommended / 15 maximum.
 - **≤50 km/h:** 15 characters per line recommended / 15 maximum.
- **Reduced letter spacing** may be required to achieve maximum character lengths. Kerning or tracking should be applied only as necessary without impeding legibility. If adjusted letter spacing still does not allow enough space, abbreviations should be used.
- Abbreviations must:
 - be **recognizable** (e.g., *Recreation* → *Rec.*) so users can make the appropriate connection;
 - be applied **consistently** throughout the wayfinding system.
- Destinations may also be shortened to a recognizable business/organization name (e.g., *Shady Pines Campground* → *Shady Pines*).

Symbology

Symbols may be used to represent a destination or amenity. The symbol may supplement or replace a destination name and help to shorten the overall message. For example, a campground symbol may be used in conjunction with 'Shady Pines Campground', or the letter 'P' may replace the word Parking.

- All symbols should be reproduced from original electronic artwork.
- Production files for required symbols shall be provided by the client.
- Symbols should be applied consistently throughout the wayfinding system (i.e., use the same symbols to represent the same destinations types and amenities).
- Symbols should be universally recognized.



*Messaging **without** a symbol*



*Messaging **with** a symbol*

Note: example above demonstrates a hypothetical scenario and does not necessarily reflect actual sign messaging nor design.

Graphic Layout

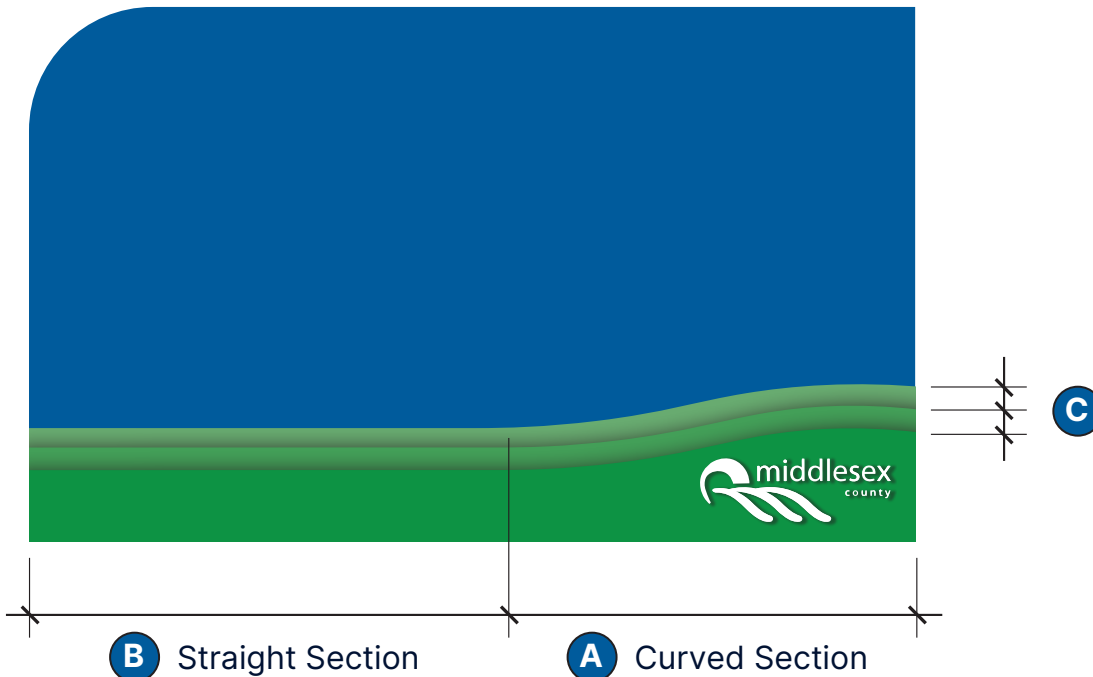
This section provides guidance on the layout of graphic elements to assist the graphic designer in creating final artwork to be printed and to ensure consistency across sign types as signs are implemented over time.

'Rolling Hills' Footer

The footer consists of 2 or 3 layers of 'hills' with a drop shadow applied to each for a 3D-effect.


- A.** First, place the logo in the bottom right corner; the curved section of the hill should arch over the logo.
- B.** The straight section of the hill may vary in length, depending on the size of the panel.
- C.** When there are 3 hills, they should be evenly spaced.

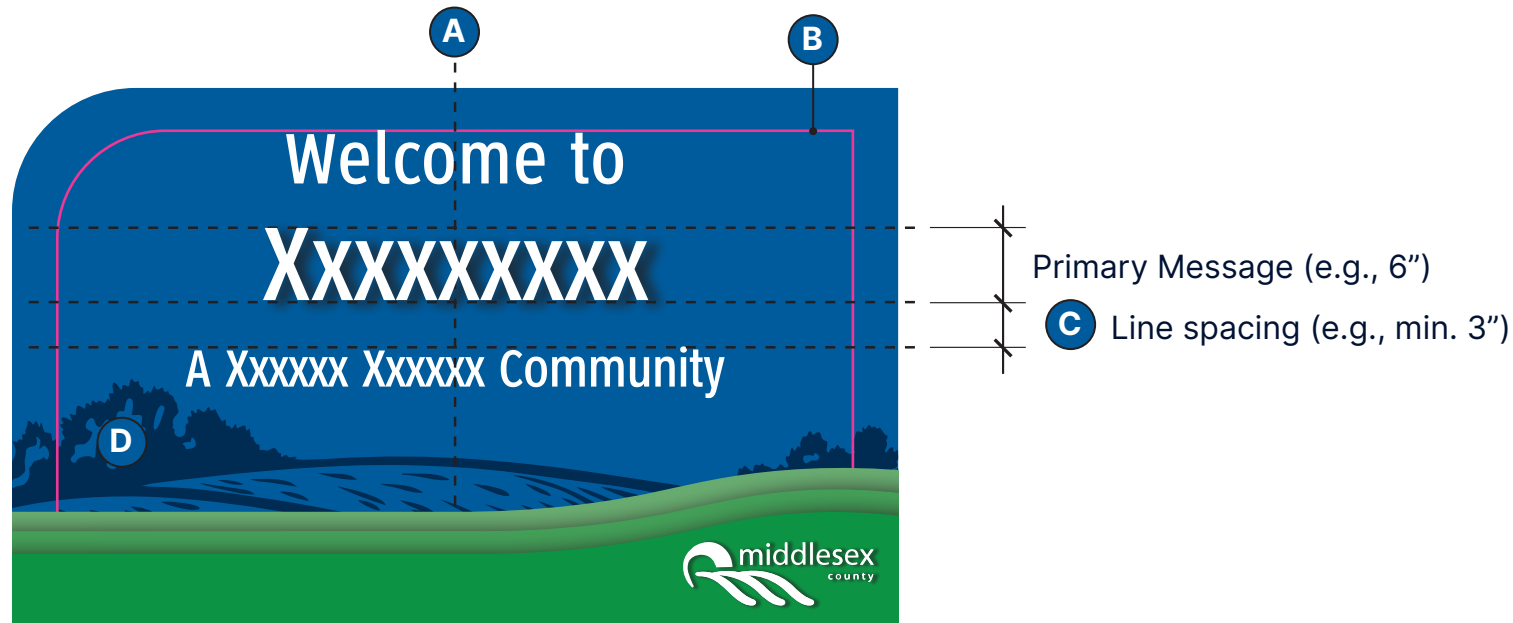
Note: Gateway signs feature 3 hills for a stronger visual presence, while all remaining signs have 2 hills and provide more space for longer messaging.



Gateway Signage

- A.** Text should be center-aligned.
- B.** Maintain clear space: No messaging within a minimum 3" border.
- C.** Line spacing should be minimum 1/2 height of the primary message height.
- D.** Background graphic should not overlap or interfere with text.

 Indicates clear space; all main messaging shall be contained within the pink outline.



Background Graphic


- The graphic should be recognizable as a landscape and complement the rolling hills footer.
- The graphic should be anchored to the bottom of the sign panel and support the 'ground plane' effect; graphics should not be centered, or floating.
- Place graphic so as not to interfere with text and main messaging.
- The graphic should extend to the edges of the sign (beyond an outlined clear space).

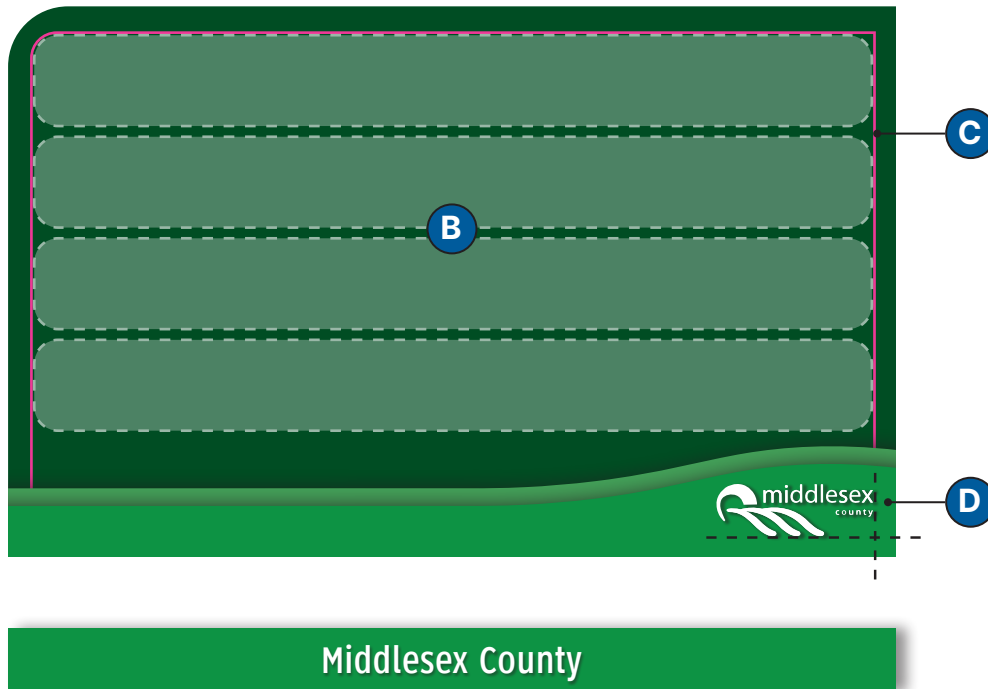
Note: A background graphic appears on Gateway sign types, and the Community Service Club sign type.



Tourism Signage Pay-to-Play: *Panel*


- A.** Blades should be added from top to bottom, and reordered as needed to comply with Messaging Standards: **Order of Information.**
- B.** Blades should be evenly spaced (See next page for graphic layout of blades).
- C.** Maintain clear space: the dark green background should be seen around the border and between blades.
- D.** Maintain clear space between the logo and edge of panel; Center the logo within the 'rolling hills' footer.

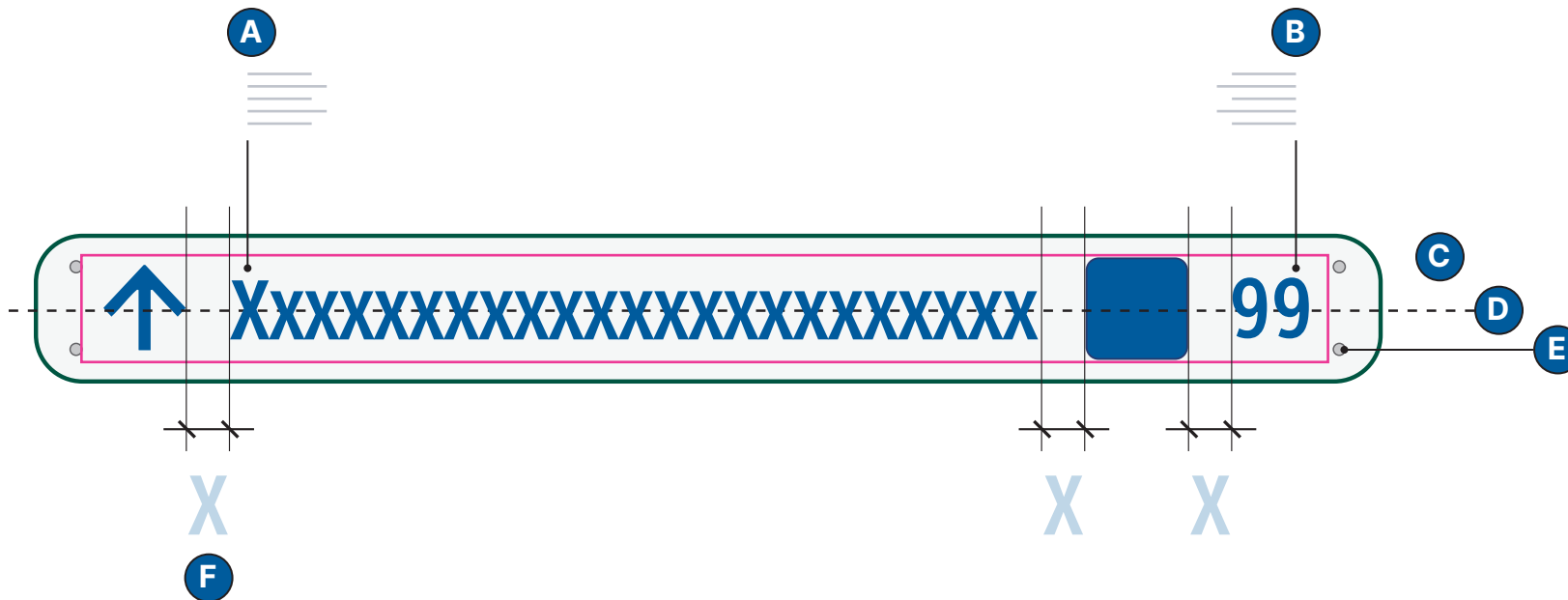
 Indicates clear space; all main messaging shall be contained within the pink outline.



Tourism Signage Pay-to-Play: *Blades*


- A. Destination text should be left-aligned, following the arrow.
- B. Distance text should be right-aligned to the right edge of the blade.
- C. Maintain clearspace on the top and bottom .
- D. Arrow and symbol should be centered in the vertical space.
- E. Ensure fasteners do not obstruct messaging.
- F. Maintain one full character space between elements.

 Indicates clear space; all main messaging shall be contained within the pink outline.



Heritage Trail: Interpretive Panels

- A. 'Heritage Trail' Title should be right-aligned on the side panel where the curved edge begins.
- B. 'Middlesex Heritage Trail' should be left-aligned to the edge of the panel, within the clear space.
- C. Ensure information and graphics follow guidelines for minimum text sizing, outlined in **Typography**.
- D. QR code should be placed in the lower left corner at an accessible height.

 Indicates clear space; all main messaging shall be contained within the pink outline.

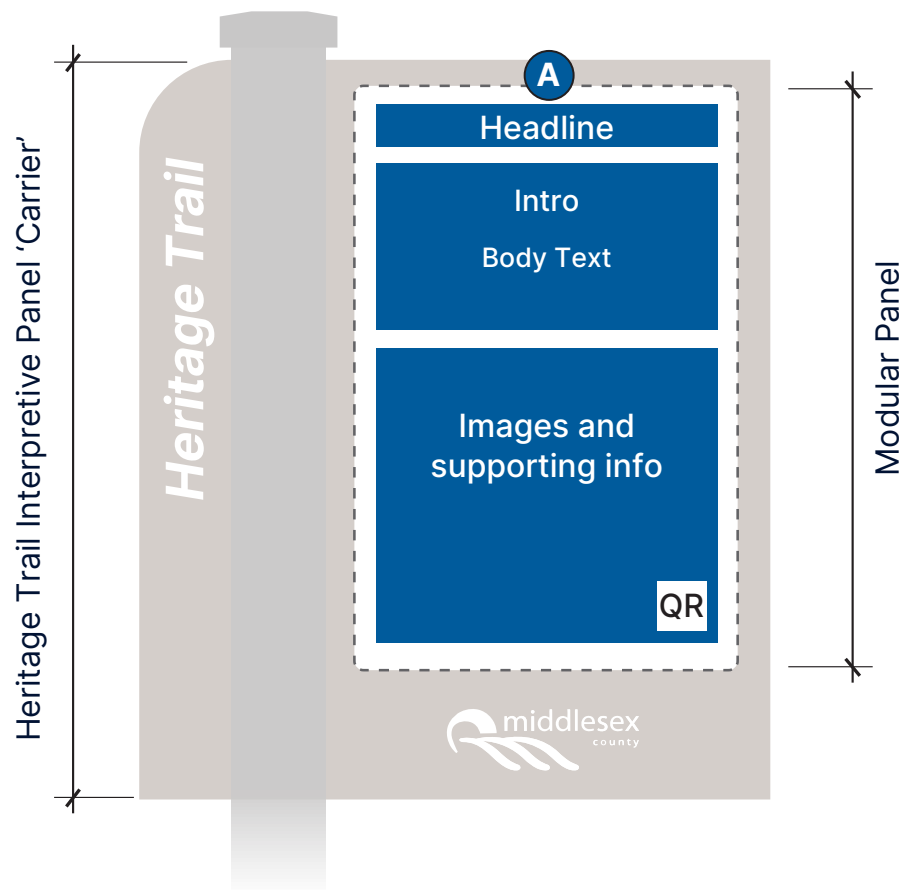


Heritage Trail: Information and Graphics

- A. Graphics should communicate a hierarchy of information (i.e., headline, intro, body text, images and supporting info, etc.).
- B. Aim for 30-40% text (100-150 words), and 60-70% visuals.

- C. Maintain adequate white space between elements.
- D. Ensure information and graphics follow guidelines for minimum text sizing, outlined in **Typography**.

Consider the inclusion of braille, placed below the corresponding text. All applications of braille must comply with AODA accessibility standards.



Standard components to include:

- **Headline**/name of heritage site (e.g., Dorchester Mill Pond).
- **Intro sentence**; provides quick context.
- **Body text**; for those wanting to read in-depth.
- **Images**; historic and contemporary (e.g., then vs. now).
- **Image captions**; often the most-read text on the panel.
- **QR code**; linked to heritage Trail information.
- Heritage Trail **site number** or sign ID (e.g., 9).
- **Icon** and/or **colour**; to identify a theme (e.g., church icon, and/or all church icons are orange).

Additional content to consider, dependent on site:

- **Timelines**; for sites with significant events over time
- **Quick facts** (e.g., "Did You Know?...").
- Simple **diagrams, maps** or **site layouts**.

3.4 Sign Design Intent Drawings

The design intent drawings provide necessary information and guidelines for fabricating each sign type. Each sign design applies the recommendations of section **3.3 Tourism Signage Design Manual**.

Gateways

All Primary (Highway) Gateway signs adhere to MTO guidelines and are designed within required dimensions (3 m high x 6 m wide)



County Gateway, Primary — Option 1

Note: Sign design intent drawing is subject to engineer review.



County Gateway, Primary — Option 2

Note: Sign design intent drawing is subject to engineer review.



County Gateway, Primary — Option 3

Note: Sign design intent drawing is subject to engineer review.

Section 3: Sign Designs

Design Intent Notes:

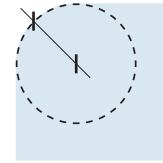
Primary Messaging

Size: 300mm (12") cap. height min.

Style: Drop Shadow

Secondary Messaging

Size: 150mm (6") cap. height min.



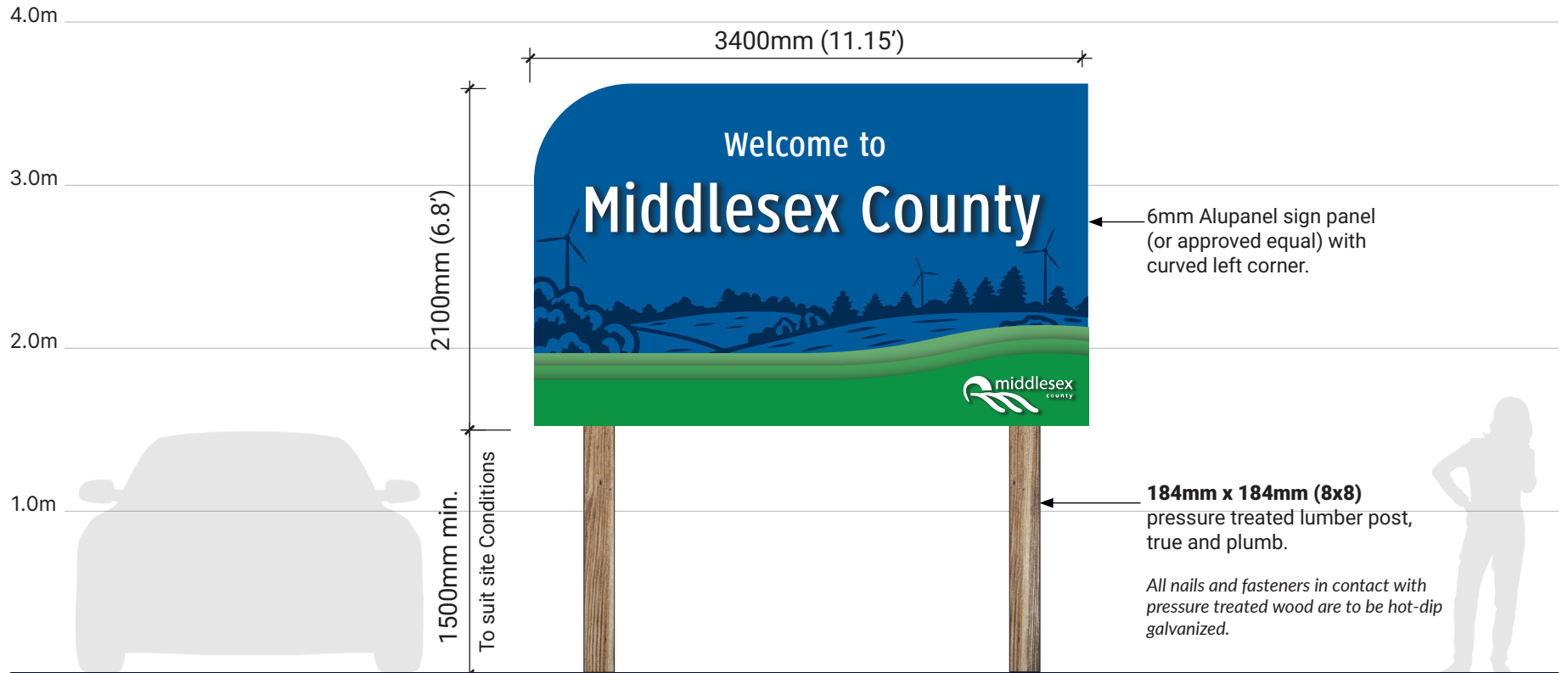
Corner Radius
R 600mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



County Gateway, Secondary

Section 3: Sign Designs

Design Intent Notes:

Primary Messaging

Size: 200mm (8") cap. height min.

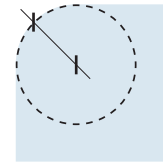
Style: Drop Shadow

Secondary Messaging

Size: 125mm (5") cap. height min.

Tertiary Messaging

Size: 100mm (4") cap. height min.



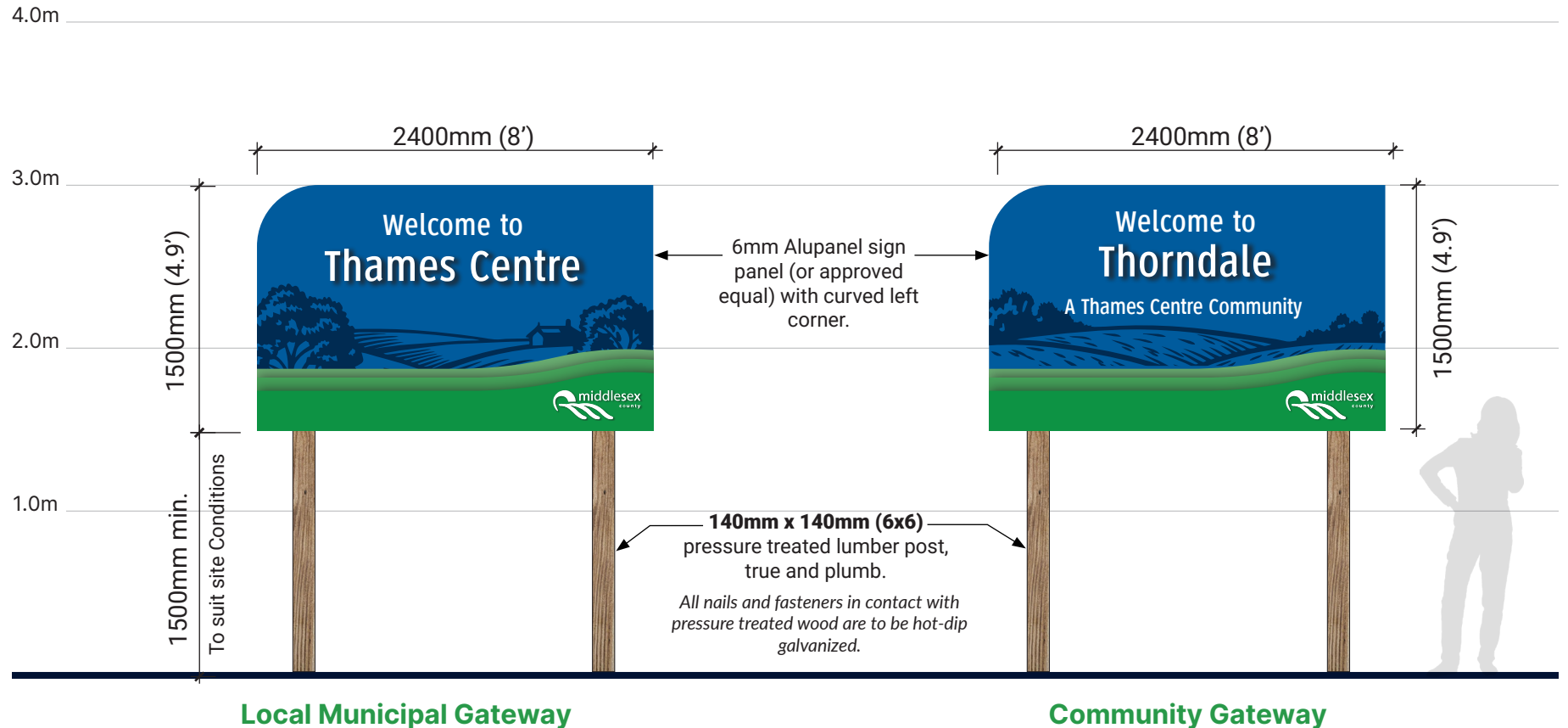
Corner Radius
R 400mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



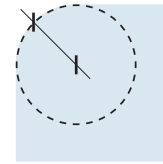
Information and Interpretive

Design Intent Notes:

Primary Messaging

Size: 150mm (6") cap. height min.

Format: Centre-aligned



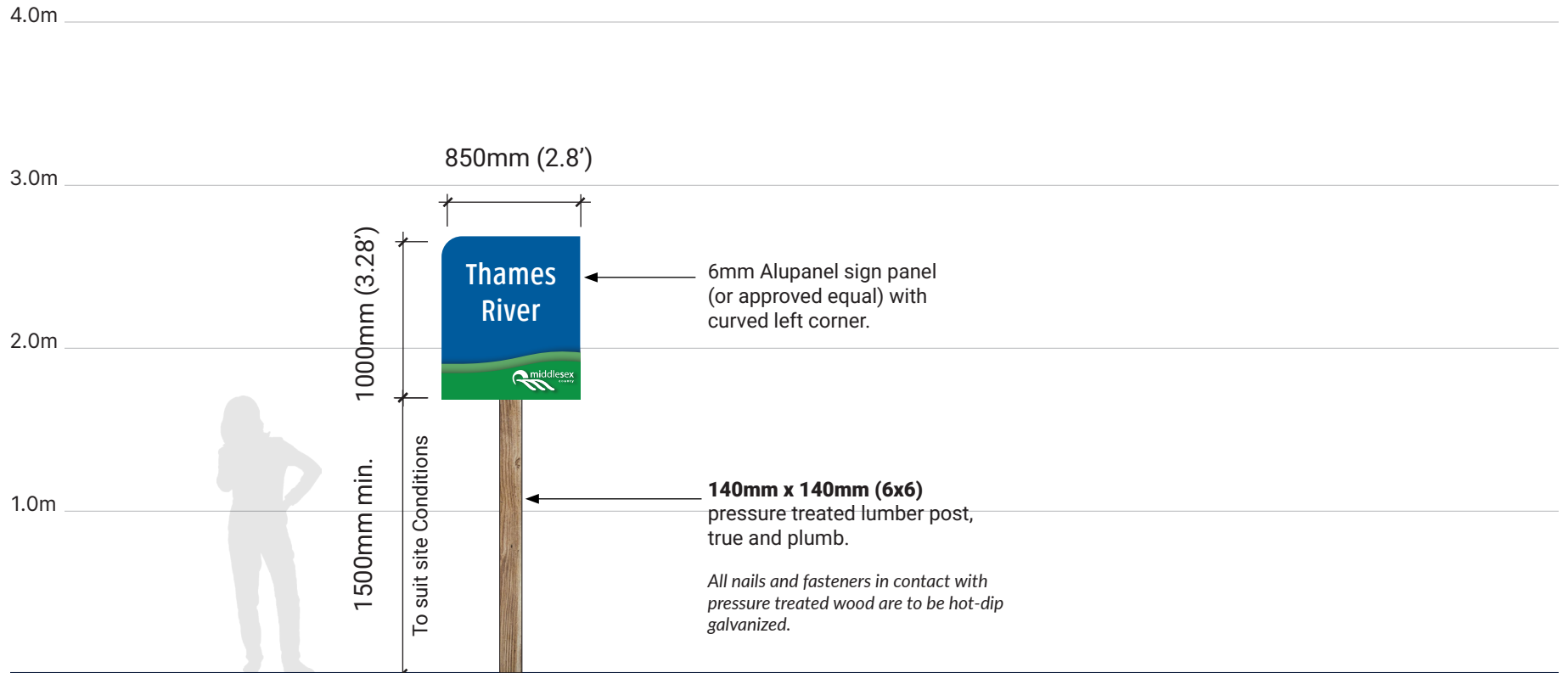
Corner Radius
R 125mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



Heritage River ID

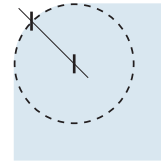
Section 3: Sign Designs

Design Intent Notes:

Primary Messaging

Size: 150mm (6") cap. height min.

Format: Centre-aligned



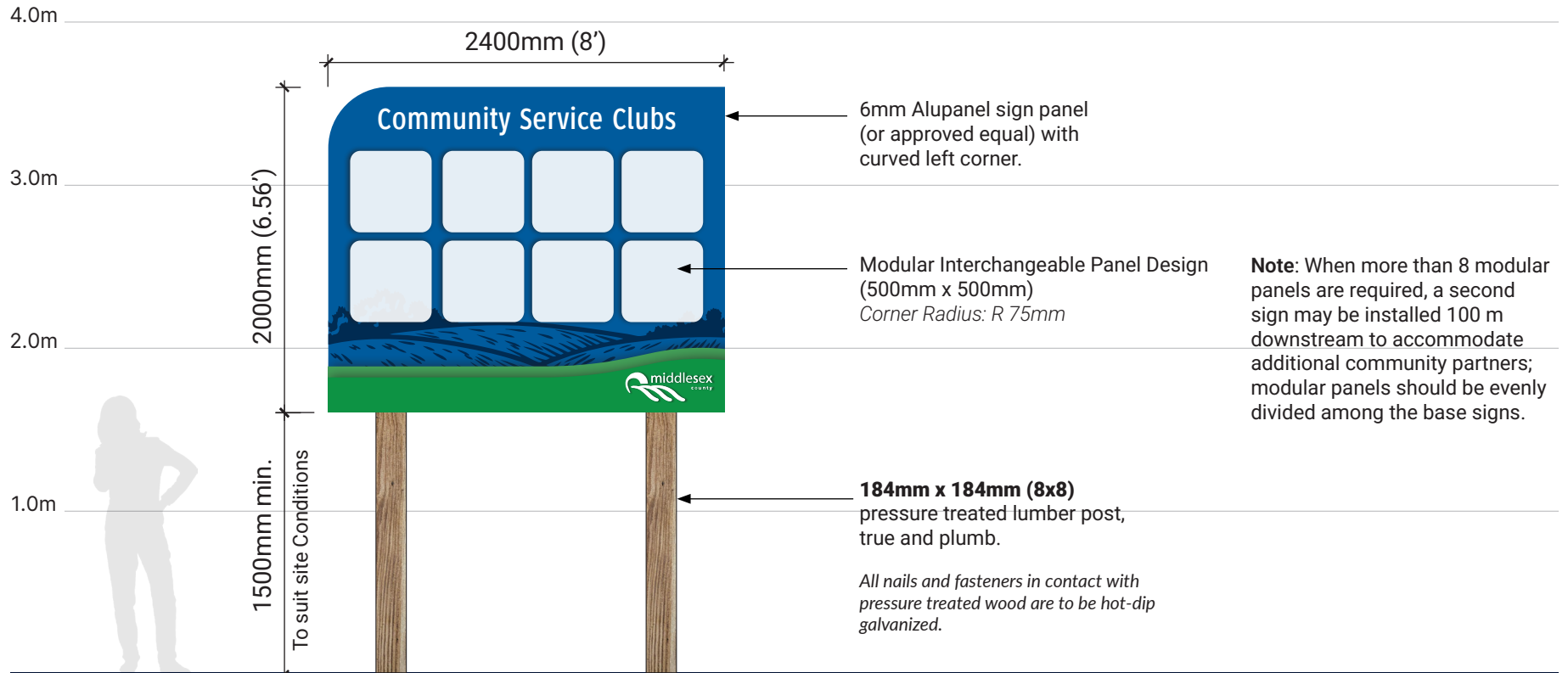
Corner Radius
R 400mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



Service Club Sign

Section 3: Sign Designs

Design Intent Notes:

'Middlesex Heritage Trail' Text Front

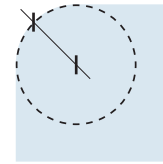
Size: 80mm cap. height min.

'Middlesex Heritage Trail' Text Back

Size: 50mm cap. height min.

Logo

Size: 80mm height min.



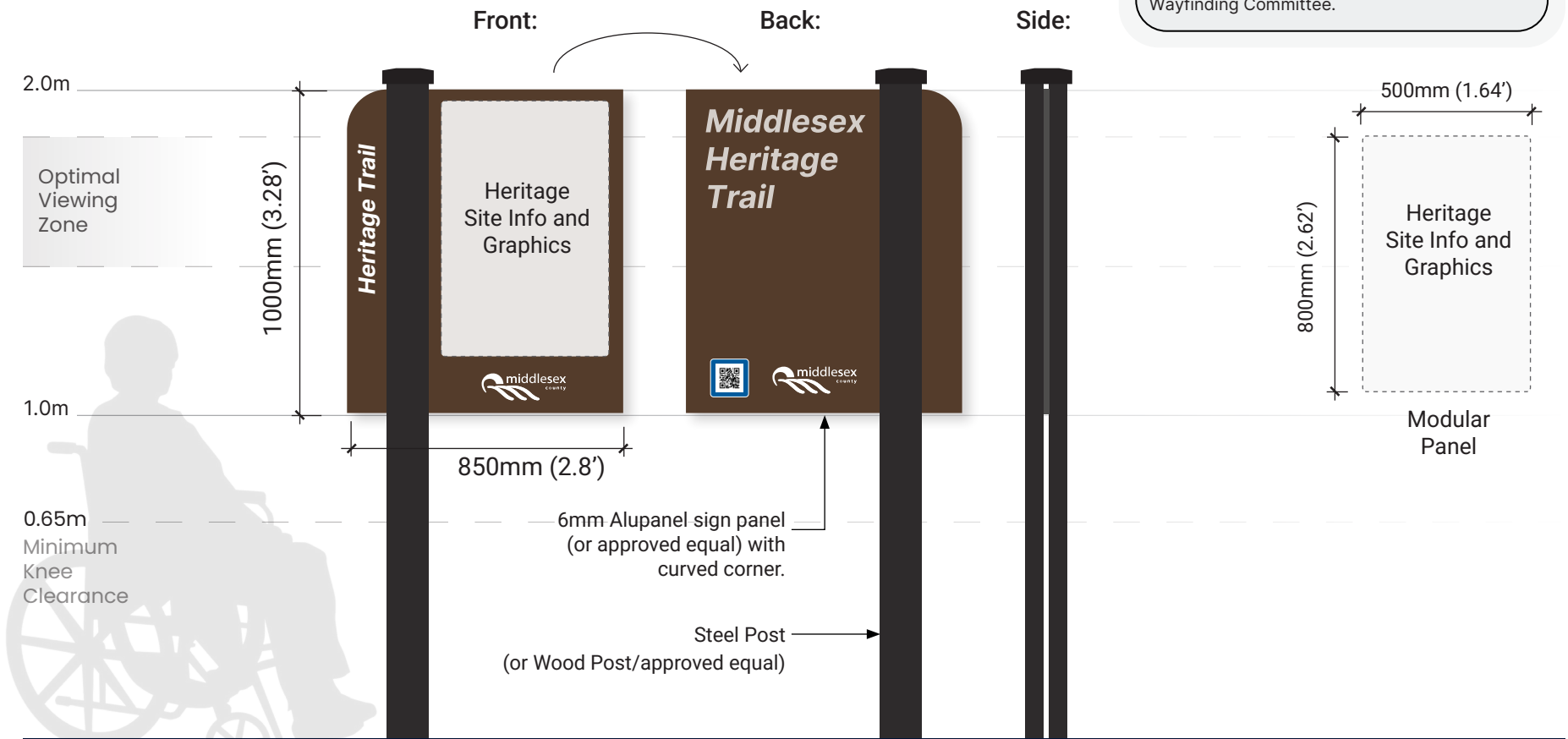
Corner Radius
R 125mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



Interpretive Panel – Heritage Trail

Tourism Signage Pay-to-Play

Design Intent Notes:

Primary Messaging

Size: 150mm (6") cap. height min.

Directional Arrow

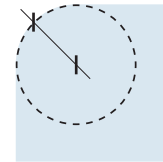
Size: 200mm height min.

Symbol

Size: 250mm x 250mm

Distance Text

Size: 150mm (6") height min.



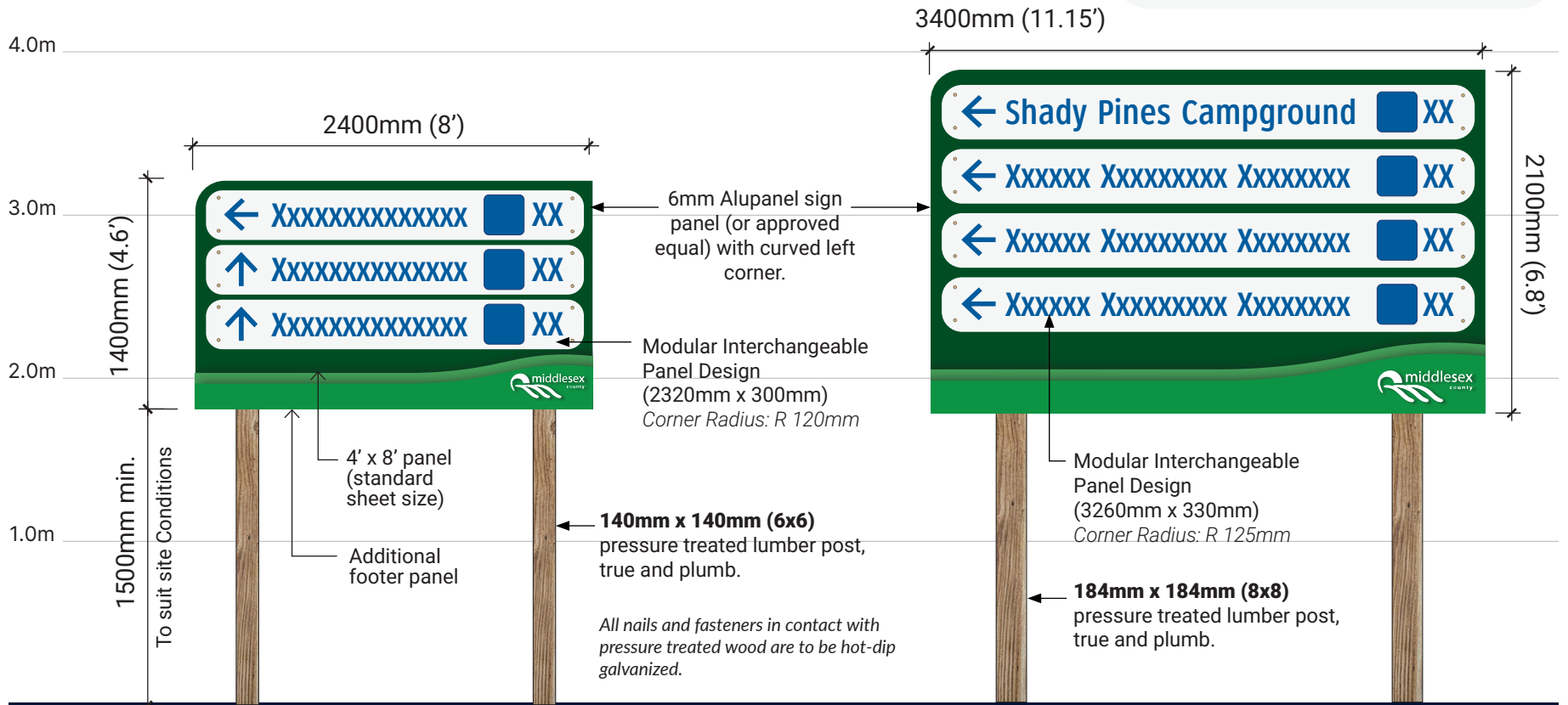
Corner Radius
R 200mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



Type 1 - Small (80 km/h)

(Max. 3 destinations)

Type 1 - Large (80 km/h)

(Max. 4 destinations)

Section 3: Sign Designs

Design Intent Notes:

Primary Messaging

Size: 150mm (6") cap. height min.

Directional Arrow

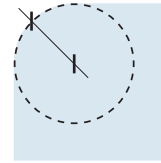
Size: 200mm height min.

Symbol

Size: 400mm x 400mm

Distance Text

Size: 150mm (6") height min.



Corner Radius
R 250mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.



Type 2 (80 km/h)

(Max. 1 destination)

Section 3: Sign Designs

Design Intent Notes:

Primary Messaging

Size: 100mm (4") cap. height min.

Directional Arrow

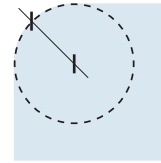
Size: 170mm height min.

Symbol

Size: 300mm x 300mm

Distance Text

Size: 100mm (4") height min.



Corner Radius
R 220mm

GENERAL NOTES:

All printed material to be Reflective Vinyl - High Intensity (Type IV) - with UV protection.

Footing detail/specification to be included in shop drawings provided by the contractor.

Note: Design representation only illustrating design intent for sign and graphic layouts. Fabricator to supply shop drawings and graphic proof drawings for approval by County prior to fabrication. All approved shop drawings must be stamped by a certified structural engineer. All text to be approved by Project Manager and /or Wayfinding Committee.





Section 4

Sign Placement and Locations

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4.1 Placement Guidelines

General Guidelines for *Vehicular* Signage Placement

- Always adhere to applicable by-laws and provincial regulations.
- Signage should be located on the right shoulder of the flow of traffic, unless conditions dictate otherwise.
- Signage should be placed to avoid visual obstructions due to existing elements (e.g., trees, signs, banners, etc.).
- Signage shall not cause pedestrian or vehicular traffic obstructions, nor interfere with fire exits, fire hydrants or access routes.
- Adjust sign locations to suit sub-utilities. Utility locates are to be completed prior to installation.
- Do not install signage within 15 m of a traffic safety sign, if present.
- Do not install signage within a 9 m 'sight triangle' of an intersection, parking lot egress, or driveway.
- Do not install signage within any road allowance or on Municipal property without permission of Council.
- Do not install signage on existing structures and/or hydro poles.

General Guidelines for *Pedestrian* Signage Placement

- Signs should be visible upon approaching an entry point or permitted area.
- Signs may be installed parallel or perpendicular to the flow of pedestrian traffic, and aligned with the path edge.
- Placement on either side of the path of travel is situational, depending on the context of sign messaging; a sign may be situated on the side of the path alongside the focal feature.
- Maintain a minimum 1 m radius around the sign to ensure visibility and accessibility; maintain a minimum 0.5 m pathway clearance measured from the outermost edges of the sign structure.
- Ensure signs are installed in an appropriate pedestrian environment where signs are easily seen and accessed.

Placement Guidelines by Sign Type

Gateways

These guidelines refer to **County** (Primary and Secondary), **Local Municipal**, and **Community Gateway** sign types.

- Gateway signs should be placed within close proximity to the boundary in which the sign is introducing.
- Signs should be installed in sequence according to municipal hierarchy (i.e., first County, then Municipality, then Community signs).
- Place signs a minimum of 15 m apart.

Identification

These guidelines refer to the **Heritage River ID** sign type.

- Locate where a roadway and river intersect.
- Locate one sign per each direction of travel.

Information

These guidelines refer to the **Service Club** sign type

- Locate a minimum 100 m after a Community Gateway sign.
- When a second sign is required to accommodate more than 8 community partners, locate 100m downstream of the first one.

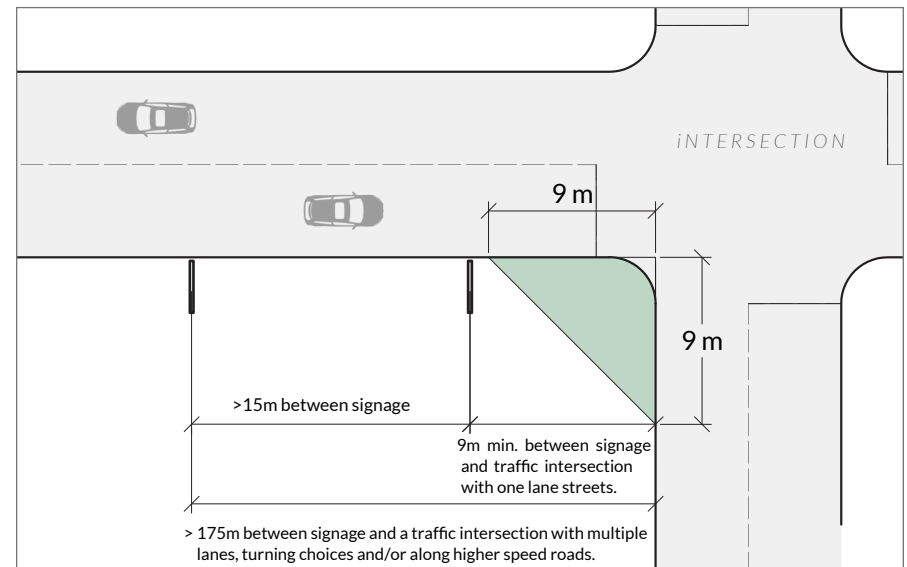
Interpretive

These guidelines refer to the **Heritage Trail Interpretive Panels** (pedestrian-oriented).

These guidelines refer to the **Interpretive Markers** and **Service**.

Tourism Directional (Pay-to-Play)

- Directional signs should be placed at major decision points along a given travel route.
- When a second sign is required to accommodate multiple destinations, locate 100m downstream of the first one.



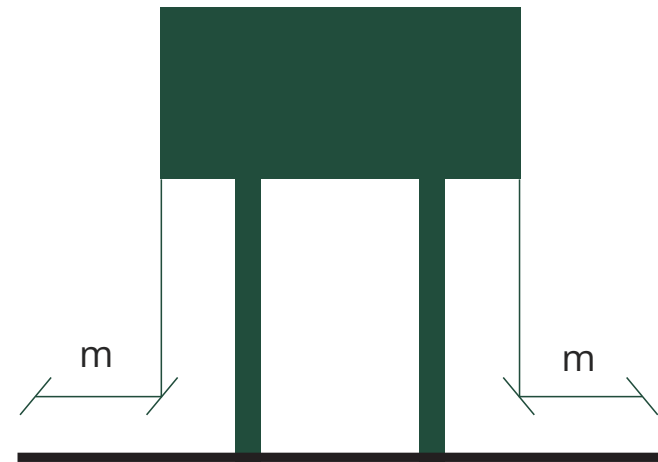
9 m 'sight triangle'

General Placement Clearances

The general placement clearances chart should be referenced when positioning signs within the built environment to prevent any possible confusion or environmental conflict.

Clearance refers to the measurement at grade from the outermost edges of a sign to an element.

When a special or unique situation arises, a general guide to follow is a 2m clearance from any element, while exercising discretion based on the specific context. If it is not possible to place signage based on the clearances below, it is recommended that signs be placed equidistant between elements. Avoid placing signage in areas where sub-utilities or infrastructure exist and may be affected.



Signage clearance diagram

Specific Placement Clearances

These placement clearances apply to all sign types.

Element	Recommended Clearance (m)	Minimum Clearance (m)
Benches	2	1.5
Bicycle Racks	2.5	1.5
Café elements	5	3
Curb or shoulder edge of roads 30-50km/h	1	0.6
Curb or shoulder edge of roads 60-80+km/h	2	1.8
Fire Hydrant or Service Connection	2	2
Hydro Vaults	2	1.5

Section 4: Sign Placement and Locations

Element	Recommended Clearance (m)	Minimum Clearance (m)
Intersection/ Decision Node	9	8.8
Light Standards	2	1.5
Maintenance Access Points	2	1.5
Newspaper Corral	2	1.5
Pedestrian Crossing (roads 30-50km/h)	3	2
Pedestrian Crossing (roads 60-80+km/h)	10	8
Pedestrian Activated Buttons	2	1.5
Planters	2	1.5
Postering Columns	2	1.5
Sidewalk/ Pathway	1	0.6
Staging Environment (parking lot)	2	1
Street Parking Meters/ Ticket Booths	2	1.5
Street Trees*	*	2.5*
Traffic Signs on roads 30-50km/h	2.5	2
Traffic Signs on roads 60-80+km/h	15	14.8
Traffic Signal Poles (Lights) and Boxes	2	1.5
Transit Shelter/ Area	6	5
Trees (general, in parks and places of recreation)	3	2.5
Utility Poles (other)	2	1.5
Vehicular Access Point	2	1.5
Waste Receptacles	2	1.5

* Any construction activity in the vicinity of existing street trees, shall be carried out in compliance (if required by the local tier municipality) with required tree protection measures.

4.2 Sign Locations

Some sign types have specific locations that have been pre-determined in the 2013 Strategy, and have been listed below. Guidelines for locating other sign types have been adapted from the 2013 Strategy.

It is recommended that all signs, both previously implemented and new signs, be located and recorded in GIS format.

2013 Strategy Sign Locations

Gateway Signs

Refer to the 2013 Strategy, *Section 5.0 Sign Location Recommendations* for the following Sign Type Locations. These page excerpts have also been included in the **Appendices**.

County Gateway, Primary: pages 22-23

County Gateway, Secondary: pages 24-26

Municipal Gateway: pages 27-30

Refer to these pages for location information only.

Other sign types were not located in the 2013 Strategy, and will therefore need to be located, based on **4.1 Placement Guidelines**. The remaining sign types to be located are:

Heritage River ID

Guidelines have been established to support the placement of **Heritage River ID** signs at key roadway crossings along significant sections of a river (e.g., Thames River). The final locations and quantity of signage will be determined by the County, based on the most appropriate and prioritized intersections for implementation.

Heritage Trail

Existing Heritage Trail signs should to be located and recorded in a spreadsheet program and linked to a GIS mapping format. **New** Heritage Trail signs need to be added to the GIS data set as they are installed. Spreadsheet and GIS

Section 4: Sign Placement and Locations

tracking should be coordinated at all times and include pertinent information such as a sign reference identification number, coordinates, sign condition, installation date, sign content, etc.

Tourism Signage Pay-to-Play

Pre-determined locations

Pre-determined locations for tourism directional signage should be identified along main travel routes, particularly at major intersections and key decision nodes. These locations provide optimal visibility and advance notice for travelers and are most likely to be where signs will collect the most detinations.

Secondary and Tertiary Routes

Additional sign locations will be identified on an as-needed basis as new destinations are introduced to the system. Signage along secondary and tertiary roads should be placed to support wayfinding as travelers approach their destination, ensuring the traveler reaches the destination.

Sign Type Selection

Sign type should be determined based on roadway context, including speed and hierarchy. On primary travel routes, larger format signs (e.g., Type 1) are preferred, as they can accommodate multiple destinations and allow for future expansion. On secondary or lower-speed roads, where fewer destinations are typically listed, smaller formats (e.g., Type 2 or Type 3) are more appropriate.

Inventory and Recordkeeping

All installed signage should be documented and maintained within a GIS database to support ongoing management, updates, and future planning. Keeping a record of sign locations will also allow businesses to see where other signs are currently installed, and if there is additional space to accomodate another destination. GIS will be managed by the County's internal GIS department in consultation with the Roads department. Refer to section **5.2 Role Assignments and Responsibilities** for more information.



Section 5

Implementation

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5.1 Overview

This implementation guide has been developed to assist the County of Middlesex in coordinating the integration of the existing strategy with new strategy recommendations. Many variables may change throughout the implementation of the strategy, such as available budgets, new developments or needs, manufacturing advancements and more. This guide is flexible to accommodate these potential changes and encourages ongoing review to ensure overall success.

5.2 Role Assignments and Responsibilities

A wayfinding system is not complete without a management team. Appointed by the County of Middlesex, the management team is to execute the tourism wayfinding strategy, oversee the implementation, and continually monitor the overall success of the system.



The management of the Tourism Wayfinding Strategy will be as follows:

- **Economic Development:** Is responsible for the Tourism Pay to Play program.
- **The Roads Department:** Is responsible for applications, installations, inventory, inspections, maintenance, etc.
- **The GIS Department:** Is responsible for recording digital data related to sign inventory, and associated maintenance details.

The tasks and responsibilities of the management team may include, but are not limited to, the following:



- Review the County of Middlesex Wayfinding Strategy and become familiar with its contents.
- Consult various County and Municipal departments, interest-holder groups, and operating committees to introduce the strategy, review recommended sign types and design guidelines, sign locations and placement, and confirm and adjust accordingly.
- Identify available grants and/or partnership opportunities applicable to the wayfinding strategy.
- Initiate and manage the tender process for the fabrication and installation of wayfinding infrastructure.
- Review and approve sign locations to limit physical and visual obstructions (i.e. trees, hydro poles, regulatory signage, etc.).
- Review and approve messaging information (i.e. confirm destination names, etc.) and sign locations to ensure accuracy, relevancy, and messaging continuity.
- Select a contractor for sign fabrication and/or installation and manage annual installation contracts.

Section 5: Implementation

- Review and approve signage prototypes/design proof to confirm accuracy and effectiveness, prior to further fabrication.
- Review and acquire required permits from the municipality, region, MTO, and/or other permit regulatory agencies.
- Coordinate the identification of sub grade utilities (the responsibility of the municipality).
- Coordinate the removal of existing wayfinding signs where applicable.
- Review and prepare phased annual plans and budgets. Present materials to Council to secure funding.
- Consult with various agencies that may have insight as to the effectiveness of installed signage (e.g. tourism committees, visitor information staff, public works team, etc.).
- Establish a method(s) to monitor the success of the wayfinding system (e.g. questionnaires, record of complaints, feedback from user groups, etc.).
- Design a method to record annual installations as well as adjustments required for ongoing success of the strategy.
- Maintain a database of installed signage and relevant information (i.e. year of installation).
- Coordinate with appropriate department heads to ensure supportive wayfinding systems (i.e. city website, Google Maps, etc.) align with physical wayfinding infrastructure.

5.3 Maintenance and Lifecycle Plan

The wayfinding system will require organizational and physical maintenance to ensure continued success. Organization maintenance will monitor annual sign installation, whereas physical maintenance captures the physical upkeep required for each sign. All sign maintenance will be the responsibility of the County, with the exception of sign types installed by a contractor (i.e., County Gateway - Primary/Highway).

Most signs have a lifecycle between 8–10 years before replacement is needed. Aside from more immediate damage from vehicular or environmental damage (e.g., fallen trees, hydro lines/poles), basic weathering (e.g., colour fade due to UV light) will be the cause of most needed replacements. Other issues include panel discolouration from rusting bolts, failing supports (causing leaning signs), outdated information, etc. Sign panels are also subject to bending or structural issues over time, usually outside of the warranty period.

With an 8–10-year lifespan in mind, and a phased-in installation of new signs, a realistic long-term capital budget can support an appropriate turnaround for replacement signs. Other maintenance items might include situational issues such as visual control of a sign (overgrown trees that obstruct a sign should be pruned/limbed up), or new road infrastructure that may require sign relocation.

County Responsibilities

The County is responsible for the following:

- Installation, maintenance, and repair of all signs, except County Gateway – Primary signs.
- When a contractor is involved, sign installation should be reviewed immediately post installation to ensure that completion and quality adhere to requirements (i.e. painted finishes, hardware, adherence to contractual obligations by contractor, etc.).
- Sign location should be recorded as part of the inventory of signs.
- Signs should be continually monitored to ensure they are safe, free of visual obstruction, free from debris and/or vandalism, and that fasteners and hardware are in good, working order.
- Repairs of any damage outside of the contractor's obligations (if a contractor is involved).
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign design.

Contractor Responsibilities

An external contractor will only be involved in the installation of County Gateway – Primary signs.

The contractor is responsible for the following:

- Signs are to be maintained as per specifications outlined in the contract provided by the contractor.
- Correction of any deficiencies.
- Notification of any deficiencies or revisions required for the enhancement of future sign production in terms of sign fabrication.

Sign Inventory Data Base

Creating a sign inventory database is essential for managing, maintaining, and budgeting for wayfinding signs effectively. It helps track the location, condition, type, materials, and branding compliance of each sign, and ensures that maintenance and replacements are scheduled proactively.

Use a Scalable Format

Start with a spreadsheet (e.g., Excel) or GIS-based platform (e.g., ArcGIS) if location mapping is needed. Later, this can be migrated into a custom asset management system or integrated into a County/municipal GIS infrastructure.

Key Data Fields to Include

Field	Description
Sign ID	Unique identifier (e.g., SGN-00123)
Type	Ex. Gateway, Directional, Parking, ID
Location	Address or GPS coordinates
Orientation	Cardinal direction it faces (e.g., North)
Installation Date	When the sign was installed
Material	Aluminum, wood, composite, etc.
Condition	Good, Fair, Poor
Brand Compliance	Yes/No (does it follow new guidelines?)
Photo	Embedded image or image link
Notes	Observations about damage, graffiti, etc.
Last Inspection Date	Date of last maintenance check
Last Inspection Date	Scheduled check-up date
Replacement Year	Based on expected lifespan

Implementation Recommendations

- **Use Mobile Tools:** Field teams can use mobile forms (e.g., ArcGIS Collector, Fulcrum) for real-time data collection.
- **Include Photos:** Photograph installed signs for visual record-keeping.
- **Colour Coding:** Color code conditions in spreadsheets for easy scanning (e.g., red = poor).

Signage Repair, Maintenance and Replacement Schedule

Having a signage repair, maintenance, and replacement schedule is essential for several key reasons:

- Ensures Public Safety;
- Maintains Clarity and Legibility;
- Reinforces Civic Identity and Professionalism;
- Supports Asset Management and Budget Planning;
- Protects Accessibility and AODA Compliance;
- Enhances Visitor Experience and Wayfinding Reliability; and
- Aligns with Insurance and Risk Mitigation Policies.

In short, having a formal wayfinding sign repair and replacement schedule transforms signs from a one-time investment into a managed public asset, ensuring long-term functionality, community trust, and regulatory compliance.

Example Inspection, Repair, Maintenance and Replacement Schedule

Sign Type	Responsibility	Inspection Frequency*						Repair**	Maintenance Procedure**
		Post installation	Post warranty (first year)	Yearly Inspection (pre-winter)	Yearly Inspection (post winter)	Post Weather Event/Storm	Replacement/ Contract Renewal		
Gateways				November	April/May				
County Gateways - Primary	County / Contractor	✓	✓	✓	✓	✓	8-10 years	as needed	power wash every 2 years
County Gateway - Secondary	County	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years
Local Tier Gateway	County or Local-Tier	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years
Community Gateway	County or Local-Tier	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years
Support									
Interpretive Marker	County	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years
Service Club Signs	County or Local-Tier	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years
Partnerships									
Tourism Pay-to-Play	County	✓		✓	✓	✓	2-3 years	as needed	power wash every 2 years
Heritage Trail	County	✓		✓	✓	✓	8-10 years	as needed	power wash every 2 years

Inspection Frequency* Core Inspections to include: Structural stability/leaning, post damage, colour fading, panel damage, fastener rusting and/or loosening, visual obstructions, messaging confirmation, etc.

Repair/Maintenance Procedure** Subject to inspections: Repairs and maintenance should be addressed in a timely manner in line with other regulatory signage maintenance schedules.

Establish Objectives

Clarify the purpose of the schedule:

- Ensure wayfinding signs are legible, safe, and compliant.
- Maintain visual consistency with brand guidelines.
- Plan for predictable replacements to manage costs.
- Enable responsive repairs (e.g., graffiti, vandalism).

Determine Inspection Frequency

Base it on sign type, material, location (high-traffic vs. low-traffic), environmental exposure, and warranty terms.

Create a Condition Assessment System

Use a standardized rating scale to guide decisions. For example;

Condition Rating	Description	Action Required
Good (3)	Fully functional, no visible damage	No action
Fair (2)	Slight fading or minor wear	Monitor, plan for future replacement
Poor (1)	Faded, damaged, illegible	Immediate repair or replacement

Develop the Maintenance Schedule

Break it into annual quarters (or months) and assign tasks accordingly.

Define Repair Protocols

Create a decision tree for responsive vs. planned repair:

- Immediate Repair: Safety-related (e.g., missing sign).
- Scheduled Repair: Aesthetic or non-urgent (e.g., faded map panel).

Include a response timeline:

- Safety issue: Within 48 hours.
- Functional but deteriorating: Within 4–6 weeks.

Community Reporting Mechanism

Enable the public to report issues through:

- A website form or app (County's online service request form: <https://www.middlesex.ca/request-service>).
- QR codes on signs linking to a feedback/reporting portal.
- Phone/email reporting system.

Evaluate & Update Annually

Review:

- Number of signs inspected, repaired, or replaced;
- Community feedback;
- New branding or compliance needs;
- Budget performance; and
- Update the schedule accordingly.

5.4 Phasing and Priorities

Considerations for phasing vary for different communities and will change from year to year based on available budgets, goals for the wayfinding system, existing signage, new developments and so on. Rarely does a complete system happen in one year.

Part of the strategy for the tourism wayfinding system in the County of Middlesex is to provide flexible options for incremental or phased installation. The complete system needs to be phased logically to ensure that each phase will be successful in its own right. Supported by budget estimates, the system can be phased over a number of years to suit yearly budget allocations.

General Priorities

Phasing will respond directly to available and approved budgets based on a priority system. Several priorities may be in effect concurrently. Those priorities not achieved in its intended year should be included in the following phase.

Priorities should be identified to assist with understanding what may logically happen in each phase. The following recommendations ought to be considered to assist with selecting priorities for installation:

- Organize management of the strategy.
- Civic Pride: County Identification signs are integral to the success of a tourism wayfinding system. One needs to know that they have arrived into the County. Ensuring that County identification signs are existing, in good repair, are placed without visual obstruction, and are effective, should be considered a priority.
- Civic Pride: Gateway identification signs introduce the County's brand and subliminally alerts guests to future County information through brand recognition.
- Tourism Support: Inform current tourism sign participants of new tourism sign design and consider future replacement cycle to provide a seamless introduction of the new signs.
- Available and approved yearly budgets.

Phasing Plan by Priorities

Short-term / High Priority (1-2 years):

- **Reaffirm responsibilities** by the Department of Economic Development, County Engineer and GIS Department (see section 5.2).
- Identify and **replace existing signs** that are in need of repair with new sign design.
- **Update Tourism Signage Program Policy** (internally) upon adoption of the Strategy by Council.
- **Revamp the pay-to-play program** marketing and application to align with the new policy.
- **Implement new signs (high priority)** (e.g., gateway signs).
- **Remove Grassroutes** signage (i.e., Route Introduction, Directional Marker, and Reassurance Marker sign types).
- **Relocate** any existing signs based on new sign placement guidelines.
- **Coordinate with local municipalities** on relevant aspects of the strategy, such as the Heritage Trail program, Tourism Pay-to-Play program, etc.).
- Develop a **Heritage Trail program** (County vs. Municipal responsibility, maintenance, costs, etc.) to support future replacement signs and new requests.

Medium-term / Medium Priority (3-5 years):

- **Implement new signs (medium priority)** in the updated sign hierarchy that do not exist yet (e.g., River ID).
- Implement **new Heritage Trail signs** (municipality by municipality).
- Replace **Heritage Trail signs** as they age out with new design.
- **Other Tourism Wayfinding Initiatives** beyond signs: digital maps, brochures, etc.

Long-term / Low Priority (5+ years):

- Replace **Primary County Gateway** signs as they age out.

5.5 Budgets

Considerations for phasing vary for different communities and will change from year to year based on available budgets, goals for the wayfinding system, existing signage, new developments and so on. Rarely does a complete system happen in one year.

Part of the strategy for the County of Middlesex is to provide flexible options for incremental or phased installation. The complete system needs to be phased logically to ensure that each phase will be successful in its own right. Supported by budget estimates, the system can be phased over a number of years to suit yearly budget allocations.

Budget Estimate

The following high level budget estimates are based on industry standards (2026) for supply and installation of similar sign types/designs (pre-engineered).

Sign Type	Qty	Unit Estimate (high level)	Total	Funding
<i>To be manufactured and installed 'in house'</i>				
Secondary Gateway	32	\$ 4,500.00	\$ 144,000.00	annual County Roads budget
Interpretive Marker (e.g. Thames River*)	20	\$ 1,500.00	\$ 30,000.00	annual County Roads budget
Municipal/Community Gateway (as needed**)	tbd	\$ 3,200.00		tbd partnership with local tier
Service Group Signs	tbd	\$ 2,800.00		tbd partnership with local tier/service group
Tourism - Single Large (1 destination)***	21	\$ 3,000.00	\$ 63,000.00	cost recovery
Tourism - Single Small (1 destination)***	9	\$ 2,500.00	\$ 22,500.00	cost recovery
Tourism - Large (room for 4 blades)****	tbd	\$ 4,600.00		tbd cost recovery
Tourism - Small (room for 3 blades)****	tbd	\$ 3,400.00		tbd cost recovery
Heritage Trail - replace existing as needed	118	\$ 2,300.00	\$ 271,400.00	partnership with local tier
<i>To be manufactured and installed 'by others':</i>				
Primary Gateway (highway)	11	\$ 15,000.00	\$ 165,000.00	annual County Roads budget

Notes:

*Quantity (x20) is a place holder for approximately 10 Thames River crossing points.

** Optional for lower tier to partner with County for County branded gateway sign.

***To be replaced with renewal of current contract with applicant/participating tourism operator.

****Subject to multiple applicant/participant tourism operators on one sign.

5.6 Installation Considerations

The County will manage and fabricate most new signs in house. There may be some sign types that will require a more specialized contractor to install (i.e., the County Gateway – Primary/Highway signs). The following considerations should be made for all County requests related to sign installation and/or fabrication:

General

It is recommended that the selected contractor be retained with a renewable annual agreement at the discretion of the County. This will ensure consistency in standards, maintain quality control, and allow for monitoring of success.

Updated 'as-built' drawings, reflective of changes made throughout implementation, should be made available to the County on an annual basis, or as required.

Bidding Process

A 'Request for Quotation (RFQ)' will initiate the bidding process and selection of a sign contractor. The County will have standard procurement procedures that should be followed for each RFQ. The following items should be included in bid packages, as defined by industry standard processes, with considerations relevant to this wayfinding strategy:

- Relevant information from the County of Middlesex Tourism Wayfinding Strategy (i.e. sign locations, sign standards and details, etc.).
- Required graphic information specific to each sign.
- Standard County contract information and procurement process: Unit price schedule, with separate installation and warranty costs.
- Provision for permit, insurance, bonding, WSIB, etc.
- Request for shop drawings; see [Shop and 'As-Built' Drawings](#).
- Optional provisional unit cost to accommodate alternative materials and manufacturing techniques.

Shop and 'As-Built' Drawings

The sign designs and details found in this document are to illustrate general design intent and are for reference purposes only. Detailed shop drawings are to be provided to the management team for final approval prior to fabrication and installation. The selected contractor will be responsible for preparing and submitting detailed shop drawings to the County.

The contractor should provide detailed shop drawings to accurately reflect the general design intent illustrated throughout this document. Additionally, the contractor is to capture detailed design intent as developed by the County and/or consultants. Prior to fabrication, the contractor and/or sign fabricator are to provide physical samples of all materials and finishes for approval by the Management Team. All approved detailed shop drawings should be stamped by a certified structural engineer. Upon completion of the installation, the contractor is to supply 'as-built' drawings to capture any adjustments, notable for future fabrication.

Provisional Pricing

As a provisional item, the contractor may provide alternative pricing of construction materials and/or manufacturing techniques other than those specified in the wayfinding strategy. The contractor should also provide an explanation of differences in pricing, performance, and quality associated with the alternative materials and/or techniques.

Workmanship

All workmanship is to be completed with a high degree of precision and fabricated finish. It is the responsibility of the contractor and/or sign fabricator to inspect all materials, prior to fabrication, to ensure there are no defects. Any defects found in materials, fabrication or finishing will be the responsibility of the contractor and/or sign manufacturer to assume. All work is to be inspected prior to transportation to the site and again upon installation.

The contractor and/or sign fabricator is fully responsible for the following:

- Adhere to all applicable County, municipal, region, and provincial bylaws.
- Ensure all signs meet the sign standards as defined in section **3.3 Tourism Signage Design Manual**.

Ministry of Transportation (MTO)

All signs to be located along MTO governed roadways must comply with 'breakaway' sign supports, as specified by the MTO. These columns will have perforations in both front and back, allowing them to shear off at the footings if struck by a vehicle. Under normal conditions these supports will withstand wind forces but will yield and tear during a collision while forming a hinge on the back, allowing the sign to fall backwards away from the vehicle. Please refer to the MTO Sign Support Manual for further details on breakaway sign supports. The Primary Directional Signs fall under MTO requirements.

5.7 Additional Recommendations

Tourism Signage Pay-to-Play Program

The 2014 *Tourism Signage Policy* provides a framework for management, rules and regulations, application criteria, and sign design types, and other components. It is recommended that, upon approval of the Middlesex Tourism Wayfinding Strategy by Council, the Tourism Signage Policy be updated to align with the new Strategy, to include, but not be limited to, the following:

- Include the Economic Development and Tourism Department with the Roads Department (substitute for Engineer's Office) as part of the project administration/management and implementation team.
- Identify separate responsibilities for the Economic Development and Tourism Department, GIS department, and the Roads Department as recommended in the Implementation section of this Strategy.
- Provide a list of pre-eligibility criteria or 'qualifications' for potential applicants to streamline the application process. These would include notes to inform whether a proposed location for a new sign is in fact possible given circumstances around that location (e.g., pre-existing conditions, other regulatory road signs, visual obstructions, operational issues etc.).
- To eliminate miscommunication and provide more clarity, replace the descriptive 'Type of Signage' and 'Sign Design' section with dimensioned annotated Sign Design illustrations for each of the three Tourism sign types. Notes should include acceptable message character numbers, use of symbols or logos, distance markers etc.
- Include sign location options for each of the sign types in terms of road speeds (e.g. larger sign types/font sizes required on higher speed roadways).
- For applicants requesting the installation of Tourism Signs on municipal roadways, include the process required to obtain approval from the municipality.
- Include email as an alternative method of receiving applications.
- Include current methods of acceptable payment options.

Section 5: Implementation

- Refer to guidelines and illustrations for locating signage, which are provided in this Strategy in section **4.2 Sign Locations**.
- Replace Signage Criteria (i.e., 'Type of Sign' and 'Design') with annotated and dimensioned illustrations of the proposed sign types: Type 1, Type 2, and Type 3.
- Update the marketing flyer and application to ensure alignment with the updated policy; to be developed following adoption of the new Strategy.

Heritage Trail Program Recommendations

The Heritage Trail signage, brochure, and contents present an opportunity to establish a coordinated tourism program across the County. The following recommendations are provided to guide this initiative:

- Establish clear **roles and responsibilities between the County and municipalities**. For example, the County could lead signage design, content development, installation, and maintenance, while municipalities may support with their own local mapping initiatives and complementary programming.
- Appoint a **County staff member** to oversee the Heritage Trail program, including coordination, operations, and long-term management.
- Identify a **municipal representative** within each municipality to act as a liaison and support local coordination and implementation.
- Encourage **shared responsibility and collaboration** between the County and municipalities to strengthen program consistency and reach.
- Develop **guidelines for municipalities** to promote Heritage Trail locations within their boundaries as part of local tourism efforts. For example, municipal programming must be coordinated with the overall County program.
- Define a clear process and **policy for adding new destinations** to the Heritage Trail over time.
- Establish a timeline and approach for updating or replacing existing signage with the **new design**. For example, new signs could be implemented in groups, municipality by municipality.
- Leverage the Heritage Trail as a **broader tourism program** through supporting materials such as brochures, social media, and QR codes to improve accessibility and engagement.
- Consider how each sign will **connect to the broader system** to provide context to the viewer and encourage further exploration. For example, **numbering** each sign and listing them on a brochure or webpage, or assigning a **themed icon** to specific signs, associating them to other similar sites (e.g., museums, churches, hotels and lodges, etc.).



Appendices

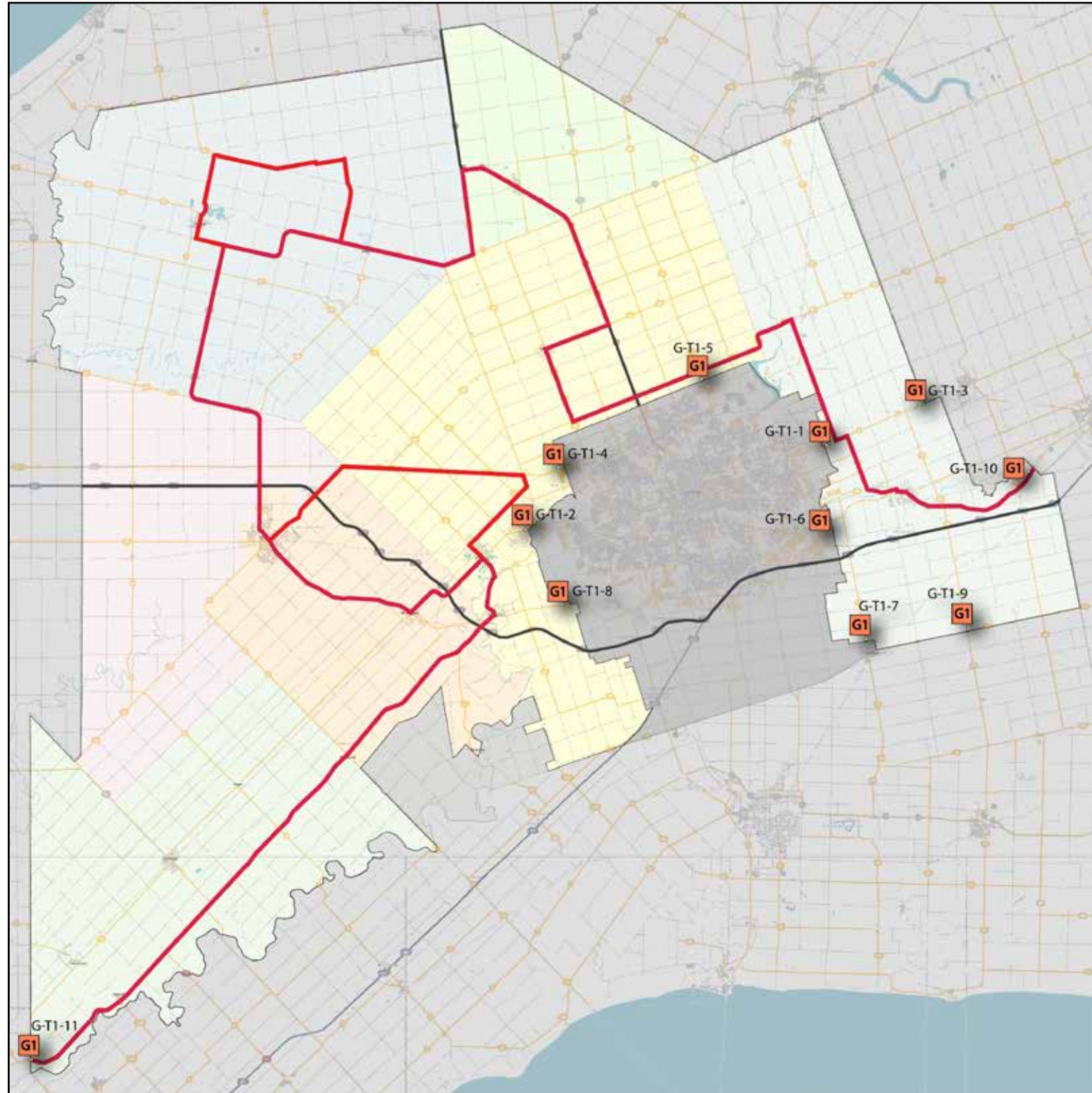
- A** Sign Locations: County Gateway, Primary **A1 – A2**
- B** Sign Locations: County Gateway, Secondary **B1 – B3**
- C** Sign Locations: Municipal Gateway **C1 – C4**



Gateway Signage

COUNTY GATEWAY SIGN – PRIMARY

These signs welcome visitors to the County of Middlesex and distinctly identify the County. They are positioned near County boundaries on County-maintained roads of high traffic volumes or used as the tourism route.



NOTE: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations shall be reviewed and adjusted as needed by the client's sign production team to meet all applicable guidelines and bylaws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information		Site Information				Approx. Location		Phase			Total Cost
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +	
G-T1-1	COUNTY OF MIDDLESEX	no	15382 veh/day	80 km/hr	75 m	43.0186068	-81.12675522	\$ 6,000.00			\$ 6,000.00
G-T1-2	COUNTY OF MIDDLESEX	no	12454 veh/day	80 km/hr	75 m	42.96351422	-81.3915954	\$ 6,000.00			\$ 6,000.00
G-T1-3	COUNTY OF MIDDLESEX	yes	12558 veh/day	80 km/hr	75 m	43.04495643	-81.04157417	\$ 6,000.00			\$ 6,000.00
G-T1-4	COUNTY OF MIDDLESEX	no	9757 veh/day	80 km/hr	75 m	43.00426754	-81.359629	\$ 6,000.00			\$ 6,000.00
G-T1-5	COUNTY OF MIDDLESEX	no	9337 veh/day	80 km/hr	75 m	43.06104559	-81.23620612	\$ 6,000.00			\$ 6,000.00
G-T1-6	COUNTY OF MIDDLESEX	no	7909 veh/day	80 km/hr	75 m	42.96933781	-81.12057678	\$ 6,000.00			\$ 6,000.00
G-T1-7	COUNTY OF MIDDLESEX	yes	7013 veh/day	50 km/hr	NA	42.89072655	-81.08972662	\$ 6,000.00			\$ 6,000.00
G-T1-8	COUNTY OF MIDDLESEX	no	6170 veh/day	80 km/hr	75 m	42.91458768	-81.3603972	\$ 6,000.00			\$ 6,000.00
G-T1-9	COUNTY OF MIDDLESEX	yes	6126 veh/day	90 km/hr	100 m	42.8992985	-80.99970257	\$ 6,000.00			\$ 6,000.00
G-T1-10	COUNTY OF MIDDLESEX	yes	4388 veh/day	80 km/hr	75 m	43.00314449	-80.94058373	\$ 6,000.00			\$ 6,000.00
G-T1-11	COUNTY OF MIDDLESEX	yes	2052 veh/day	80 km/hr	75 m	42.6167415	-81.83482088	\$ 6,000.00			\$ 6,000.00
TOTAL NUMBER								11	0	0	11
TOTAL COST								\$ 66,000.00	\$ -	\$ -	\$ 66,000.00

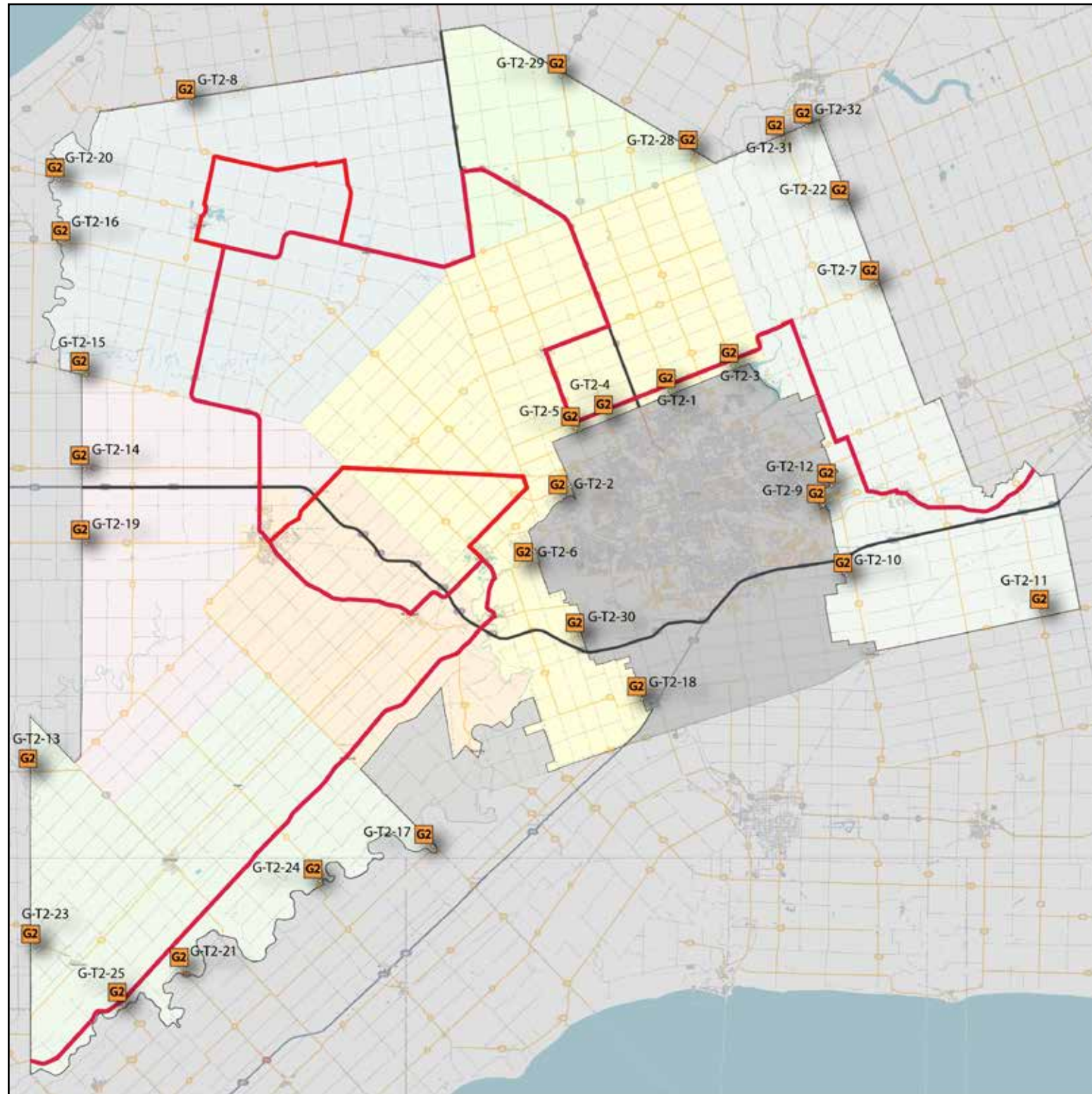
NOTE: All final messaging shall be reviewed and finalized by the County prior to fabrication. The document is for preliminary message development only.



Gateway Signage

COUNTY GATEWAY SIGN – SECONDARY

Positioned at secondary points of entry (i.e. on arterial county-maintained roadways into the County) these signs identify Middlesex and supplement the Primary Gateway Signs.



NOTE: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations shall be reviewed and adjusted as needed by the client's sign production team to meet all applicable guidelines and bylaws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information		Site Information				Approx. Location		Phase			Total Cost
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +	
G-T2-1	COUNTY OF MIDDLESEX	no	5492 veh/day	80 km/hr	75 m	43.05336964	-81.26472506	\$ 1,900.00			\$ 1,900.00
G-T2-2	COUNTY OF MIDDLESEX	no	4690 veh/day	80 km/hr	75 m	42.99282873	-81.35294638	\$ 1,900.00			\$ 1,900.00
G-T2-3	COUNTY OF MIDDLESEX	no	4618 veh/day	80 km/hr	75 m	43.0704519	-81.20895185	\$ 1,900.00			\$ 1,900.00
G-T2-4	COUNTY OF MIDDLESEX	no	4551 veh/day	80 km/hr	75 m	43.03631862	-81.31967385	\$ 1,900.00			\$ 1,900.00
G-T2-5	COUNTY OF MIDDLESEX	no	4527 veh/day	80 km/hr	75 m	43.02813509	-81.3477964	\$ 1,900.00			\$ 1,900.00
G-T2-6	COUNTY OF MIDDLESEX	no	4357 veh/day	80 km/hr	75 m	42.95165188	-81.38452838	\$ 1,900.00			\$ 1,900.00
G-T2-7	COUNTY OF MIDDLESEX	yes	4102 veh/day	80 km/hr	75 m	43.12447717	-81.07839383	\$ 1,900.00			\$ 1,900.00
G-T2-8	COUNTY OF MIDDLESEX	no	3780 veh/day	90 km/hr	100 m	43.24158355	-81.69051849	\$ 1,900.00			\$ 1,900.00
G-T2-9	COUNTY OF MIDDLESEX	no	3639 veh/day	80 km/hr	75 m	42.97913223	-81.13041271	\$ 1,900.00			\$ 1,900.00
G-T2-10	COUNTY OF MIDDLESEX	no	3288 veh/day	80 km/hr	75 m	42.93528528	-81.107846	\$ 1,900.00			\$ 1,900.00
G-T2-11	COUNTY OF MIDDLESEX	yes	3106 veh/day	50 km/hr	NA	42.91019558	-80.93359203	\$ 1,900.00			\$ 1,900.00
G-T2-12	COUNTY OF MIDDLESEX	no	3087 veh/day	80 km/hr	75 m	42.99280672	-81.12163635	\$ 1,900.00			\$ 1,900.00
G-T2-13	COUNTY OF MIDDLESEX	yes	2064 veh/day	90 km/hr	100 m	42.80632859	-81.83489313	\$ 1,900.00			\$ 1,900.00
G-T2-14	COUNTY OF MIDDLESEX	yes	2025 veh/day	90 km/hr	100 m	43.00433614	-81.78858457	\$ 1,900.00			\$ 1,900.00
G-T2-15	COUNTY OF MIDDLESEX	yes	1964 veh/day	90 km/hr	100 m	43.06560941	-81.78843504	\$ 1,900.00			\$ 1,900.00
G-T2-16	COUNTY OF MIDDLESEX	no	1899 veh/day	90 km/hr	100 m	43.15116501	-81.8071736	\$ 1,900.00			\$ 1,900.00
G-T2-17	COUNTY OF MIDDLESEX	yes	1857 veh/day	80 km/hr	75 m	42.75524049	-81.47399966	\$ 1,900.00			\$ 1,900.00
G-T2-18	COUNTY OF MIDDLESEX	no	1939 veh/day	80 km/hr	75 m	42.85329915	-81.28878879	\$ 1,900.00			\$ 1,900.00
G-T2-19	COUNTY OF MIDDLESEX	yes	1813 veh/day	80 km/hr	75 m	42.95578284	-81.78793624	\$ 1,900.00			\$ 1,900.00
G-T2-20	COUNTY OF MIDDLESEX	yes	1446 veh/day	90 km/hr	100 m	43.19297937	-81.81200135	\$ 1,900.00			\$ 1,900.00
G-T2-21	COUNTY OF MIDDLESEX	yes	1384 veh/day	80 km/hr	75 m	42.67584605	-81.6979311	\$ 1,900.00			\$ 1,900.00
G-T2-22	COUNTY OF MIDDLESEX	yes	947 veh/day *2009 due to construction	80 km/hr	75 m	43.17654249	-81.10518616	\$ 1,900.00			\$ 1,900.00
G-T2-23	COUNTY OF MIDDLESEX	no	924 veh/day	80 km/hr	75 m	42.69261352	-81.83172515	\$ 1,900.00			\$ 1,900.00
G-T2-24	COUNTY OF MIDDLESEX	yes	879 veh/day	80 km/hr	75 m	42.73324822	-81.57809666	\$ 1,900.00			\$ 1,900.00
G-T2-25	COUNTY OF MIDDLESEX	yes	n/a veh/day	50 km/hr	NA	42.65265145	-81.75169607	\$ 1,900.00			\$ 1,900.00
G-T2-28	COUNTY OF MIDDLESEX	no	1552 veh/day	80 km/hr	75 m	43.21105107	-81.2440251	\$ 1,900.00			\$ 1,900.00
G-T2-29	COUNTY OF MIDDLESEX	yes	n/a veh/day	80 km/hr	75 m	43.26053778	-81.36091779	\$ 1,900.00			\$ 1,900.00

NOTE: All final messaging shall be reviewed and finalized by the County prior to fabrication. The document is for preliminary message development only.

Sign Information		Site Information				Approx. Location		Phase			Total Cost
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +	
G-T2-30	COUNTY OF MIDDLESEX	no	n/a veh/day	80 km/hr	75 m	42.89557343	-81.34297565	\$ 1,900.00			\$ 1,900.00
G-T2-31	COUNTY OF MIDDLESEX	yes	3009 veh/day	80 km/hr	75 m	43.22071463	-81.16322964	\$ 1,900.00			\$ 1,900.00
G-T2-32	COUNTY OF MIDDLESEX	no	n/a veh/day	80 km/hr	75 m	43.22854553	-81.14183071	\$ 1,900.00			\$ 1,900.00
TOTAL NUMBER								30	0	0	
TOTAL COST								\$ 57,000.00	\$ -	\$ -	\$ 57,000.00

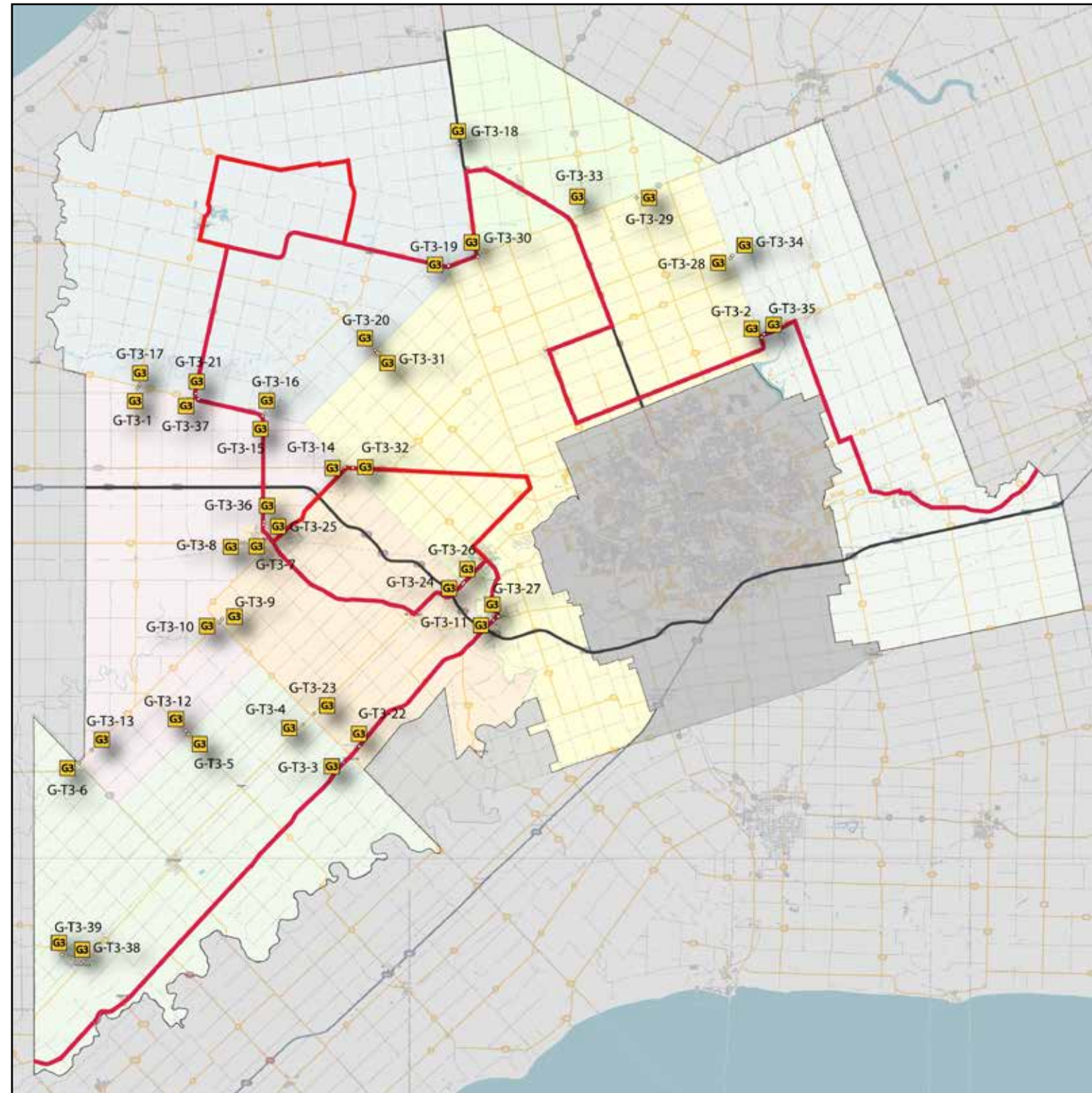
NOTE: All final messaging shall be reviewed and finalized by the County prior to fabrication. The document is for preliminary message development only.



Gateway Signage

LOWER TIER MUNICIPAL GATEWAY SIGN

These signs allow lower tier Municipalities to uniquely identify themselves on direct entry routes within their respective Municipal boundaries. Middlesex County will also be identified on these sign types.



NOTE: All sign placement recommendations within this document are intended to be approximate only. Prior to installation, all sign locations shall be reviewed and adjusted as needed by the client's sign production team to meet all applicable guidelines and bylaws for each location. Site verification by the client is required for final locations of signs. Form:Media will not be responsible for finalizing any locations.

Sign Information		Site Information				Approx. Location		Phase			Total Cost
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +	
G-T3-1	The Township of Adelaide Metcalfe	no	NA veh/day	90 km/hr	100 m	43.05662508	-81.74315027			\$ 2,400.00	\$ 2,400.00
G-T3-2	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	5497 veh/day	80 km/hr	75 m	43.08957898	-81.18660615			\$ 2,400.00	\$ 2,400.00
G-T3-3	The Municipality of Southwest Middlesex...Someplace Special!	no	3083 veh/day	90 km/hr	100 m	42.81208335	-81.55916947			\$ 2,400.00	\$ 2,400.00
G-T3-4	The Municipality of Southwest Middlesex...Someplace Special!	yes	2083 veh/day	90 km/hr	100 m	42.83684711	-81.59572671			\$ 2,400.00	\$ 2,400.00
G-T3-5	The Municipality of Southwest Middlesex...Someplace Special!	yes	1062 veh/day	90 km/hr	100 m	42.83071289	-81.6976746			\$ 2,400.00	\$ 2,400.00
G-T3-6	The Municipality of Southwest Middlesex...Someplace Special!	yes	1237 veh/day	80 km/hr	75 m	42.81180861	-81.79532598			\$ 2,400.00	\$ 2,400.00
G-T3-7	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	1813 veh/day	60 km/hr	50 m	42.95550341	-81.64757835			\$ 2,400.00	\$ 2,400.00
G-T3-8	The Township of Adelaide Metcalfe	no	1813 veh/day	60 km/hr	50 m	42.95560941	-81.65028213			\$ 2,400.00	\$ 2,400.00
G-T3-9	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	1728 veh/day	80 km/hr	75 m	42.90577487	-81.66779761			\$ 2,400.00	\$ 2,400.00
G-T3-10	The Township of Adelaide Metcalfe	no	1728 veh/day	80 km/hr	75 m	42.90357494	-81.67072641			\$ 2,400.00	\$ 2,400.00
G-T3-11	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	6170 veh/day	60 km/hr	50 m	42.9050857	-81.42586042			\$ 2,400.00	\$ 2,400.00
G-T3-12	The Township of Adelaide Metcalfe	yes	1062 veh/day	90 km/hr	100 m	42.83282897	-81.70022351			\$ 2,400.00	\$ 2,400.00
G-T3-13	The Township of Adelaide Metcalfe	no	1237 veh/day	80 km/hr	75 m	42.82026565	-81.78441778			\$ 2,400.00	\$ 2,400.00
G-T3-14	The Township of Adelaide Metcalfe	yes	2882 veh/day	90 km/hr	100 m	43.00495812	-81.55838133			\$ 2,400.00	\$ 2,400.00
G-T3-15	The Township of Adelaide Metcalfe	no	2170 veh/day	90 km/hr	100 m	43.03833332	-81.63200847			\$ 2,400.00	\$ 2,400.00
G-T3-16	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	yes	2789 veh/day	90 km/hr	100 m	43.03979552	-81.63003255			\$ 2,400.00	\$ 2,400.00
G-T3-17	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	yes	NA veh/day	90 km/hr	100 m	43.058907	-81.7413668			\$ 2,400.00	\$ 2,400.00
G-T3-18	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	no	852 veh/day	80 km/hr	75 m	43.21575514	-81.45718635			\$ 2,400.00	\$ 2,400.00

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Sign Information		Site Information				Approx. Location		Phase			Total Cost
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +	
G-T3-19	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	no	4294 veh/day	90 km/hr	100 m	43.13617307	-81.46585932			\$ 2,400.00	\$ 2,400.00
G-T3-20	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	yes	2481 veh/day	90 km/hr	100 m	43.08109818	-81.5313262			\$ 2,400.00	\$ 2,400.00
G-T3-21	The Municipality of North Middlesex established 2001 population 6697: Proud Heritage - Bright Future - Working Together	no	2170 veh/day	90 km/hr	100 m	43.05286037	-81.69137869			\$ 2,400.00	\$ 2,400.00
G-T3-22	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	3358 veh/day	90 km/hr	100 m	42.8225733	-81.54548243			\$ 2,400.00	\$ 2,400.00
G-T3-23	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	3099 veh/day	90 km/hr	100 m	42.84387449	-81.58595349			\$ 2,400.00	\$ 2,400.00
G-T3-24	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	no	6727 veh/day	80 km/hr	75 m	42.9286815	-81.45326499			\$ 2,400.00	\$ 2,400.00
G-T3-25	The Municipality of Strathroy-Caradoc - Urban Opportunity - Rural Hospitality	yes	9637 veh/day	50 km/hr	NA	42.96736223	-81.6309884			\$ 2,400.00	\$ 2,400.00
G-T3-26	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	6727 veh/day	80 km/hr	75 m	42.92974054	-81.45178087			\$ 2,400.00	\$ 2,400.00
G-T3-27	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	6170 veh/day	50 km/hr	NA	42.90754361	-81.42142878			\$ 2,400.00	\$ 2,400.00
G-T3-28	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	no	4597 veh/day	80km/hr	75 m	43.14099339	-81.2146914			\$ 2,400.00	\$ 2,400.00
G-T3-29	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	7699 veh/day	90 km/hr	100 m	43.18044817	-81.29797468			\$ 2,400.00	\$ 2,400.00
G-T3-30	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	NA veh/day	90 km/hr	100 m	43.14205218	-81.43977126			\$ 2,400.00	\$ 2,400.00
G-T3-31	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	2481 veh/day	90 km/hr	100 m	43.07953146	-81.52956216			\$ 2,400.00	\$ 2,400.00

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Sign Information		Site Information				Approx. Location		Phase			Total Cost		
Sign ID	Primary Messaging	Existing Sign	Traffic Volume	Speed Limit	Required Spacing	Latitude	Longitude	PHASE 1 2014-2015	PHASE 2 2015-2018	PHASE 3 2019 +			
G-T3-31	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	2481 veh/day	90 km/hr	100 m	43.07953146	-81.52956216			\$ 2,400.00	\$ 2,400.00		
G-T3-32	The Municipality of Middlesex Centre - You're in the Right Place! A Middlesex County Community	yes	7881 veh/day	90 km/hr	100 m	43.00459496	-81.55123515			\$ 2,400.00	\$ 2,400.00		
G-T3-33	Welcome to the Township of Lucan Biddulph	no	NA veh/day	80 km/hr	75 m	43.17353441	-81.34377931			\$ 2,400.00	\$ 2,400.00		
G-T3-34	The Municipality of Thames Centre A Middlesex County Community	no	4597 veh/day	80 km/hr	75 m	43.14270278	-81.21263333			\$ 2,400.00	\$ 2,400.00		
G-T3-35	The Municipality of Thames Centre A Middlesex County Community	yes	5497 veh/day	70 km/hr	75 m	43.09164702	-81.18435308			\$ 2,400.00	\$ 2,400.00		
G-T3-36	The Township of Adelaide Metcalfe	yes	9637 veh/day	50 km/hr	NA	42.96950175	-81.63073257			\$ 2,400.00	\$ 2,400.00		
G-T3-37	The Township of Adelaide Metcalfe	yes	2170 veh/day	90 km/hr	100 m	43.04934715	-81.68896361			\$ 2,400.00	\$ 2,400.00		
G-T3-38	The Village of Newbury - A Middlesex County Community	yes	1926 veh/day	50 km/hr	NA	42.680639	-81.791645			\$ 2,400.00	\$ 2,400.00		
G-T3-39	The Village of Newbury - A Middlesex County Community	no	924 veh/day	80 km/hr	75 m	42.687901	-81.809476			\$ 2,400.00	\$ 2,400.00		
TOTAL NUMBER								0	0	39			
TOTAL COST								\$	-	\$	-	\$ 93,600.00	\$ 93,600.00

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