



Economic Development & Tourism Policy 2.01

Subject: Tourism Signage Policy

Issued: May 26, 2026

Revised: August 11, 2026

SECTION 1 – PURPOSE

- 1.1 The purpose of the Middlesex County Tourism Signage Program is to define the eligibility, use, design and authority for tourism-oriented directional signage within the Middlesex County Road right-of-way.
- 1.2 Middlesex County's Tourism Signage Program is designed to achieve the following objectives:
 - a) Elevate Middlesex County's image as a tourist destination;
 - b) Inform road users of Middlesex County's tourism operations and attractions;
 - c) Provide roadway directions to Middlesex County tourism operations;
 - d) Protect the safety of road users;
 - e) Recover the costs of operating the program;
 - f) Minimize additional road signage maintenance costs;
 - g) Increase the frequency and quantity of tourist visits by:
 - i. Presenting road users with consistent tourism signage information;
 - ii. Implementing a customer-service approach to the management and delivery of tourism signage;
 - iii. Minimizing interference with access to adjacent properties;

SECTION 2 – GENERAL PROVISIONS

- 2.1 The Tourism Signage Policy sets out the requirements under which an eligible business, organization, or municipality may obtain tourism signage within the right-of-way of County roads at approved locations. Tourism signage shall only be permitted where sufficient space exists and where the signage can direct motoring tourists to their destination in a reasonably direct and efficient manner.
- 2.2 Middlesex County Transportation Services shall administer and implement the Middlesex County Tourism Signage Program, including the following responsibilities:
 - a) Reviewing and approving or denying tourism signage applications;
 - b) Supplying tourism signage;
 - c) Installing and removing tourism signage within County road rights-of-way;
 - d) Establishing, collecting, and administering applicable fees and payment terms;



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- e) Processing payments and refunds related to tourism signage;
- f) Maintaining and replacing tourism signage; and
- g) Removing signage that is not in compliance with this Policy.

Eligibility Criteria

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

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

Signage Types

2.4 Middlesex County tourist-based businesses and/or facilities will have the opportunity to acquire two (2) classifications of tourism directional signage:

	Size	Location
Rural	8’ wide	County roads with posted speed limits of at least 80 kilometres per hour, within one metre of property line on road allowances at least 30 metres in width, and not in front of an existing residential land use.
Urban	3’ wide	All County Roads (size determined Transportation Services based on posted speed)

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



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- a) Middlesex County tourism signage will contain the following design elements:
 - i. A green reflective footer with white engineering grade reflective lettering identifying Middlesex County;
 - ii. The principal body of the sign will be a dark green background with engineering grade blue reflective legend and border;
 - iii. The sign legend will be a maximum of two lines and an optional symbol
 - b) The content of the sign legend shall be limited to the identification of the business by its operating name, symbol, the mileage to the business and a directional arrow.
 - c) All sign legends are subject to the approval of Middlesex County Transportation Services.
 - d) Standard General Service Symbols and white Recreational and Cultural Interest symbols as displayed in the MUTCD (Manual of Universal Traffic Control Devices), as revised, may be used to indicate a general class of business or facility. When symbols are used, they must be contained entirely within the border of the legend.
 - e) No business or other logos or trademarks may be used in the tourism signage legend
- 2.6 The location of official traffic control devices shall take precedence over the location of tourism signage.
- 2.7 For the direction of traffic when approaching an intersection where more than one tourism sign is located, the order of the tourism sign shall be:
- a) First, businesses or facilities signed for the left direction;
 - b) Second, businesses or facilities signed for the right direction;
- 2.8 Where the total number of tourism signs to both the left and right are less than the maximum allowed for a single or double post location, the signs will be accommodated in one location. When tourism signs are located in one location, the order of the signs shall be:
- a) Top, businesses or facilities signed for the left direction,
 - b) Bottom, businesses or facilities signed for the right direction.
- 2.9 Position, height and lateral clearance of tourism signage shall be in accordance with the MUTCD and County Signing Standards.
- 2.10 Appendix “C” illustrates typical tourism signage assemblies and demonstrates placement of signs in relation to directional arrows.
- 2.11 Transportation Services shall relocate or remove permitted tourism signs in the event of the following:



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- a) The location of tourism signage is needed to be utilized for roadway purposes or activities including construction, reconstruction or maintenance;
 - b) The location of a tourism sign endangers the health, safety or welfare of the public.
- 2.12 When a tourism sign is removed and cannot be re-erected at an approved substitute location, the tourism business shall be entitled to an appropriate pro-rata rebate of that part of paid annual fees applicable to the remainder of the term.
- 2.13 All installation, removal and relocation maintenance of tourism signage will be performed only by Middlesex County Transportation Services. At no time shall the tourist-based business or facility enter upon County road right-of-ways for such purpose or perform any such activities within the roadway right-of-way.
- 2.14 The granting of tourism signage does not convey any rights, title or interest to the County road rights-of-ways.

Application

- 2.15 Every tourist-based business must apply for tourism signage to be located in County Road right-of-way. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied.
- 2.16 Every local municipality must apply for Tourism Signage or Public Services and Facilities Signage to be located in County road right-of-way. No approval of application or sign installation will occur unless all requirements and criteria for eligibility have been satisfied.
- 2.17 All Tourism Signage or Public Services and Facilities Signage applications may be obtained at www.middlesex.ca or www.investinmiddlesex.ca.
- 2.18 The applicant shall provide a complete application form.
- 2.19 Tourism signage fees shall be established in the Middlesex County Rates & Fees By-law.
- a) Local municipalities shall be exempt from Middlesex County Tourism Signage fees.
- 2.20 Applications will be considered in order of date and time received.
- 2.21 Transportation Services will not process any applications for signs to be located along local municipal roads without prior written approval from the local municipality.
- 2.22 Transportation Services may reject any application which is incomplete
- a) If an application for renewal is denied, all applicable fees shall be refunded.



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- 2.23 An approved applicant shall have the right to request a change to their tourism sign during the stated term of agreement, provided that the change conforms to the regulations. Any approval of sign change will result in the applicant incurring additional expenses related to sign removal, sign production costs and remount.
- 2.24 Tourism signage permits shall be renewed annually through the issuance of an invoice by Middlesex County in accordance with the approved fee schedule. No renewal application shall be required. Where payment is not received within 30 days of the invoice due date, the tourism signage may be removed.

Appendix “A”

Tourism Operations Eligible for Signage

- Major Tourist Attractions
- Campgrounds
- Picnic Areas
- Tourism Information Centres
- Boat Launches
- Craft Centres
- Golf Courses (Open to the Public)
- Hiking Trails
- Murals
- Arena and Community Centres
- Fishing
- Sports Fields
- Shopping and Tourist Districts
- Zoo
- Cultural Centres
- Provincial Parks
- Marinas
- Public Beaches
- Swimming Pools
- Trailer Courts
- Museums
- Scenic Lookouts
- Skiing
- Historical Sites
- Cinema Theatres
- Farmers Markets (over 2500 sq. ft. in area)
- Farm-based Tourist Attractions
- Raceways
- Motor Speedways
- Casinos
- Interpretive Centres
- Developed Natural Sites
- Federal Parks
- Boat Rentals and Charters
- Public Art Galleries
- Transient Accommodations

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



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Appendix “B”

Public Services and Facilities Eligible for Signage

- Arenas
- Airports
- Municipal Offices
- Transit Terminals
- Churches
- Municipal Yards/Facilities
- Parking (Publicly Operated)
- Community Centres
- Hospitals
- Libraries
- Schools
- Conservation Areas
- Rivers (please refer to River ID Signage in the 2026 Middlesex County Tourism Signage Strategy)

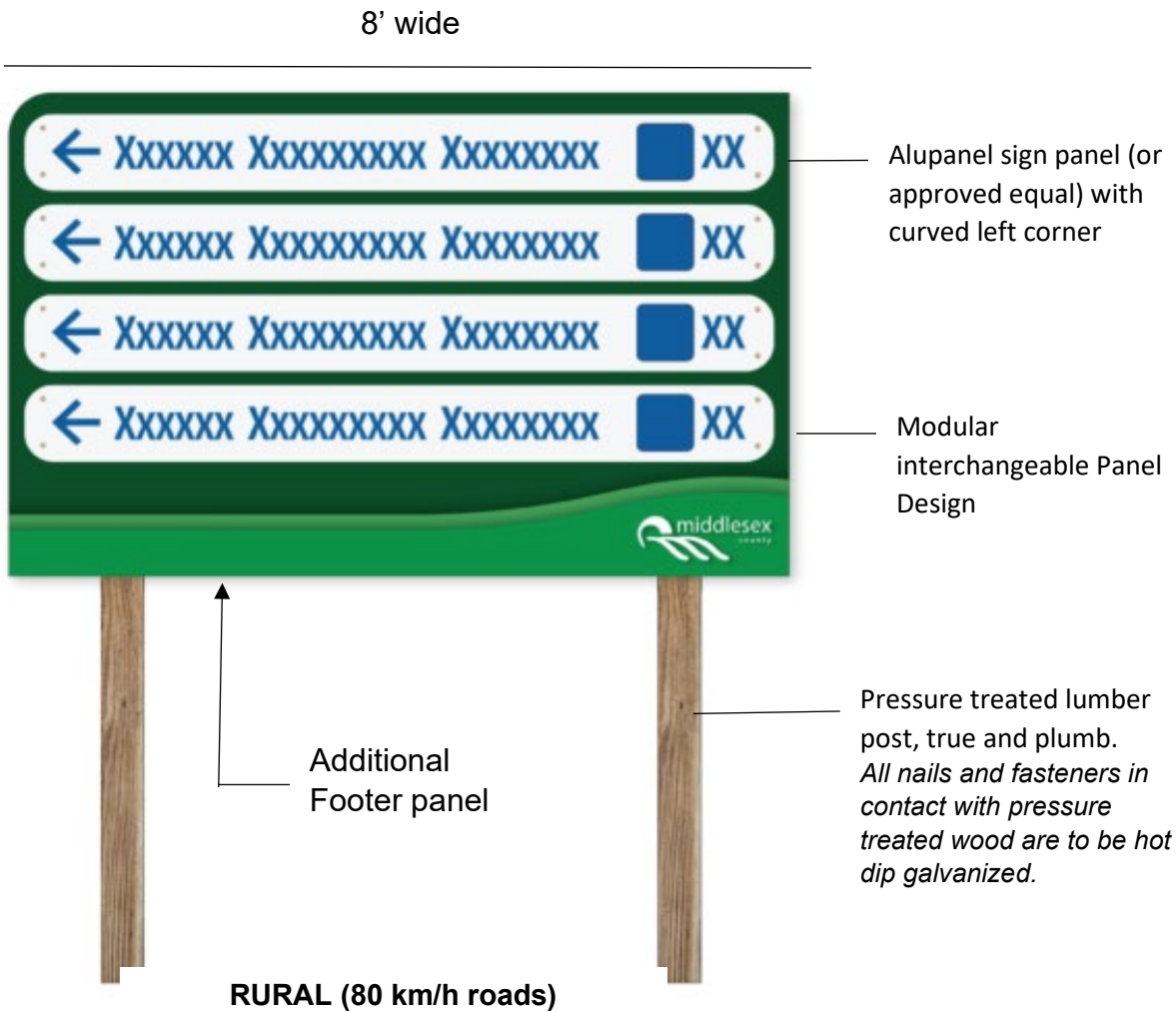
Any other signs included in the MUTCD (as revised). Or as agreed between a local municipality and the County of Middlesex.

Appendix “C”

Tourism Signage Diagrams

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

Rural



Appendix “C”

Tourism Signage Diagrams

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

Urban

