



Tourism Information Signage

Guide

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Policy

The United Counties of Stormont, Dundas and Glengarry (SDG) offers regional Tourism services to local tourism stakeholders in SDG. By offering a comprehensive signage program visitors can easily find local attractions and services. Signage is in place to help travellers feel welcome, safe and comfortable, while adding value to SDG tourism assets.

Purpose

The purpose of the SDG Tourism Information Signage Policy is to:

1. Make it easier for tourists to locate tourism attractions/businesses using the existing SDG County road network;
2. Showcase tourism attractions/businesses to increase visitation and profitability;
3. Ensure standardized tourism signage across the region based on tourism industry standards and best practices; and
4. Support the SDG tourism industry.

Scope

SDG Regional Tourism will work with specific businesses and organizations interested in placing a tourism information sign on County Roads directing traffic to their attraction or service.

Principles

The SDG Tourism Information Signage Policy is based on the following principles:

1. Self-financing: The owner of a tourism attraction/business that qualifies for the tourism information sign program must pay the applicable fee per sign(s);
2. Standardization: The size, location, installation, colours and content of the tourism information signs are regulated by SDG Regional Tourism.

Definitions

In this policy, the following term is defined as follows:

- a) Tourism Information Sign: A reflective blue sign located throughout the region along County roads directing tourists to their destination.

Eligibility

To be eligible for the tourism information sign program an attraction/business must:

1. Have completed and signed the signage request form, received SDG Tourism approval and paid the associated fees;
2. Be situated within the territorial boundaries of SDG County.

Who can apply?

The tourism information signs are for tourism-oriented businesses that provide tourism activities or services to internal/external visitors.

The types of businesses eligible for the program include (but are not necessarily limited to):

- Accommodations
- Cultural attractions
- Golf courses
- Campgrounds
- Tourism-Designated Locations
- Regional/Local Travel Information Centres
- Conservation areas
- Natural sites and trails
- Historical sites
- Museums
- Water theme parks
- Zoos and animal displays
- Spas
- Public Beaches
- Restaurants
- Rural Downtowns

Ineligible Roads

Roads not eligible for tourism signage include:

1. Highways under the jurisdiction of the Ministry of Transportation of Ontario (MTO) - Highways 401, 417 and 138.
2. No Tourism Information Signs will be installed on private roads or local roads under the jurisdiction of SDG local municipalities
3. All tourism signage that does not comply with the requirements of this program will be removed at the owner's expense. Existing signage will be grandfathered until expiry of the agreement.

Signage Standards

Sign Specifications

All signs will be constructed using: 3M Color Blue (3435 EGP) backing and 3M Color White (3290) lettering, or equivalent, reflective on plywood.

CATEGORY	ROAD	Sign dimension	PICTO dimension	ARROW Length	LETTER height	Cost*
1	Large Regional Sign	8' x 2'	22"	8" – 10"	4" – 6"	\$350.00
2	Small Regional Sign	3' x 2'	Logo (white)			\$225.00

*subject to review

Sign installation

When there are three signs at one location, they will all be mounted on a single structure consisting of two treated wood posts in the following order:

1. Sign for an attraction/business located straight ahead
2. Sign for an attraction/business located to the left
3. Sign for an attraction/business located to the right

Should there be more than one attraction/business in the same direction; the signs will be installed according to distance, starting with the nearest attraction/business.

Maximum number of signs

No more than three signs may be installed.

Sign content

Large Regional Signs will be laid out as follows:

- a) In the right or left area, a pictograph depicting the attraction/service;
- b) In the main area, a lettered identification of the attraction/service;
- c) In the right or left area, first an arrow showing the direction of the attraction/service, (if applicable) then;
- d) Underneath, a number showing the distance in kilometres to the attraction/service (if applicable).

Example of Large Regional Sign:



Small Regional Signs will be laid out as follows:

- a) One colour logo of attraction or organization;
- b) Underneath, a number showing the distance in kilometres to the attraction/service.

Example of Small Regional Sign:



Cost of Signage

The cost of Tourism Information Signs includes manufacturing, installation, maintenance and administrative costs. Costs are the sole responsibility of the owner and must be paid in full upon the signing of the agreement. **Each agreement is valid for a period of four years.**

Large Regional Sign: \$350.00*
Small Regional Sign: \$225.00*

* Fees subject to review

Signage Management

SDG Regional Tourism acts as the sole manager of the region's tourism information signs. Tourism attraction/business owners must therefore send their applications directly to the SDG Regional Tourism office.

Application Process

- a) Applications are available online on the County website;
- b) Once the application is completed, it must be emailed to signs@sdgcounties.ca for approval (note: please allow 15 business days for approval);
- c) SDG Regional Tourism examines the application in collaboration with the SDG Transportation and Planning Services Department;
- d) SDG Regional Tourism will notify the applicant of the decision and if approved the applicant will be required to pay the applicable fee by credit card;
- e) Once payment has been received, SDG Regional Tourism oversees the production and installation of the signs in collaboration with the SDG Transportation and Planning Services Department;
- f) New signs shall be installed twice per year, in the spring and fall, unless otherwise stipulated. Signs that have been accidentally damaged are repaired year-round, depending on the availability of SDG Transportation and Planning Services Department personnel.

Conflict Resolution

All objections or conflict related to this policy shall be managed by SDG Regional Tourism on a case-by-case basis.

Amendments to Policy

SDG Regional Tourism staff are authorized to make minor amendments to this policy, including adjustments to the fee structure based on the cost of manufacturing, installing, or maintaining Tourism Information Signs.