Haldimand County

Comprehensive Signage Strategy

DRAFT FINAL

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Stempski Kelly Associates Inc.

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Haldimand County Comprehensive Signage Strategy

Prepared for:

The Corporation of Haldimand County

Project Management:

Lidy Romanuk	Manager of Economic Development & Tourism
Alison Earls	Senior Economic Development Officer, Economic Development & Tourism
Katrina Schmitz	Manager, Community Development & Partnerships
Jeremy Misner	Manager, Facilities, Parks, Cemeteries and Forestry Operations
David Pressey	Director, Roads Operations
Kyra Hayes	Supervisor, Customer Experience & Communications

Further review of this document was conducted by the Comprehensive Signage Strategy Committee:

Kim Drew	Tourism Network
Ann Baldwin	Heritage Haldimand
Caitlyn Hoffman	Haldimand Business Network
Mike Lessard	Business Development and Planning Advisory Committee
Janet deVos	Trails Committee

Prepared by:

Stempski Kelly Associates Inc.
Design, Landscape Architecture, Planning
Rural, Destination & Amenity Landscapes
Sean Kelly, Stasia Stempski, Jiaqi Yi, Jacklyn Short, Cara Lozano, and Aileen Murray

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Contents

Introduction 1

Goals of the Strategy 1

Getting Here 1

The Wayfinding Development Process 2

1. A Wish List of Destinations 2

2. Criteria Development 2

3. Destination and Route Mapping 2

4. Sign Type Development 2

5. Sign Messaging and Location Charts 2

Defined Terms 4

Chapter One: Information Guide 5

Inclusion Criteria 6

Distance 6

Ownership 6

Identification 6

Maintenance 6

Access/Parking 7

Classification 7

District 7

Government Building 7

Cultural or Institutional 7

Recreational 8

Tourism Services 8

Ranking 10

Level One: Major Destinations 10

Level Two: Popular Attractions & Landmarks 10

Level Three: Local Destinations 10

Level Four: Neighbourhood Destinations & Local Services 11

HCCSS Destination List 12

Legend 12
Level 1 12
Downtowns 12
Government Buildings 12
Tourist Information Centres 12
Level 2 12
Attractions 12
Beach Access (Public) 12
Major Community Halls/ Arena 13
Government Buildings and Institutions 13
Major Heritage Sites and Museums 13
Major Parks 13
Trails & Hiking Locations 13
Level 3 14
Boat Access 14
Community Halls 14
Community Parks/ Cycling Trailheads 14
Farmers Markets 15
Heritage Sites 16
Libraries and Community Hubs 16
Comprehensive Family of Signs 17
1. Identification Signs 17
Gateway Signs 17
Function 17
Hierarchy 18
Location 18
Design Considerations 18
Applications 19
Destination Identification 20
Function 20
Hierarchy 20

Location 21
Design Considerations 21
Applications 21
Trail or Route Marker (Hiking, Cycling, and Scenic Routes) 22
Function 22
Location 22
Design Considerations 22
Applications 23
2. Directional Signs 23
Directional via Vehicular Rural 23
Function 23
Location 23
Design Considerations 23
Directional via Vehicular Urban 24
Function 24
Location 24
Design Considerations 24
Directional via Vehicular Local 24
Function 24
Location 24
Design Considerations 24
Pay to Play Directional Signs - Optional 25
Function 25
Location 25
Design Considerations 25
Applications 25
Eligibility 27
Eligible Business Types 27
Additions 27
Revisions 27
3. Support Signs 27

Information Kiosk 27
Function 27
Location 28
Design Considerations 28
Applications 28
Storyboard, Interpretive or Commemorative Panel 29
Function 29
Location 29
Design Considerations 29
Applications 30
Event Signs - Optional 30
Function 30
Location 30
Design Considerations 30
Applications 30
Heritage Designation Signage 30
Historical Plaques 31
Community Group Acknowledgement - Optional 31
Sign Design and Style Overview: The Basics 32
Sign Design and Style Overview: Other Considerations 33
Sign Design and Style Overview: Sign Components 34
Family of Signs: Preferred Concept 35
Family of Signs: Preferred Concept 36
HCCSS Sign Type Focus 37
Gateway 37
GV Gateway Vehicular 37
GW Gateway Watercraft 37
GA Gateway Active 37
Directional 37
DVR Directional via Vehicular Rural 37

DVU Directional via Vehicular Urban 37
DVL Directional via Vehicular Local 37
DW Directional via Watercraft 38
Messaging Chart & Sign Location Mapping (GIS) 39
Login Credentials 39
Updating Information 39
Messaging Charts 39
Object ID 40
Sign Type 40
Direction(s) 40
Destination(s) 40
Optional Message Symbol 40
Mounting Type 41
Settlement Area 41
MTO Jurisdiction 41
XCoord 41
YCoord 41
Circuit 41
Year Installed 41
Year Inspected 42
Rating 42
Field Notes 42
Messaging Chart Example Copy 42
Sign Location Mapping 48
Budgeting 49
Sign Types Included in Budget 49
Caledonia 49
Dunnville 49
Jarvis 50
Canborough 50
Kohler 50

Cheapside 50
Townsend 51
Rainham 51
Lowbanks 51
Cayuga 51
Hagersville 52
Port Maitland & Stromness 52
Fisherville 52
Nanticoke 52
Canfield 53
Selkirk 53
York 53
Gateways 53
Rural 54
Budget Summary by Community 54
Chapter Two: Implementation How-To Guide 55
Implementation How-To Guide 56
1. Establish the Team 57
Roles & Responsibilities 57
Project Manager 57
Project Coordinators 57
Summer Students 58
Allocating Tasks 58
2. Plan Ahead 59
Phasing 59
Priorities 59
Gateways 59
Equitable Distribution 60
Problem Areas 60
High-ranking Destinations 60

Identifying Assets 60
Site Safety & Suitability 60
Signs in Disrepair 60
Civic Pride 60
Development Planning 60
Budget Utilization 61
Alternative Technology 61
Sign Prototype Trial 61
Wayfinding Circuits 61
Example 62
Removals 62
Coordination with Sign Installation 62
Obsolete Signage 62
Budgeting & Council Approval 62
Preparing Budgets 62
Seeking Council Approval 63
Revisions to Suit Approved Budget 63
3. Refine & Prepare 64
Confirm Messaging 64
Abbreviate Destination Names 64
Order of Messaging 64
Ensuring Consistency 65
Symbol Selection 65
Sign Location Mapping Review 65
Confirm Locations 66
Placement Guidelines 66
Mounting Offsets 67
Mounting Offsets 67
Mounting Offsets 68
Sign Rotation 68
Obtain Permitting 69

MTO Jurisdiction Signage 69
4. Tender & Install 70
General 70
Bidding Process 70
Provisional Pricing 70
Shop & As-Built Drawings 71
Workmanship 71
Site Suitability 72
Site Requirements 72
Prototypes 72
Manuals 72
Approve 72
5. Maintain Communications & Record 74
Record Keeping 74
6. Review & Evaluate 75
Monitoring Success 75
Coordinating Maintenance 75
County Responsibilities 76
Contractor Responsibilities 76
Moving Forward 76
Appendix 77
Appendix A: 2022 Haldimand County Destination List 78
Legend 78
Level 1 78
Downtowns 78
Government Buildings 78
Tourist Information Centres 78
Level 2 78
Attractions 78
Beach Access (Public) 78

Major Community Halls/ Arena 78
Government Buildings and Institutions 79
Major Heritage Sites and Museums 79
Major Parks 79
Trails and Hiking Locations 79
Level 3 80
Boat Access 80
Community Halls 80
Community Parks / Cycling Trailheads 80
Farmers Markets 81
Heritage Sites 81
Libraries and Community Hubs 82
Level 3 (Locations for Future Signage Consideration) 82
Cemeteries 82
Level 4 82
Neighbourhood Parks 82
Walking and Hiking Pathways 83
Appendix B: Sign Programs (Pre HCCSS) 84
Trails, Routes, and Parkway Signage 84
Place Identification Signage 84
Wayfinding Signage 84
Pay to Play Program 84
Support Signs 84
Gateway/Entrance Signs 84
Others 84
Appendix C: Wayfinding Signage Inventory 85
General 85
Cycling and Trail Signage 86

Introduction

The Haldimand County Comprehensive Signage Strategy (HCCSS) is a forward-facing document capturing foundational work, rationale, pertinent information, and a How-To Guide providing insight on the implementation of a successful county-wide signage system. Those with queries related to county signage (e.g., rationale for sign placement and messaging, who is responsible, how to implement and assess signage, etc.) should be directed to this document.

Goals of the Strategy

- Increase economic impact within Haldimand County by utilizing clear directional signage to promote awareness and visits to our attractions and assets.
- Equip users with easy-to-read information allowing a logical and intuitive experience when exploring Haldimand County's services and attractions.
- Ensure consistency and will reduce the variety of signage that is currently in place.
- Help to implement a recognizable, cohesive identity that communicates a welcoming, innovative and authentic experience.
- Once the signage strategy (and associated design concept) is developed it will be used as the corporate standard for scheduled replacements and new proposed signage.

Getting Here

Prior to the adoption of the HCCSS, Haldimand County lacked an overarching signage strategy. Haldimand County sought the services of Stempski Kelly Associates Inc. to develop a comprehensive signage strategy, that would primarily include wayfinding and identification signage to direct residents and tourists to key tourism and travel destination points within the municipality. Additionally, existing supporting signage programs have also been addressed within the strategy in efforts to streamline and consolidate the look of all signage throughout the Haldimand County Signage System (HSS).

In 2017 Haldimand County Council approved an Economic Development Strategy and Tourism Strategic Action Plan, which highlighted that stakeholders cannot easily identify or describe Haldimand's unique identity, brand, strengths, location or the economic development opportunities that exist. This resulted in Haldimand County implementing new brand guidelines in 2019, to create a competitive identity to inform both economic investment attraction efforts and destination development/promotion efforts. This strategy identified that, in order to stand out in a crowded marketplace, clear signage directing and welcoming visitors to the region and its destinations as well as a strong, visible brand is required. With the approval of the 2017 Tourism Strategic Action Plan, and the implementation of the new brand guidelines, Haldimand County is now well positioned to implement a comprehensive signage system.

The Wayfinding Development Process

A wayfinding system consists of many integrated parts as described throughout the following Information Section. This Information Section is less of a 'how-to' but rather a description of the tools and methods used to create the resulting signage system. This process results in a final system that becomes the starting point from which the HCCSS Implementation Team can move forward with as described in the 'How-To' Guide.

The following parts are the key development components of the integrated system. Collectively, it is the process followed to develop a signage system.

1. A Wish List of Destinations

As a starting point, a wish list of destinations is one that includes all requested destinations for consideration. These destinations are organized into categories for a greater understanding of the places to be included. Specific considerations are followed to ensure that individual destinations have the appropriate attributes for inclusion.

2. Criteria Development

Specific criteria are developed to help rank and prioritize the destination list. The resulting hierarchy will determine where along a wayfinding route a destination message will be included on a sign. More prominent destinations appealing to a wider audience will be included at the beginning of the system (as one enters a community) and will have a higher-ranking level. Destinations with less importance will be included at a later stage in the system and will have a lower-ranking level. This is not to be confused with placement and order on a sign, but that it is included on the sign in the first place.

3. Destination and Route Mapping

Highlighting destinations, possible routes and decision nodes assist with navigational needs and sign placement.

4. Sign Type Development

The messaging requirements associated with both destinations and a Family of Signs will further assist in organizing the system into appropriate sign features.

5. Sign Messaging and Location Charts

The final ranked destination list is then integrated with the routes, decision nodes, and designated sign types to create the resulting signage system (refer to HCCSS Destination List on page 12 for more information). The placement and order of destinations on a sign is dependant on the maneuver required at the given decision node and the distance to the destination. Each sign type with its specific messaging is then recorded on a messaging chart. The system is presented as a series of messaging charts and associated sign location maps on the Haldimand County GIS Database.

At this point, the development process has been completed and the implementation of the system can begin. The 'How-To' Guide is a road map on how to get the HCCSS off the table and

into the ground. It includes information on how to manage the system, considerations for phasing and setting priorities for implementation, what to include for the tendering process and how to maintain the system and the signs within it.

Defined Terms

The following definitions are provided for clarification.

Attribute Table: a database or tabular file containing information about a set of geographic features, usually arranged so that each row represents a feature, and each column represents one feature attribute. In a GIS, attribute tables are often joined or related to spatial data layers, and the attribute values they contain can be used to find, query, and symbolize features or raster cells.[1]

Comprehensive Signage Strategy (CSS) Committee: the committee responsible for reviewing and providing comment on the development of the HCCSS. For a listing of members refer to Opening Remarks.

Geographic Information System (GIS): a system that creates, manages, analyzes, and maps all types of data. GIS connects data to a map, integration location data (where things are) with all types of descriptive information (what things are like there). This provides a foundation for mapping and analysis that is used in science and almost every industry. GIS helps users understand patterns, relationships, and geographic context. The benefits include improved communication and efficiency as well as better management and decision making.[2]

Haldimand Signage System (HSS): a network comprised of all County-owned and implemented signage, proposed, and existing.

HCCSS Project Management Team: the team responsible for engaging with the consulting team (Stempski Kelly Associates Inc.) and overseeing the development of the HCCSS. For a listing of members refer to Opening Remarks.

HCCSS Implementation Team: the team responsible for the implementation of the HCCSS. This team is still to be established.

Multimodal Transportation Facility: a transportation facility supporting multiple modes of transportation (e.g., trains, buses, automobiles, planes, boats, active transport, etc.).

Wayfinding Circuit: a group of signs (often consisting of several sign types) whose success is dependant on the installation of the other signs with corresponding directional messages.

[1] ESRI. (n.d.) *GIS Dictionary: Attribute Table.* Retrieved May 2, 2022, from https://support.esri.com/en/other-resources/gis-dictionary/search/

[2] ESRI. (n.d.) *What is GIS?* Retrieved May 2, 2022, from https://www.esri.com/en-us/what-is-gis/overview

Chapter One: Information Guide

Inclusion Criteria

Signage is a powerful tool that can direct users to sought-after destinations or draw users to unfamiliar ones. Haldimand County has an extensive list of destinations ranging in scale, purpose, and on-site amenities. When establishing a signage strategy, it is important to create a refined master list of destinations, rather than including them all. This practice is to ensure:

- Haldimand County showcases its greatest destinations; and
- Users are directed to destinations of a certain quality and amenity; and
- Users are directed to safe and welcoming sites; and
- Limited signage space is used effectively.

To create the HCCSS Destination List, all County destinations were evaluated against inclusion criteria. If a destination did not meet the criteria, it was not selected for inclusion in the HCCSS. This criterion has been developed based on a review of best practices, criteria utilized by counties of a similar size and character, and the unique needs and desires of Haldimand County.

Distance

- ☐ Destination is within Haldimand County borders.
  *Destinations located outside of Haldimand County, located along a shared route shall be given special consideration, should it meet the remaining criteria and be of significant mutual benefit to the County and the jurisdiction in which the destination resides.

Ownership

- ☐ Destination is considered an asset of Haldimand County; and
- ☐ Open to the public.

Identification

- ☐ Destination features an identification sign to inform users that they have arrived at the destination.
- ☐ Destination is a singular ‘place’ rather than a series of places, or a generic attraction such as a ‘waterfront’.
  *An access point to a ‘motive’ or scenic route may be considered a place, should it meet the remaining criteria.

Maintenance

- ☐ Destination is welcoming in appearance and is kept to an acceptable standard, as defined by Haldimand County.

*Acceptable standard should consider the safety and overall aesthetic appearance of the destination.

Access/Parking

- ☐ Destination has a designated parking facility on-site; or
  Destination is within walking distance of a public parking facility (e.g., parking lot, on-street parking, etc.); or
  Destination is within walking distance of a public transit stop.

Classification

Destination is classified as one of the following:

District

- ☐ Officially designated area as per planning or zoning regulations (e.g., Downtowns, designated commercial areas, etc.).

Government Building

- ☐ A public building occupied by any level of government; and
- ☐ Tourist-friendly.

Cultural or Institutional

Secondary School

- ☐ A facility that offers secondary and/or post-secondary education; and
- ☐ Occupies a distinct campus area; and
- ☐ Hosts community events (e.g., tournaments, leagues, workshops, etc.).

Institution

- ☐ Operated by any level of government.

Heritage Sites

- ☐ Operated and maintained by Haldimand County.

Library

- ☐ Operated and maintained by Haldimand County.

Theatres, Performing Arts & Concert Halls

- ☐ Operated and maintained by Haldimand County.

Transportation Centres

- ☐ Services residents and tourists; and

- ☐ A multi-modal transportation facility.

Cemeteries

- ☐ Operated and maintained by Haldimand County; and
- ☐ An active cemetery; or
  An inactive cemetery with historical significance.

Recreational

Waterfront

- ☐ Presents significant recreational value; and
- ☐ Provides access to water.

Hiking & Cycling Access Points

- ☐ Operated and maintained by Haldimand County; or
  Operated and maintained by government agency; and
- ☐ Trail/route is recognized and promoted by Haldimand County; and
- ☐ Trail/route has adequate identification and regulatory signage throughout.

Parks

- ☐ Features amenities to serve residents, guests and visiting public.

Sports Facilities, Recreation & Community Centres/Halls, Outdoor Cultural Amenities

- ☐ Operated and maintained by Haldimand County; and
- ☐ Considered a stadium, rink, arena, auditorium, convention centre; or
  Considered an outdoor sport field, recreation court, or sporting facility, that services the region; and
- ☐ May include facilities with destination appeal to visitors.

Tourism Services

Visitor Information Centre

- ☐ A primary support centre catering to visitors; and
- ☐ Operated and maintained by Haldimand County; or
  Operated and maintained by a government agency; or
  Operated and maintained by a non-profit agency.

Unique Natural Area

- ☐ An area of special interest with destination appeal to visitors.

Attractions

- ☐ Identified as a major tourism attraction providing reciprocal interest, by Haldimand County; and
- ☐ Offers recreational, health and wellness, educational, historical, and/or cultural attractions/activities with destination appeal to visitors; and
- ☐ May include seasonal facilities (Farmers Market, Agricultural Fair Grounds) and
- ☐ Operated as a public facility (otherwise should be part of optional 'Pay to Play' program)

Ranking

Sign space is limited so care must be taken to ensure it is used effectively. Ranking destinations is necessary to determine which destinations will take priority on signage, and which will be deferred until later in the signage system. To determine priority, all destinations on the HCCSS Destination List were ranked by the Project Management Team, using the following four classification levels. The classification levels have been developed based on a review of best practices, classification utilized by counties of a similar size and character, and the unique needs and desires of Haldimand County.

Level One: Major Destinations

Regional attractions, with information responding to vehicular traffic. Level One destinations include major destinations, or areas and districts that provide primary visitor information. These accessible destinations will have ample parking opportunities. Level One messaging begins at the periphery of the signage system, usually in close proximity to a County Gateway, or primary decision nodes.

Examples may include but are not limited to downtown districts, municipal buildings, and tourist information centres. If established, major sporting or athletic centres, convention centres, and town centres could also be included.

Level Two: Popular Attractions & Landmarks

Popular civic, cultural, historical, and leisure destination that generate many visitors and tourists. Included are attractions or services catering to residents residing within Haldimand County and surrounding areas. Primarily located on major roads, and well connected to multi-modal routes. Often has its own parking facilities or is in close proximity to public parking. Level Two messaging begins at the nearest primary decision node, along the major road nearest to the destination.

Examples may include, but are not limited to, destination parks with multiple facilities, museums, larger community centres, and trail heads.

Level Three: Local Destinations

Local destinations, parks and attractions that provide service to specific visitors and residents. Site amenities located within Level One or Level Two destinations, or stand-alone amenities (e.g., a designated boat launch, etc.) may be included at this level. Seasonal attractions that are regionally significant may also be included within this level, so as not to compete with destinations that open all year. Often located on local or collector roads, and/or multi-modal routes. In close proximity to public parking. Level Three messaging begins on the nearest main road intersection.

Examples may include, but are not limited to, libraries, smaller parks, trail connections, designated boat launches, active cemeteries, smaller community centres, and farmer's markets.

Level Four: Neighbourhood Destinations & Local Services

Neighbourhood destinations and/or local services. Destinations that cater to either residents, or to visitors with a single intention. Located within comfortable walking distance (i.e., 350 to 450 metres) of Downtown and/or public parking.

Examples may include, but are not limited to, washrooms, electric vehicle charging stations, neighbourhood parks, dog parks, community gardens, historic cemeteries.

HCCSS Destination List

Using the inclusion criteria and ranking classifications provided earlier in this report, the Project Management Team (refer to Opening Remarks) complied the HCCSS Destination List. All HCCSS work and planning has been based upon these destinations.

This list outlines all destinations to be included on directional signage. For a full list of destinations requiring identification signage refer to Appendix A: 2022 Haldimand County Destination List on page 78.

Note: The Project Management Team (refer to Opening Remarks) purposefully omitted some Level Three and all Level Four ranked destinations.

Legend

- ☐ Location to Sign
  [Amenity at Above Location]

Level 1

Downtowns

- ☐ Caledonia
- ☐ Cayuga
- ☐ Dunnville
- ☐ Hagersville
- ☐ Jarvis
- ☐ Selkirk

Government Buildings

- ☐ Cayuga Courthouse
  [Haldimand Plaque]
- ☐ Haldimand County Administrative Building

Tourist Information Centres

- ☐ Caledonia

Level 2

Attractions

- ☐ Port Maitland Lighthouse & Pier

Beach Access (Public)

- ☐ Port Maitland

Major Community Halls/ Arena

- ☐ Caledonia Lions Community Centre/ Haldimand County Caledonia Centre [Caledonia Library]
- ☐ Cayuga Memorial Arena
- ☐ Dunnville Community Lifespan Centre/ Arena
- ☐ Hagersville Arena
- ☐ Fisherville Lions Community Centre, Park and Multi-Purpose Outdoor Facility
- ☐ Jarvis Lions Community Centre and Jarvis Lions Park

Government Buildings and Institutions

- ☐ Grandview Lodge

Major Heritage Sites and Museums

- ☐ Cayuga Library and Heritage Centre
- ☐ Edinburgh Square Heritage and Cultural Centre [Cenotaph in Edinburgh Square]
- ☐ Wilson MacDonald Memorial School Museum

Major Parks

- ☐ Caledonia Kinsmen Park
- ☐ Dunnville Waterfront Park and Garfield Disher Memorial Park
- ☐ LaFortune Park [Kayak Launch]
- ☐ Thompson Creek Park & Eco-Centre

Trails & Hiking Locations

Caledonia

- ☐ Burke Park Trail
- ☐ Chippewa Trail [Chippewa Cycling Trailhead]
- ☐ Gypsum Mine Tract Trail
- ☐ Rotary Riverside Trail

Cayuga

- ☐ Cayuga Grand Vista

Dunnville/Lowbanks

- ☐ Blue Heron Way Trail
- ☐ Dunnville Centennial Park to the Dunnville Farmers Market

Selkirk

- ☐ Waterfront Way Trail and Parkette

Townsend

- ☐ Townsend Recreation Trail

Level 3

Boat Access

- ☐ Bob Baigent Park
- ☐ Port Maitland Esplanade and Pier
- ☐ Port Maitland East/Stromness
- ☐ Wingfield Park
- ☐ Waterfront Park Boat Launch

Community Halls

- ☐ Canboro Community Centre
- ☐ Canfield Community Centre
  [Black Settlers Heritage Marker]
- ☐ Cayuga Kinsmen Community Centre
- ☐ Cayuga Seniors Drop-In Centre
- ☐ Cheapside Community Hall
- ☐ Haldimand Agricultural Community Centre
- ☐ Lowbanks Community Centre
- ☐ Nanticoke Community Hall
- ☐ Rainham Centre Community Hall
- ☐ Selkirk Centennial Community Centre and Library
- ☐ Seneca Centennial Hall
- ☐ Townsend Lions Hall

Community Parks/ Cycling Trailheads

Cayuga and Area

- ☐ Broechler Soccer Park
- ☐ Canfield Park
- ☐ Cayuga Kinsmen Park
  [Blue Route (River Route)]

Caledonia and Area

- ☐ Henning Park
- ☐ McKinnon Park

[Green Route (Haldimand Tour)]

- ☐ McClung Soccer Park
- ☐ Seneca Park
- ☐ York Park

Dunnville/ Port Maitland

- ☐ Dunnville Centennial Park
  [Muddy Statue]
- ☐ Dunnville Central Park & Bandshell
  [War Memorial in Central Park]
- ☐ Dunnville Kinsmen Park
  [Yellow Route (Lowbanks Loop Trailhead)]
- ☐ Dunnville Lions Park
- ☐ Dunnville Soccer Park
- ☐ Ramsey Drive Park
- ☐ Port Maitland Esplanade Park
- ☐ Port Maitland East Park
  [Port Maitland Cairn]

Fisherville

- ☐ Fisherville Lions Park

Hagersville

- ☐ Sgt. Andrew Harnett Memorial Park
  [Haldimand Memorial Arboretum]
- ☐ Grant Kett Park
  [Pink Route (Hagersville Area Tour)]

Selkirk

- ☐ Selkirk Community Park
  [Orange Route (Lakeview Tour)]
  [Selkirk Memorial Gates]

Townsend

- ☐ Townsend Lions Park

Farmers Markets

- ☐ Caledonia Farmers Market
- ☐ Dunnville Farmers Market
- ☐ Hagersville Farmers Market

Heritage Sites

- ☐ Port Maitland Lock

Libraries and Community Hubs

- ☐ Dunnville Public Library
  [Harvard Memorial]
- ☐ Hagersville Library
- ☐ Jarvis Public Library
  [Jarvis Walpole War Memorial]

*Please note tourism information centres are located within all Haldimand County libraries.

Comprehensive Family of Signs

The Comprehensive Family of Signs has been developed to consolidate the many sign programs currently within the existing signage system. For a full listing of the existing sign programs within the preceding signage system, refer to Appendix B: Sign Programs (pre HCCSS) on page 84.

A Family of Signs is a collection of sign types that have a cohesive and unified appearance and support a common brand. A sign type is a singular sign feature that serves a primary messaging function. It may include additional messaging information of lesser importance.

The prescribed 'Family' consists of three categories of sign types: Identification Signs, Directional Signs, and Support Signs. Each category contains many sign types, suited to the abundant circumstances that could benefit from new and/or improved signage, throughout the County. For a listing of the sign types focused upon throughout the remainder of this report, refer to HCCSS Sign Type Focus on page 37.

General explanations for sign function, hierarchy, location, and general design considerations, and applications have been provided for each sign type. Further details regarding sign location and placement, and sign design detailing can be found later in this report.

1. Identification Signs

Gateway Signs

Function

- A 'gateway' is a portal through which one travels, from one place to another. The identification of the gateway informs one that they are entering a new place.
- Gateway signs are used for County, Community, Settlement Areas, Towns, and/or specific area districts (e.g., Downtown).
- May include a welcome message, local slogans or awareness message, local service groups, population size, etc.

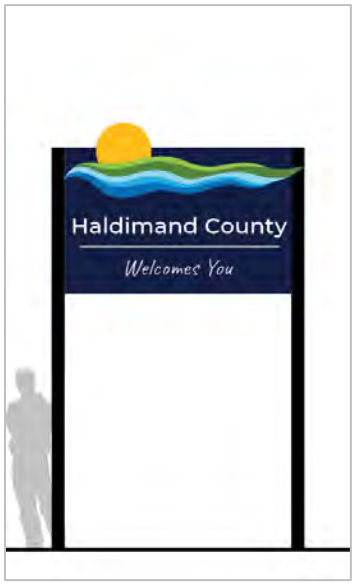


Figure 1: Gateway Vehicular County (Primary) Signage Illustration

Figure 2: Gateway Vehicular Settlement (Secondary) Signage Illustration

- Optional ‘Goodbye’ message or other, on the back side.

Hierarchy

Sign hierarchy for gateway signs is two-fold and responds to both access route, and settlement area size.

- Gateway County (Primary): These signs will be those that are located on primary travel routes into the County.
- Gateway Settlement (Secondary): These will be located on main access routes into larger settlement areas (e.g., Caledonia, Cayuga and Dunnville)
- Gateway Settlement (Tertiary): These will be located on main access routes into smaller settlement areas and hamlets, and on secondary access routes into larger settlement areas.

Figure 3: Gateway Vehicular Settlement (Tertiary) Signage Illustration

Figure 4: Gateway Watercraft County Signage Illustration

Location

- Located on the primary vehicular travel routes leading to a destination or place.
- Specifically, at or near the County boundary as defined by the Official Plan.
- Gateway signs may also be placed at the entrance into the County or a community along alternative travel routes, such as along a hiking or cycling trail or the Grand River. (e.g., as a trail or the Grand River crosses the border into the County, a gateway sign will indicate that the traveller has now entered Haldimand County.)
- Frequency is determined by access portals into the county.

Figure 5: Gateway Active County Signage Illustration

Design Considerations

- Gateway signs enhance the sense of arrival and introduce the County’s sign aesthetic and establish the intuitive recognition of the wayfinding system.

- Gateways should maintain a friendly character and be specific with their welcoming message.
- Additional messaging, such as regulatory (e.g., Share the Road), specific messaging (e.g., Covid information) or route identification (e.g., Waterfront Trail, the Great Trail) should be placed independently of gateway signs.
- Sign size and specific sign type should be relative to road speeds, modality, and size of community/settlement area.
- As a minimum, Haldimand County should provide a Gateway sign for all recognized communities, settlement areas, hamlets etc. as identified in the Official Plan.
- New gateway signs should be placed on primary and secondary entrance routes and gateway points that do not currently have a gateway sign.
- Current practice shows that many Community Gateway signs (e.g., Caledonia, Cayuga, Dunnville) are designed and paid for in part by local community groups (e.g., BIA's). These should be encouraged and maintained as they celebrate local support, character, and initiatives.
- Include County gateway signs at trail entrances into the County (e.g., The Great Trail, the Waterfront Trail) and along the Grand River to acknowledge entrance portals into the County.
- Haldimand County is greatly supported by its many service groups and volunteer organizations. When new signs are replacing old signs that include recognition of Community Service Groups via a service group sign, the County should consider if the service groups are still relevant and able to provide a sign that will fit in the design template for the particular sign type.

Applications

- Haldimand County Gateways on a road or highway
- Haldimand County Gateways on an existing hiking trail or cycling route (e.g., The Grand Trail)
- Haldimand County Gateway on the Grand River
- Settlement Area Gateways (e.g., Caledonia, Selkirk, etc.)

Destination Identification

Parks, Trailheads, Lake and Grand River Access Points, Community Facilities, Parking Lots etc.

Function

- Highlights the identification or name of a park, facility, or trailhead.
- Informs the user that they have arrived at their intended destination.
- Integral to the system as the terminal identifier along a wayfinding route.
- May include supplemental information (e.g., community support, stewardship etc.)

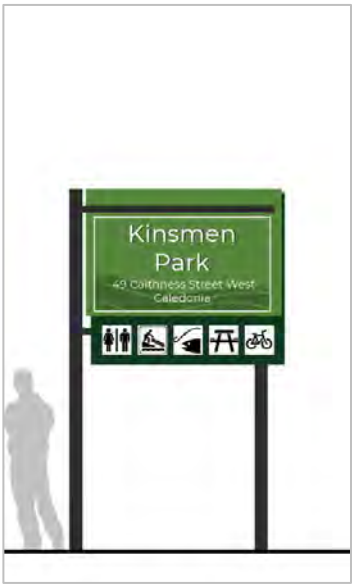


Figure 6: Community Park Identification (Primary) Signage Illustration

Figure 7: Neighbourhood Park Identification (Secondary) Signage Illustration

Hierarchy

Sign hierarchy for destination identification signage responds to the scale of the destination, the facilities available, and the intended user groups.

Figure 9: Amenity Identification (Tertiary) Signage Illustration

Figure 8: Facility Identification (Tertiary) Signage Illustration

- Community Park Identification (Primary): These will be the main identification sign for a Community Park offering many activities and facilities, and appeal to a wide range of visitors and guests (e.g., Kinsmen Park in Caledonia).
- Neighbourhood Park Identification (Secondary): These are smaller in scale and will be located in smaller destinations such as Neighbourhood Parks (e.g., Fishersville Lions Park).
- Amenity & Facility Identification (Tertiary): These are the smallest and will be used to simply identify the name of the amenity (e.g., trails, cemeteries, playing fields, etc.) or facility (e.g., civic or community centre).

Location

- At or near the primary entrance to the destination with good visibility from the road or travel route.
- Consider multiple access points with regard to travel modes.
- As a place identification sign, there would be one sign per park, per access (i.e., vehicular, water, and/or trail).

Design Considerations

- Primary messaging to be legible to users in their primary travel mode upon arrival to the destination.
- Parking lot identification signs may include relevant information in regard to regulations and type of parking (i.e., free, metered, permit).
- Identification sign may be combined with information kiosk to limit sign clutter if necessary.
- Existing trailhead signs and information kiosks in good repair could be modified to suit new strategy guidelines in effort to extend the life of current infrastructure.
- May include supplemental symbols to highlight activities within the destination (e.g., swimming pool, tennis, skate park, dog park, washrooms, etc.).
- Incorporate sign guidelines for Grand River Access Points as provided in the Grand River Access Point Standards Manual.
- Many existing identification signs currently have the old Haldimand logo on them. Replacement should be considered in the phasing plan, as budgets allow.
- Specific sign type to be determined based on desired placement, size of destination, destination use, and proximity to the mode of transportation.
- Grand River Access Points (x9 access points in Haldimand County) should integrate guidelines for sign design from the Grand River Style and Signage Guide, and the Grand River Access Point Standards Manual to maintain place identity for both the Grand River and its place within Haldimand County.
- Optional digital messaging boards could be considered for major activity or event spaces as desired.

Applications

All proposed destinations on the HCCSS Destination List should have an Identification Sign. Examples include:

- Parks and Trailheads
- Recreational and Civic Facilities
- Grand River Access points (from river access and road access)
- Parking lots

Trail or Route Marker (Hiking, Cycling, and Scenic Routes)

Function

- Single identification marker highlighting a designated travel route (e.g., Cycling Trails) or highway designation (e.g., Veterans Memorial Highway)
- Allows user to know that they are on the designated route and are going in the correct direction.

Figure 10: Trail Marker Identification Signage Illustration

Figure 11: Cycling Route Identification Signage Illustration

Location

- At trailheads, the beginning of a scenic route, at decision nodes along the route, and at intermittent points along long stretches to signify one is still on the correct route. Frequency for trail reassurance is approximately every 400 (urban areas) to 1000ms (road or trail) of uninterrupted travel.

Figure 12:Mulit-Trail Identification Signage Illustration

Design Considerations

- Sizing to accommodate specific user group (e.g., driver, cyclist, hiker).
- Use in conjunction with existing regulatory signage to limit confusing messaging and liability for use of route.
- Signs should be single sided to respond to the direction of travel.
- Current use or route recognition should be reviewed prior to embarking on replacement signs.
- Coordinate identification and information about routes with website information and Google Maps.
- Existing designated trails (i.e., the Great Trail and the Waterfront Trail) that pass through Haldimand County have their own trail identification signs. These trail identification signs are not part of this strategy however should be implemented where appropriate.

Applications

These will replace existing trail or route reassurance signs located on any existing Haldimand County hiking, cycling trails or routes, and vehicular routes. Routes or trails under the jurisdiction of other agencies (i.e., the Grand River and the Great Trail) are exempt from this strategy. Examples include the Yellow Route (Lowbanks Loop Trail) and the Cayuga Grand Vista Trail.

2. Directional Signs

Directional via Vehicular Rural

Function

- To inform drivers along rural routes outside of urban areas, using directional arrows and distance markers, of approaching designated destinations.

Location

- On rural highways and roads where speeds are over 80km/hr.
- Often located on the approach to a settlement area, after a gateway sign.
- Placed in advance of decision nodes.

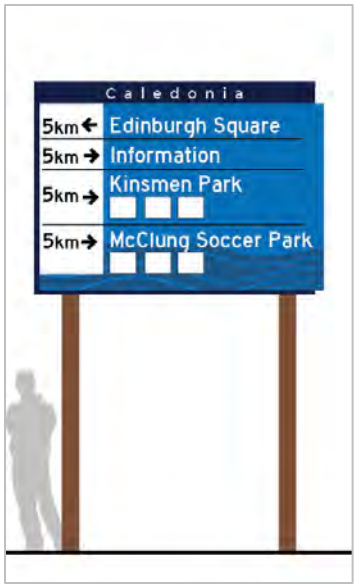


Figure 13: Directional via Vehicular Rural Signage Illustration

Design Considerations

- To accommodate a maximum of 5 destinations for optimal recognition/readability.
- Consider only 3 or 4 destinations to allow room for symbols if needed.
- Highlight destination activities and amenities with use of symbols if space allows.
- Can include destinations outside of County boundary, with coordination and approval of neighbouring County.

Directional via Vehicular Urban

Function

- To inform drivers along urban roads within an urban boundary, using directional arrows and distance markers, of approaching destinations.
- To include all levels of destinations.

Location

- On urban roads where speeds are less than 80km/hr.

Design Considerations

- Sign panel to accommodate a maximum of 5 destinations for optimal recognition/readability.
- Footer banner to accommodate appropriate activity / amenity symbols etc.
- Settlement Area identification may be included as an additional header.
- Include a district identifier for downtown areas.
- Downtown directional signs could be heightened with additional design detailing (i.e., post, armature, hardware).
- Seasonal destinations (e.g., Farmers market) to be separate from the system to accommodate location change and seasonal operation.

Figure 14: Directional via Vehicular Urban Signage Illustration

Directional via Vehicular Local

Function

- To inform drivers along urban and/or local roads, using directional arrows and distance markers, of a single approaching destination.
- Useful when a Vehicular Urban Sign is too large, but directional signage is still necessary to complete a circuit.
- To include all levels of destinations.

Location

- On urban and/or local roads where speeds are less than 80km/hr.

Design Considerations

- Sign panel to accommodate a maximum of 1 destination for optimal recognition/readability.
- Footer banner to accommodate appropriate activity, amenity symbols, etc.

Figure 15: Directional via Vehicular Local Signage Illustration

- Settlement Area identification may be included as an additional header.
- Include a district identifier for downtown areas.
- Downtown directional signs could be heightened with additional design detailing (e.g., post, armature, hardware).
- Seasonal destinations (e.g., Farmers market) to be separate from the system to accommodate location change and seasonal operation.

Pay to Play Directional Signs - Optional

Function

- The Pay to Play program is a wayfinding system that supports private tourism and agriculture generating destinations outside of publicly operated destinations.
- Signs are independently funded by private business that subscribe to the program.

Figure 16: Pay to Play Directional Signage Illustration

Figure 17: Pay to Play Directional Signage Illustration

Location

- The Pay to Play signs will complement the Ontario Pay to Play system that offers sign opportunities on the MTO routes.
- Signs should be considerate of the existing MTO system, and should maintain a fluid, unbroken route to lead the visitor to their destination.
- Pay to play signs will vary in size to accommodate the number of tourism destinations ahead.

Design Considerations

- The Pay to Play signs will complement the HC signs in appearance.
- Existing signs should be replaced with the proposed sign types at the end of the current 'lease' period of the latest sign vendor.
- Existing vendors could be granted a transition period via complimentary signs etc. to encourage their support of the new sign designs.

Applications

Haldimand County's 'Pay to Play' program allows tourism operators to promote their tourism-related business via directional signage. The program was established in 2012. It was conceived as a five-year program and included a maintenance fee for the five-year term. The signs were

produced and installed by a local sign company. Due to capacity County staff did not end up providing maintenance as originally anticipated. The existing signage has therefore remained in place since its installation date.

The program was put on pause in 2019 anticipating an update to the signage strategy which was delayed due to the pandemic.

Many of the challenges related to Haldimand County's signage program are due to the limited resources available to promote and administer the program. Haldimand staff reported that the program suffers from a lack of awareness among operators. There has not been any follow up with participating operators since joining the program. Marketing for the program needs a refresh and relaunch after the hiatus.

Haldimand County could benefit from a more streamlined process that is administered seasonally, like other communities with similarly limited staff. In this scenario the seasonal tourism staff could conduct an inventory of the existing signs to confirm their condition prior to the summer tourism season. The summer staff would be responsible for the promotion and administration of new signs. Signs would be produced and installed by a local sign contractor at the beginning of each season. The sign production schedule would be promoted in the off season with a final promotional push just prior to the annual sign production.

The cost to participate in the program was identified as a barrier for some of the smaller tourism operators. Haldimand County's signage rates are in line with its neighbouring jurisdictions. The County should consider lowering its maintenance fees by moving to a three-year cycle in line with the neighbouring jurisdictions. The maintenance fee would cover a three-year period during which any damaged signs would be replaced at no additional cost to the operator. The County could continue to allow signs that remain in good condition to remain in place, as is the current practice. Beyond the three-year period however, any signs that are damaged or in poor condition would be replaced at the tourism operators' cost.

The County may also want to consider a reduction of signage fees for all operators who participate in a tourism partner program such as those offered in Norfolk and Elgin Counties. Through these programs the tourism operator pays a fee to participate in the tourism partner program and is rewarded for becoming more engaged with the tourism office and its programming with a lower fee for tourism related signage.

Haldimand County has been approached by tourism operations in adjacent communities that would like to participate in their signage program. The County may want to consider adopting Wellington County's approach and charging a higher fee for out of County businesses. Wellington County charges out of County businesses an additional $135 for a three-year term.

Eligibility

Haldimand County's eligibility criteria is in line with neighbouring jurisdictions with one exception. The other jurisdictions all require a reception structure consisting of a controlled gate, staffed reception, orientation point or permanent panels or displays.

Eligible Business Types

Haldimand County may want to consider the following amendments to the types of businesses eligible to participate in the pay to play program.

Additions

- Bicycle rentals
- Casinos
- Farm-based tourist attractions
- Outfitters
- Tourist Routes

Revisions

- Change Raceways to Racetracks (horse, motor or go-cart)
- Expand Shopping and Tourist Districts to include Rural Downtowns

3. Support Signs

Information Kiosk

Function

- Information panel or kiosk to supply pedestrian based directional information to pedestrians via an integrated map.
- Directories support economic development by highlighting local destinations that are included in the wayfinding system.
- Optional community information could include emergency information; trail details; supplemental information, interpretation info. etc.

Figure 19: Trail Information Kiosk Support Signage Illustration

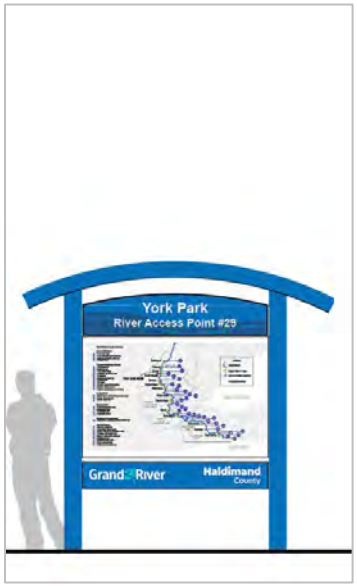


Figure 18: Trailhead Information Kiosk Adaption Support Signage Illustration

- Advertising information is not recommended due to necessary on-going maintenance and management.

Location

- To be located at pedestrian gathering places associated with parking areas, trailheads, pedestrian connections, or main entrances to a designated destination area, or at an outdoor area associated with an information centre.

Design Considerations

- Trailhead Information Kiosks could be integrated with trail Identification signage to limit sign clutter.
- As a static feature, the kiosk can provide QR codes for more information.
- Can be single or multi sided.
- Include a 'you are here' marker on maps to aid in orientation.
- Map zone to accommodate information within a comfortable walking distance from the kiosk (400 – 800m radius).
- If possible, maps should be oriented 'true' to the viewer's perspective of the map. If the map has north at the top of the panel, the viewer should also be looking northward as they view the map.
- Maps to include road names, natural features and destination names to help with orientation.
- Pedestrian oriented Information Kiosks in Haldimand County will support pedestrian wayfinding in its urban/downtown environments and should be coordinated with vehicular directional signs in efforts to promote efficiency and limited signage clutter.
- For the purposes of the Signage Strategy, information kiosks have been divided into 'pedestrian' (located in non trail situations such as a parking lot, park, plaza) and 'trail' kiosks (located at the beginning of a designated trail).
- Existing Trail Information Kiosks are present at many trailheads. These kiosks should be maintained until replacement is required. Opportunity for amendment in terms of colour would reinforce new branding efforts. Interpretive panels should be updated to reflect appropriate and relevant information in regard to context and trail locations, attractions, etc. Maps should be aligned with Haldimand County trail maps. Trailhead Information Kiosks located at Grand River Access Points should incorporate guidelines for sign design from the Grand River Style and Signage Guide. Refer to Sign Design and Style Overview: The Basics on page 32 for more information.

Applications

Examples of Information Kiosks include:

- Trailhead Information Kiosks
- Tourist Information Kiosks
- Grand River Information Kiosks

Storyboard, Interpretive or Commemorative Panel

Function

- Used to support community initiatives, heritage information, or specific natural, cultural or historic interpretation.
- To commemorate, celebrate or highlight community groups, and/or donors responsible for a specific community facility via the Community Partnership Projects.
- Provides an understanding of the purpose and history of the place by telling a story through text and images.
- Information could include place identification, descriptions, history, operational hours (if relevant) donors, alerts, etc.

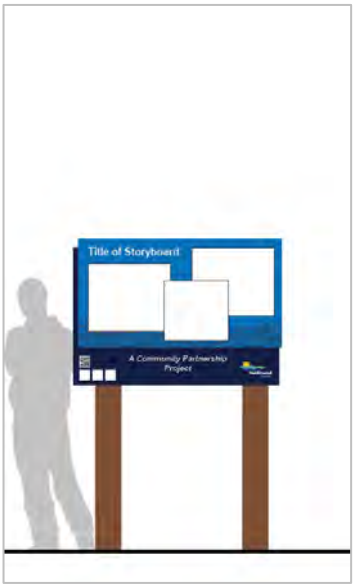


Figure 20: Interpretive Panel Support Signage Illustration

Location

- To be located adjacent to intended vignette, historical marker, or place.
- Should be accessible regarding access and legibility to all user groups (i.e., follow AODA guidelines for accessibility).

Design Considerations

- Formats include table-top mount, vertical stand alone sign panel, or wall mount.
- Opportunity to integrate technology through a QR code or other touring app.
- Can include text, images, graphics, and maps.
- All signs in this category should be similar in composition and layout as per the sign templates recommended.
- All signs should include the Haldimand County identifier/logo, the name of the donor or community group involved, the HC wave band, HC brand fonts, and a title of the project.
- As an interim modification, for signs in good repair, a temporary cover up sticker could be used to cover the retired (old) Haldimand County logo.
- Opportunity for variation in regard to sign size and shape, base colour, and creative content.
- Many storyboards are currently installed at various parks, landmarks and community attractions, and are funded in entirety by the community. As the storyboards decline, the new sign style should become the standard for replacement.
- Criteria should be developed to guide the types of information to be included on a public storyboard to ensure that the content is appropriate for public viewing.
- Design of the storyboard should be developed and presented for consideration by the Community Group applying for the installation of the storyboard.

- Storyboards and interpretive panels are signs that would be included in Heritage Signage, Community Group Signage, and any program that supports interpretive educational information.

Applications

These signs would take precedent over existing Community Group signs, Heritage Story Boards, or interpretation panels.

Event Signs - Optional

Function

- Stand alone sign (separate from gateway sign or other identification signs) to inform visitors (usually drivers) of yearly seasonal events.

Location

- Located at or near the entrance of settlement areas, along major routes, after the gateway sign.
- To be included as needed to support existing tourism and community events.

Design Considerations

- Flexible, removable messaging panels or 'blades' to support inactive events or seasonal change.
- To include standard yearly events with dates that support significant tourist activity.

Figure 21: Seasonal Events Support Signage Illustration

- Coordinate event signs for communities that support larger tourism and community events.
- Guidelines for eligibility should be considered prior to inclusion.
- The event sign could be managed in a similar fashion to the 'Pay to Play' program with yearly, or suitable term, application process and associated fees.

Applications

These are new optional signs proposed for Haldimand County.

Heritage Designation Signage

There are many historical markers located at various commemorative sites and heritage buildings throughout Haldimand County. These 'markers' have a distinct character that support the historical nature of their location. Mostly engraved or pressed metal fabrication, the markers usually include the Heritage Haldimand (HH) logo, with a few newer installations including the old Haldimand County logo. It is the recommendation of this strategy that new

historical markers continue with the same design, including a Historical Haldimand logo and the new Haldimand County logo.

Historical Plaques

These existing older signs are a type of directional sign that informs the user of an upcoming turn leading to a historic site. The Haldimand GIS signage inventory identifies 1 such sign (#223 – directing to Nelles Settlement site) but there may be others. It is the recommendation that if these signs are in a state of disrepair (this sign has peeling paint) and do not support the current list of approved destinations, they should be removed. Destinations that are supported by the signage strategy will be included in the new wayfinding directional signs.

Community Group Acknowledgement - Optional

Typically, Community Groups have been involved with various amenity and beautification projects and associated signs in Haldimand County through the Community Partnership Program. Storyboards and Interpretation panels offer this acknowledgement opportunity if included as part of the project. However, not all amenity and beautification projects include a storyboard or interpretive panel. Various sign types are better suited to including messaging space for Community recognition via a message tag line such as 'Proudly Supported by'.

Sign types that would best be suited to include Community Group acknowledgement are the Destination Identification Signs, or Support Signs (kiosks, storyboards, interpretive signs). Group or incremental participation presents acknowledgement challenges. Alternatively, recognition could be considered on the County Website under the respective destination, or in the Community Information tab.

Haldimand County Branding and Logo

While it is a primary goal for the Haldimand County Signage Strategy to embrace and promote new branding efforts, it was felt necessary to limit the inclusion of the logo itself on the signs to maintain longevity in the system. The strategy, in line with the Haldimand County Corporate Branding Guidelines includes the following recommendations to promote integration rather than including commitment to the logo itself. The graphic logo (Figure B) wave detail, (Figure D) word mark (Figure G), colour and font have been proposed as methods of supporting Haldimand County branding.

These elements are proposed for use as follows:

Graphic Logo

The use of the Haldimand logo in its entirety (Figure A) is being proposed for limited use in this strategy as a means to prolong the lifespan of the new signs. To reinforce and continue the sequence established with the new welcome signs currently located outside of the County, the new Haldimand County logo is recommended for use on all County Gateway signs. Optional event signs also include the Haldimand County graphic as a means to enliven these celebratory signs. Other wayfinding, identification and support signs will make use of some of the logos elements.

The 'Wordmark' and Haldimand County Text

A simple 'Haldimand County' identifier (Figure G) is used as supportive header or footer for settlement identification signs, and for signs located in rural areas that are not associated with a particular town or settlement area. Additionally, the Haldimand County' Wordmark' (Figure E) is proposed for use on information kiosks and storyboards.

Wave Detail

The translucent wave silhouette (Figure C) provides a subtle visual connection to the Haldimand County logo and supports County branding. The wave should not be used in conjunction with the logo to limit visual clutter on the sign. Use of the wave band is limited as an overlay on the message panels (Figure D) at max. 25% transparency to ensure that there is no visual conflict with the primary messages. It is also used at the bottom of the message panels to provide a base or platform for the messages above.

Haldimand County

Figure A

Figure C

Haldimand County

Figure E

Haldimand County

Figure F

Figure B

Figure D

Haldimand County

Figure G

Sign Design and Style Overview: The Basics

Colour

The Haldimand County branding uses blue, yellow and grey/black as their primary colours, with green and light blue as secondary colours. The signage strategy recommends blue RBG 0-112-186 as the primary colour for the proposed signs (good contrast with white letters, and integrates well with other standard road signs). Green (RBG 86-135-51) is proposed as an alternative for signs identifying parks, trails, routes, recreation and open space destinations. Support colours for the system include deep midnight blue (RBG 22-31-70) dark green (RBG 17-59-29) and dark grey (Pantone 433U).

RBG 0-112-186

RBG 86-135-51

White

RBG 22-31-70

RBG 17-59-29

Pantone 433 U

Blue Message Banners: Main Rural and Urban Directional Signs & Civic & Cultural destination Identification

Green Message Banners: Trail and Route Directional Signs, & Recreational, Open Space, Trails and Park destination Identification

Font

The strategy recommends use of the following font styles. It is expected that the sign fabricator will provide the specified font as noted on the design intent drawings. Font sizes (relative to associated road speed allowance) are noted on the design intent drawings.

- Clearview Highway (an MTO standard) is the preferred font for messages on vehicular directional signs. Note: The illustrative sign sketches substitute Highway Gothic font as demonstration for Clearview Highway.
- Montserrat is proposed for secondary messages (Community or district identification, titles, headings) and for pedestrian level information kiosks, storyboards and interpretive panels.
- Caveat is the recommended font for tag lines (e.g. 'Proudly supported by,' welcome messages etc.)
- Calibri font should be used a a standard text fonts for descriptive paragraphs (as found on storyboards, interpretive panels etc.)

Clearview Highway
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz

Caveat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sign Design and Style Overview: Other Considerations

Grand River Access Points

There are 9 Grand River Access Points in Haldimand County. Most of these access points are integrated with an established park or boat launch site, already identified as key destinations within the Haldimand County Signage Strategy. The Grand River Style and Signage Guide provides graphic guidelines for signage that will provide consistent and uniform identity for all access points along the Grand River watershed. It is the request of the Grand River Conservation Authority and associated Tourism agencies that the residing County of these river access points coordinate their signage with the Grand River Sign Style guide. The guide does not include recommendations to include or acknowledge the participating County or settlement area in which the park resides. It is the recommendation of this strategy that new signage at the 9 Grand River Access Points incorporate Haldimand County branding to fortify these access points as Haldimand County assets.

Signs types that will be influenced by the Grand River Style Guide will be those that address watercraft users along the Grand River, people driving to the access point to embark on the river, and those requiring information about the river and associated trails and other local amenities. These include place identification signs, information kiosks, and directional signs guiding watercraft users to access points along the river.

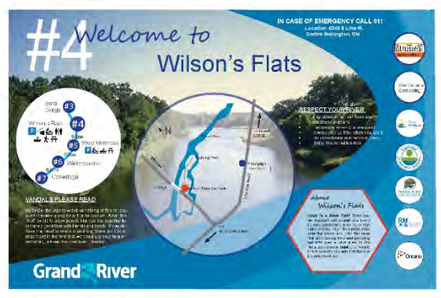
It is the recommendation of this strategy that signs within these access sites integrate the Haldimand County name, the name of the park , the river access point number and the Grand River logo. This strategy provides integrated sign designs that compliment both the Haldimand County branding and the Grand River Style and Signage Guide.

Existing Signs in Access Point Sites:
For consideration, existing park identification signs in good repair could be modified with a simple banner addition to include the Grand River branding and access point number. As park identification signs approach the end of their lifespan and are in need of replacement, new park signs should integrate Haldimand County branding with the proposed River Access Park identification sign design.

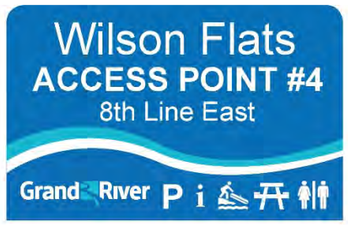
Existing information kiosks within access point sites should include information for Grand River users that inform them on where they are along the river, information on the access site and any other amenities that may be of interest.

Grand River Logo

River Access Point - Identification in Park



River Access Point - Information Panel



River Access Point - Identification Signs on river

River Access Point - Grand River Map

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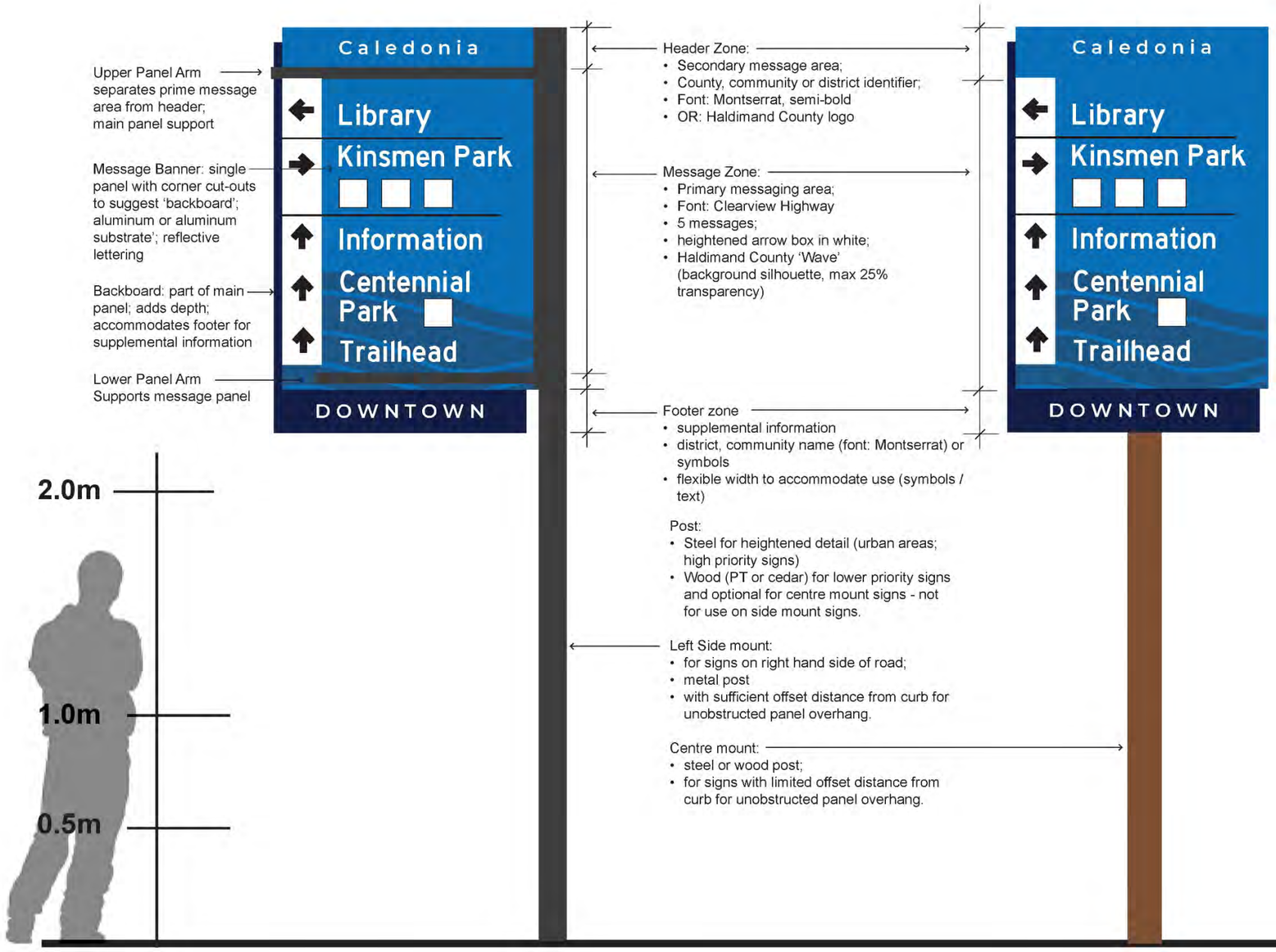
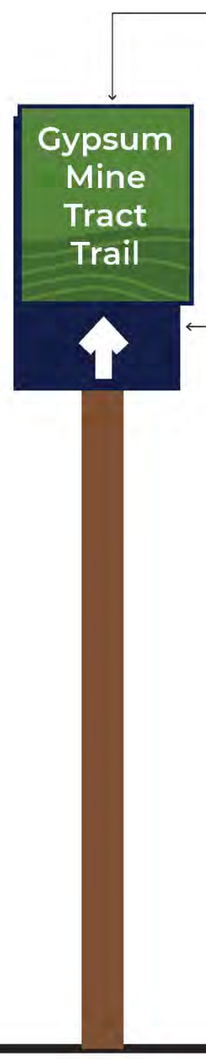
Sign Design and Style Overview: Sign Components



Directional Signage:
Directional via Vehicular Urban
(side post mount)

Directional Signage:
Directional via Vehicular Urban
(centre post mount)



Message Banner:
single panel with corner cut-outs to suggest 'backboard'; aluminum or aluminum substrate';
Primary message area;
Clearview Highway font, reflective lettering; Haldimand County 'Wave' (background silhouette, max 25% transparency)
Colour: Green for Parks, trails, Routes, Parkways and Recreational Facilities

Backboard: part of main panel; adds depth; accommodates footer for supplemental information (directional arrow)

Identification Signage:
Trail or Route Marker

Notes: These diagrams illustrate some basic sign design, highlighting mounting features and general panel design re. messaging hierarchy and graphic layout. Further detailing is provided in the Design Intent drawings for each sign type.

- Material specifications and layout dimensioning details identified on individual sign design intent drawings.
- Sign designs are premised on new fabrication and construction. The use of structural and fastening hardware from existing County signs to be removed subject to fabricator consideration. Experience is that existing equipment needs to be reviewed for life cycle and warranty considerations.
- Higher priority signs, such as a County gateway, or a an urban directional sign in a high use downtown might make use of steel fabrication and more detailed armature and hardware, and a lesser priority sign might use less armature and wood posts.
- Message banners to be aluminum or aluminum substrate or approved equal. Thickness to suit sign style.
- All steel banner arms, pole and hardware to be hot dipped galvanized; powder coated paint.
- All poles to have 'break away' base;
- All structural parts and footing details to be approved by structural engineer.
- Fabricator to supply graphic proof drawings and shop drawings for approval prior to fabrication.

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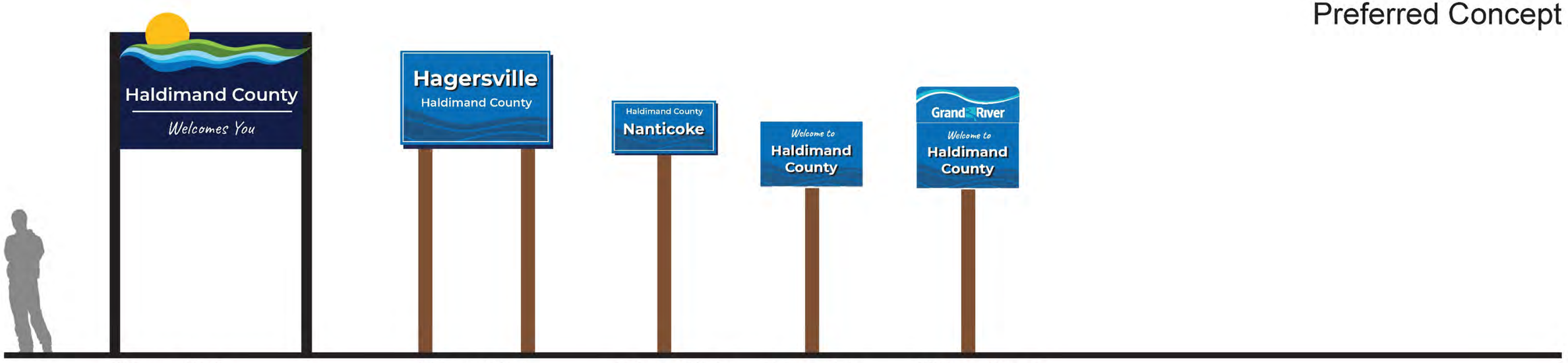
Note: Destinations, symbols, arrows and distance notation are included for demonstration only.

Family of Signs: Preferred Concept



GV: Gateway Vehicular County (Primary)

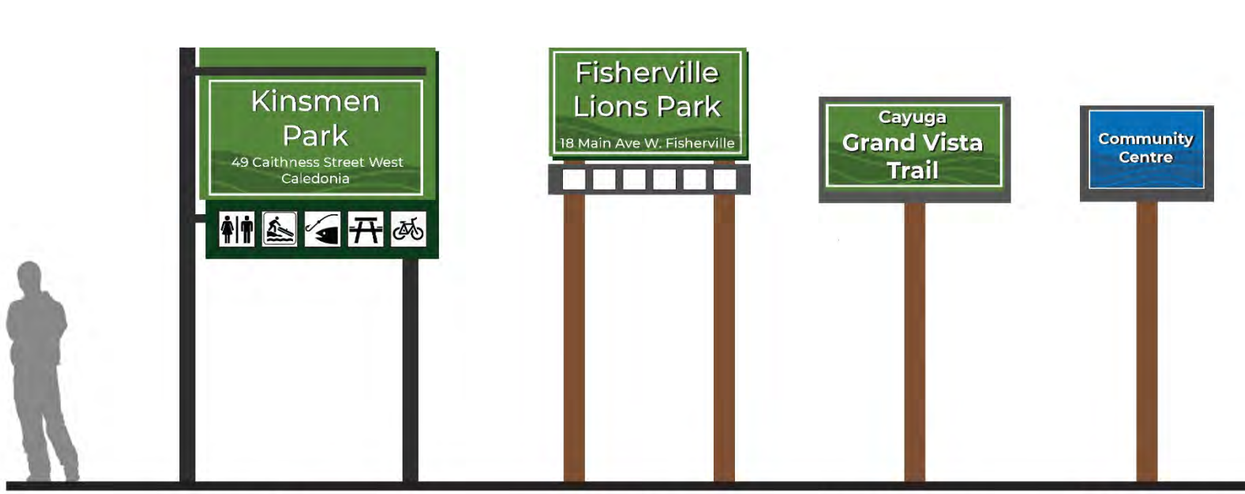
GV: Gateway Vehicular Settlement (Secondary)

GV: Gateway Vehicular Settlement (Tertiary)

GA: Gateway Active County (Primary)

GW: Gateway Watercraft County (Primary)

Identification Signage: Gateways



Community Park Identification (Primary)

Neighbourhood or Activity Park Identification (Secondary)

Amenity Identification (Tertiary)

Facility Identification (Tertiary)

Identification Signage: Destination Identification

Trail

Multi-Trail

Cycling Route

Identification Signage: Trail or Route Marker

ska

Note: Destinations, symbols, arrows and distance notation are included for demonstration only.

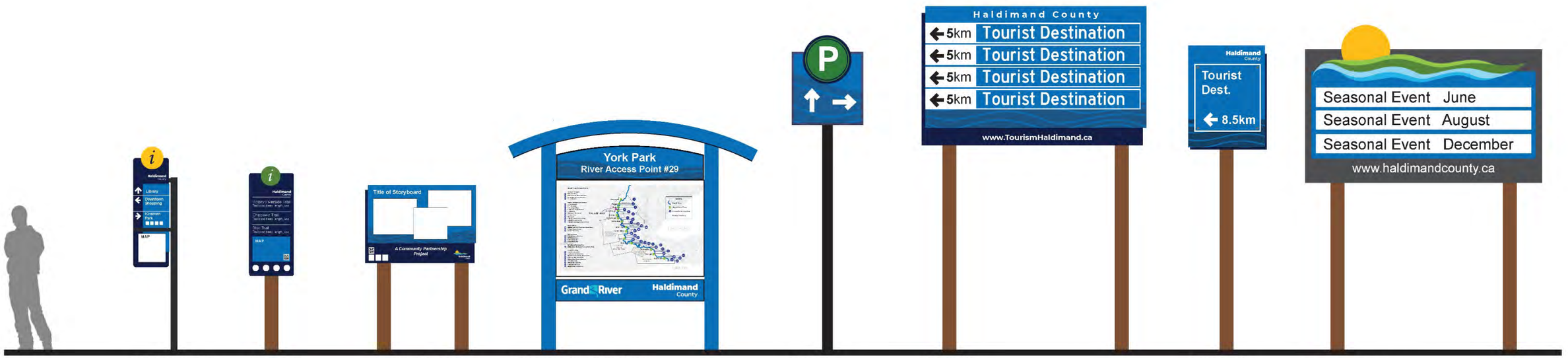
Family of Signs: Preferred Concept

DVR: Directional via Vehicular Rural

DVU: Directional via Vehicular Urban (optional colour per settlement)

DVL: Directional via Vehicular Local (side and centre post mount)

Directional Signage: Rural, Urban, & Local Vehicular



Trail Information Kiosk

Pedestrian Information Kiosk

Interpretive Panel

Trailhead Information Kiosk Adapted

Parking

Pay to Play

Pay to Play

Seasonal Events

Support Signs

Optional Signs

ska

HCCSS Sign Type Focus

The prescribed Comprehensive Family of Signs provides many sign types, suited to the abundant circumstances that could benefit from new and/or improved signage, throughout the County.

To ensure implementation of the HCCSS is attainable, remains malleable into the future, and stays true to the scope of work, only a selection of sign types will be referred to for the remainder of this report (i.e., throughout Messaging Chart, Sign Location Mapping and Budgeting). As the most abundant, and arguably most important, sign types prescribed, they will compose the backbone of the Haldimand Signage System (HSS). For illustrations of each of sign type listed below, refer to Family of Signs: Preferred Concept on page 35.

Gateway

GV Gateway Vehicular

For gateway signs located on a roadway, at the boundary of either the County or a settlement area.

GW Gateway Watercraft

For Gateway signs located on the Grand River, at the boundary of the County.

GA Gateway Active

For Gateway signs located on a trail as it passes over the boundary of either the County or a settlement area, if applicable.

Directional

DVR Directional via Vehicular Rural

These signs are located on rural roads and highways with travelling speeds of 80km/hr. The rural landscape character is more open, with bigger view sheds. A larger sign will be in scale with this type of rural landscape character.

DVU Directional via Vehicular Urban

These signs are located in urban areas with slower travelling speeds of under 80km/hr. This landscape is more developed with buildings and amenities closer to the roadway. A smaller sign type is better suited to this busier, more urban landscape.

DVL Directional via Vehicular Local

These signs are located on side streets and neighbourhoods where speeds are often under 50km/hr. More residential in nature, with a more private feel, smaller directional signs will not be out of place and fit into this ‘local’ landscape appropriately.

DW Directional via Watercraft

These directional signs are located along the Grand River, and speak to watercraft, alerting users of the next Grand River Access point and/or boat launch area. Sign graphics to be coordinated with the Grand River Style Guidelines.

Messaging Chart & Sign Location Mapping (GIS)

The Messaging Chart contains all information pertinent to each sign, whether proposed or installed, in the Haldimand Signage System. Messaging charts are to be used in conjunction with sign location mapping. The Sign Location Mapping illustrates the approximate location of each sign in the Haldimand Signage System. These tools will be vital for implementation and for ensuring the Haldimand Signage System remains safe and effective.

It should be noted that the Messaging Chart and Sign Location Mapping are tools intended for internal use only.

At the request of Haldimand County, the Messaging Chart and Sign Location Mapping have been recorded and will be maintained via ArcGIS Software. Benefits to this practice include:

- Improved communication
- Improved efficiency
- Better management
- Easier decision making
- Easier progress tracking

Login Credentials

The HCCSS Implementation Team will view this information via ArcGIS Software. To obtain login credentials and further instruction on accessing/using the software, members are to reach out to the appropriate GIS representative from the Haldimand County Planning & Development Division.

Updating Information

Information will need to be updated periodically, as proposed signage is reviewed, installed, and inspected. The HCCSS Implementation Team will be responsible for coordinating these updates with the appropriate GIS representative from the Haldimand County Planning & Development Division.

For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Messaging Charts

The *attribute table* is where all HCCSS data will be recorded and maintained. Each row contains information pertinent to one (1) sign in the Haldimand Signage System. The following table demonstrates the general layout of the Messaging Chart, developed via ArcGIS Software. Each column heading has been defined below.

Object ID	Sign Type	Direction(s)	Destination(s)	Optional Msg Symb	Mounting Type	Settlement Area	MTO Jurisdiction	XCoord	YCoord	Circuit	Year Installed	Year Inspected	Rating	Field Notes

Object ID

A unique number, generated by ArcGIS Software, to identify each row (i.e., sign) in the attribute table.

Sign Type

Refers to the sign type. For more information on sign types, refer to Comprehensive Family of Signs on page 17.

Direction(s)

Captures the navigational messaging (i.e., arrows indicating direction of travel) to be included on the sign.

Destination(s)

Captures the destination messaging (i.e., destination names) to be included on the sign.

Note: The information provided captures full destination names, as provided by the HCCSS Project Management Team. Due to character limits determined by the physical sign size and font size, destination names will need to be amended to be accommodated on signage. In this instance, the HCCSS Implementation Team will be responsible for determining an appropriate abbreviation, that will remain consistent throughout the entire Haldimand Signage System. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Optional Message Symbol

Captures whether amenity symbols (i.e., symbols illustrating amenities available at destination) are to be considered for inclusion on the sign.

Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, following the Refine & Prepare stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Mounting Type

Refers to the mounting type (i.e., method of installation and supporting infrastructure) of the sign. Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, following the Approve & Record stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Settlement Area

Refers to the settlement area in which the sign is to be located.

MTO Jurisdiction

Refers to whether the sign location falls within MTO jurisdiction. For more information on signage within MTO jurisdiction, refer to Implementation How-To Guide on page 56.

XCoord

The x coordinate value, generated by ArcGIS Software, to identify the approximate location of the sign. This value allows for signage to appear on the Sign Location Mapping.

Note: All coordinates are approximate. The HCCSS Implementation Team will be responsible for reviewing all locations to accept proposed signage, during the Refine & Prepare stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

YCoord

The y coordinate value, generated by ArcGIS Software, to identify the approximate location of the sign. This value allows for signage to appear on the Sign Location Mapping.

Note: All coordinates are approximate. The HCCSS Implementation Team will be responsible for reviewing all locations to accept proposed signage, during the Refine & Prepare stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Circuit

Refers to the wayfinding circuit in which the sign belongs. For more information on wayfinding circuits, refer to the Implementation How-To Guide on page 56.

Year Installed

Refers to the year in which the sign was installed. If this field is blank, the sign is considered proposed (i.e., it has not been installed yet).

Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, following the Approve & Record stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Year Inspected

Refers to the year in which the sign was last inspected. If this field is blank, the sign has not been inspected.

Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, following the Approve and Record stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Rating

Refers to the status of the sign upon last inspection. If this field is blank, the sign has not received a rating (i.e., it has not been inspected).

Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, following the Approve and Record stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Field Notes

An optional column to record additional observations made on site during installation/inspection.

Note: This column has been intentionally left blank. The HCCSS Implementation Team will be responsible for populating this data, if necessary, following the Approve and Record stage of implementation. For more information on this process and the responsibilities of the HCCSS Implementation Team, refer to Implementation How-To Guide on page 56.

Messaging Chart Example Copy

The following is a copy of the Messaging Chart that can be accessed via ArcGIS Software. Exported on June 30, 2022, this is an example copy only, intended to demonstrate the data for the purpose of this report.

For up-to-date information, and to make adjustments, refer to the instructions found earlier in the report to access the Messaging Chart via ArcGIS Software.

Exported June 30, 2022

OBJECT ID	SignType	Direction 1	Destination 1	Direction 2	Destination 2	Direction 3	Destination 3	Direction 4	Destination 4	Direction 5	Destination 5	Opt Msg Symbol	Mounting Type	Settlement Area	MTO	Circuit	Year Installed	Year Inspected	Rating	Field Notes
1	DVL	Left	Fisherville Lions Park	Left	Fisherville Lions Community Centre									Fisherville	No	AE				
2	DVL	Left	Fisherville Lions Community Centre	Left	Fisherville Lions Park									Fisherville	No	AE				
3	DVL	Right	Fisherville Lions Park	Right	Fisherville Lions Community Centre									Fisherville	No	AE				
5	DVL	Up	Fisherville Lions Community Centre	Up	Fisherville Lions Park									Fisherville	No	AE				
6	DVL	Right	Haldimand Agricultural Community Centre											Kohler	No	AF				
7	DVL	Up	Haldimand Agricultural Community Centre											Kohler	No	AF				
8	DVL	Left	Haldimand Agricultural Community Centre											Kohler	No	AF				
9	DVL	Up	Haldimand Agricultural Community Centre											Kohler	No	AF				
10	DVL	Up	Seneca Centennial Hall											York	No	AS				
11	DVL	Right	Seneca Centennial Hall											York	No	AS				
12	DVL	Left	Seneca Centennial Hall											York	No	AS				
13	DVL	Left	Wilson MacDonald Memorial School Museum											Cheapside	No	AI				
14	DVL	Left	Cheapside Community Hall											Cheapside	No	AJ				
15	DVL	Left	Cheapside Community Hall											Cheapside	No	AJ				
16	DVL	Right	Port Maitland East Park	Right	Port Maitland Lock							Yes		Port Maitland and Stromness	No	AB				
17	DVL	Left	Port Maitland East Park	Left	Port Maitland Lock							Yes		Port Maitland and Stromness	No	AB				
18	DVL	Right	Port Maitland East Park	Right	Port Maitland Lock							Yes		Port Maitland and Stromness	No	AB				
20	DVL	Left	Port Maitland East Park	Up	Port Maitland Lock							Yes		Port Maitland and Stromness	No	AB				
21	DVL	Right	Port Maitland East Park									Yes		Port Maitland and Stromness	No	AB				
22	DVU	Left	Port Maitland Esplanade Park	Left	Port Maitland Lighthouse & Pier	Up	Public Beach					Yes		Port Maitland and Stromness	No	AC				
23	DVL	Right	Port Maitland Esplanade Park	Right	Port Maitland Lighthouse & Pier							Yes		Port Maitland and Stromness	No	AC				
24	DVL	Up	Public Beach											Port Maitland and Stromness	No	AC				
25	DVL	Up	Port Maitland Esplanade Park	Up	Port Maitland Lighthouse & Pier							Yes		Port Maitland and Stromness	No	AC				
26	DVL	Left	Canboro Community Centre											Canborough	No	AD				
27	DVL	Left	Canboro Community Centre											Canborough	Yes	AD				
28	DVL	Right	Canboro Community Centre											Canborough	No	AD				
29	DVL	Right	Canboro Community Centre											Canborough	Yes	AD				
30	DVL	Up	Canboro Community Centre											Canborough	Yes	AD				
31	DVU	Right	Jarvis Public Library	Up	Downtown	Up	Jarvis Lions Community Centre	Up	Jarvis Lions Park			Yes		Jarvis	No	X				
32	DVL	Left	Jarvis Lions Community Centre	Left	Jarvis Lions Park									Jarvis	No	X				
33	DVU	Up	Downtown	Up	Jarvis Lions Community Centre	Up	Jarvis Lions Park	Up	Jarvis Public Library			Yes		Jarvis	Yes	AA				
34	DVU	Right	Jarvis Lions Community Centre	Right	Lions Park	Up	Jarvis Public Library					Yes		Jarvis	No	AA				
35	DVU	Left	Jarvis Public Library	Up	Downtown	Up	Jarvis Lions Community Centre	Up	Jarvis Lions Park			Yes		Jarvis	No	Z				
36	DVL	Left	Jarvis Lions Community Centre	Left	Jarvis Lions Park							Yes		Jarvis	No	Z				
37	DVU	Left	Jarvis Public Library	Up	Jarvis Lions Community Centre	Up	Jarvis Lions Park					Yes		Jarvis	No	Y				
38	DVL	Right	Jarvis Lions Community Centre	Right	Jarvis Lions Park									Jarvis	No	Y				
39	DVL	Right	Jarvis Public Library									Yes		Jarvis	No	Y				
40	DVL	Up	Jarvis Public Library									Yes		Jarvis	No	Y				
41	DVL	Up	Jarvis Public Library									Yes		Jarvis	No	X				
42	DVL	Right	Jarvis Public Library									Yes		Jarvis	No	X				
43	DVL	Up	Jarvis Public Library									Yes		Jarvis	Yes	AA				
44	DVL	Up	Nanticoke Community Hall											Nanticoke	No	AH				
45	DVL	Right	Nanticoke Community Hall											Nanticoke	No	AH				
46	DVL	Left	Nanticoke Community Hall											Nanticoke	No	AG				
47	DVL	Right	Nanticoke Community Hall											Nanticoke	No	AG				
48	DVL	Right	Nanticoke Community Hall											Nanticoke	No	AG				
49	DVL	Left	Nanticoke Community Hall											Nanticoke	No	AH				
50	DVR	Right	Wilson MacDonald Memorial School Museum	Right	Cheapside Community Hall									County	No	AI				
51	DVL	Right	Wilson MacDonald Memorial School Museum	Up	Cheapside Community Hall									Cheapside	No	AI				
52	DVL	Right	Cheapside Community Hall	Up	Wilson MacDonald Memorial School Museum									Cheapside	No	AJ				
53	DVL	Right	Cheapside Community Hall	Up	Wilson MacDonald Memorial School Museum									Cheapside	No	AJ				
54	DVL	Right	Canfield Park	Up	Canfield Community Centre							Yes		Canfield	Yes	AK				
55	DVL	Up	Canfield Park	Up	Canfield Community Centre							Yes		Canfield	Yes	AK				
56	DVL	Left	Canfield Park											Canfield	Yes	AK				
57	DVU	Right	Townsend Lions Hall	Right	Townsend Lions Park	Up	Townsend Recreation Trail							Townsend	No	AL				

PREVIEW

Exported June 30, 2022

OBJECT ID	SignType	Direction 1	Destination 1	Direction 2	Destination 2	Direction 3	Destination 3	Direction 4	Destination 4	Direction 5	Destination 5	Opt Msg Symbol	Mounting Type	Settlement Area	MTO	Circuit	Year Installed	Year Inspected	Rating	Field Notes
58	DVL	Right	Townsend Lions Hall	Right	Townsend Lions Park									Townsend	No	AL				
59	DVU	Left	Townsend Lions Hall	Left	Townsend Lions Park	Up	Townsend Recreation Trail							Townsend	No	AM				
60	DVL	Right	Townsend Recreation Trail											Townsend	No	AM				
61	DVU	Left	Townsend Recreation Trail	Up	Townsend Lions Hall	Up	Townsend Lions Park							Townsend	No	AL				
62	DVL	Left	Townsend Recreation Trail											Townsend	No	AL				
63	DVU	Up	Downtown	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route					Hagersville	No	T				
64	DVU	Left	Hagersville Library	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route	Up	Sgt. Andrew Harnett Memorial Park	Yes		Hagersville	No	T				
65	DVU	Right	Hagersville Farmers Market	Right	Sgt. Andrew Harnett Memorial Park	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route	Yes		Hagersville	No	T				
66	DVU	Left	Hagersville Arena	Left	Grant Kett Park	Left	Pink Route							Hagersville	No	T				
67	DVU	Up	Downtown	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route	Up	Sgt. Andrew Harnett Memorial Park	Yes		Hagersville	No	V				
68	DVU	Right	Hagersville Arena	Right	Grant Kett Park	Right	Pink Route	Up	Hagersville Farmers Market	Up	Sgt. Andrew Harnett Memorial Park	Yes		Hagersville	No	V				
69	DVU	Left	Hagersville Farmers Market	Left	Sgt. Andrew Harnett Memorial Park	Right	Hagersville Library					Yes		Hagersville	No	V				
70	DVU	Up	Downtown	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route					Hagersville	Yes	U				
71	DVU	Right	Sgt. Andrew Harnett Memorial Park	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route			Yes		Hagersville	No	U				
72	DVU	Right	Hagersville Farmers Market	Right	Hagersville Arena	Right	Grant Kett Park	Right	Pink Route	Up	Hagersville Library			Hagersville	No	U				
73	DVU	Up	Downtown	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route					Hagersville	No	W				
74	DVU	Left	Hagersville Library	Left	Hagersville Arena	Left	Grant Kett Park	Left	Pink Route	Up	Hagersville Farmers Market			Hagersville	No	W				
75	DVL	Left	Hagersville Farmers Market	Left	Sgt. Andrew Harnett Memorial Park									Hagersville	No	W				
76	DVL	Right	Sgt. Andrew Harnett Memorial Park											Hagersville	No	U				
77	DVL	Right	Hagersville Library											Hagersville	No	U				
78	DVU	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route							Hagersville	No	T				
79	DVU	Right	Grant Kett Park	Right	Pink Route	Up	Hagersville Arena							Hagersville	No	T				
80	DVL	Right	Rainham Centre Community Hall											Rainham	No	AR				
81	DVL	Right	Rainham Centre Community Hall											Rainham	No	AR				
82	DVL	Up	Rainham Centre Community Hall											Rainham	No	AR				
83	DVL	Left	Rainham Centre Community Hall											Rainham	No	AR				
84	DVL	Left	Rainham Centre Community Hall											Rainham	No	AR				
85	DVU	Right	Henning Park	Up	Tourist Information Centre	Up	Downtown	Up	Caledonia Kinsmen Park	Up	LaFortune Park			Caledonia	Yes	B				
86	DVU	Left	Edinburgh Square Heritage & Cultural Centre	Right	Caledonia Kinsmen Park	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	McKinnon Park	Up	Green Route	Yes		Caledonia	No	A				
87	DVU	Left	Caledonia Kinsmen Park	Left	LaFortune Park	Right	Edinburgh Square Heritage & Cultural Centre	Right	Seneca Park (Rotary Riverside Trail)	Up	Tourist Information Centre	Yes		Caledonia	No	C				
88	DVU	Left	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Left	McKinnon Park	Right	Tourist Information Centre	Up	Caledonia Kinsmen Park	Up	LaFortune Park	Yes		Caledonia	No	D				
89	DVU	Left	Tourist Information Centre	Right	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Right	McKinnon Park	Up	Edinburgh Square Heritage & Cultural Centre	Up	Seneca Park (Rotary Riverside Trail)	Yes		Caledonia	No	E				
90	DVU	Right	Tourist Information Centre	Up	Downtown	Up	Caledonia Kinsmen Park	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	LaFortune Park	Yes		Caledonia	No	A				
91	DVL	Left	Tourist Information Centre											Caledonia	No	D				
92	DVU	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	McKinnon Park	Up	Green Route							Caledonia	No	A				
93	DVU	Up	Caledonia Kinsmen Park	Up	Tourist Information Centre	Up	LaFortune Park	Up	Edinburgh Square Heritage & Cultural Centre	Up	Seneca Park (Rotary Riverside Trail)			Caledonia	No	C				
94	DVU	Left	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Left	McKinnon Park	Left	Green Route					Yes		Caledonia	No	A				
95	DVU	Right	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Right	McKinnon Park	Right	Green Route	Up	Downtown	Up	Tourist Information Centre	Yes		Caledonia	No	C				
96	DVU	Left	Caledonia Farmers Market	Up	Downtown	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	McKinnon Park	Up	Green Route	Yes		Caledonia	No	C				
97	DVU	Left	Seneca Park (Rotary Riverside Trail)	Right	Gypsum Mine Tract Trail	Right	McLung Soccer Park	Up	Downtown	Up	Tourist Information Centre			Caledonia	No	D				
98	DVU	Right	Downtown	Right	Caledonia Kinsmen Park	Right	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Right	Edinburgh Square Heritage & Cultural Centre	Up	Seneca Park (Rotary Riverside Trail)	Yes		Caledonia	No	D				
99	DVU	Left	McLung Soccer Park	Left	Gypsum Mine Tract Trail	Right	Seneca Park	Right	Rotary Riverside Trail	Right	Chippewa Trail	Yes		Caledonia	No	A				
100	DVL	Right	McLung Soccer Park	Right	Gypsum Mine Tract Trail									Caledonia	No	A				
101	DVU	Left	Burke Park Trail	Up	Downtown	Up	Caledonia Kinsmen Park	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	LaFortune Park			Caledonia	No	A				
102	DVL	Right	Burke Park Trail	Up	Tourist Information Centre									Caledonia	No	D				
103	DVU	Right	Dunnville Public Library	Up	Dunnville Central Park & Bandshell	Up	Wingfield Park	Up	Grandview Lodge	Up	Dunnville Lions Park	Yes		Dunnville	No	N				
104	DVU	Left	Dunnville Central Park & Bandshell	UpLeft	Dunnville Public Library	Up	Dunnville Waterfront Park and Garfield Disher Memorial Park	Up	Dunnville Farmers Market	Up	Dunnville Community Lifespan Centre/Arena	Yes		Dunnville	No	M				
105	DVU	Right	Dunnville Waterfront Park and Garfield Disher Memorial Park	Right	Dunnville Farmers Market	Up	Dunnville Community Lifespan Centre/Arena					Yes		Dunnville	No	M				
106	DVL	UpLeft	Dunnville Public Library									Yes		Dunnville	No	M				

PREVIEW

Exported June 30, 2022

OBJECT ID	SignType	Direction 1	Destination 1	Direction 2	Destination 2	Direction 3	Destination 3	Direction 4	Destination 4	Direction 5	Destination 5	Opt Msg Symbol	Mounting Type	Settlement Area	MTO	Circuit	Year Installed	Year Inspected	Rating	Field Notes
107	DVU	Left	Dunnville Waterfront Park and Garfield Disher Memorial Park	Left	Dunnville Farmers Market	Up	Dunnville Central Park & Bandshell	Up	Grandview Lodge			Yes		Dunnville	No	N				
108	DVL	Up	Dunnville Public Library									Yes		Dunnville	No	M				
109	DVL	Left	Dunnville Public Library	Right	Downtown							Yes		Dunnville	No	O				
110	DVL	Right	Dunnville Public Library									Yes		Dunnville	No	M				
111	DVU	Right	Dunnville Kinsmen Park	Right	Yellow Route	Right	Dunnville Soccer Park							Dunnville	No	L				
112	DVU	Left	Dunnville Kinsmen Park	Left	Yellow Route	Left	Dunnville Soccer Park							Dunnville	No	L				
113	DVU	Left	Downtown	Right	Grandview Lodge	Right	Dunnville Lions Park							Dunnville	No	O				
114	DVU	Right	Dunnville Central Park & Bandshell	Up	Downtown	Up	Dunnville Public Library					Yes		Dunnville	No	O				
115	DVU	Right	Wingfield Park	Up	Downtown	Up	Dunnville Central Park & Bandshell	Up	Dunnville Waterfront Park and Garfield Disher Memorial Park	Up	Dunnville Farmers Market	Yes		Dunnville	No	M				
116	DVU	Left	Dunnville Lions Park	Left	Grandview Lodge	Left	Dunnville Kinsmen Park	Left	Yellow Route	Up	Downtown			Dunnville	No	L				
117	DVU	Right	Grandview Lodge	Right	Dunnville Lions Park	Up	Dunnville Centennial Park	Up	Thompson Creek Park & Eco-Centre	Up	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Yes		Dunnville	No	R				
118	DVU	Left	Grandview Lodge	Left	Dunnville Central Park & Bandshell	Left	Thompson Creek Park & Eco-Centre	Left	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Up	Downtown	Yes		Dunnville	No	R				
119	DVU	Left	Grandview Lodge	Left	Dunnville Lions Park	Up	Dunnville Kinsmen Park	Up	Yellow Route	Up	Dunnville Soccer Park			Dunnville	No	L				
120	DVU	Right	Grandview Lodge	Right	Dunnville Lions Park	Up	Wingfield Park	Up	Thompson Creek Park & Eco-Centre	Up	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Yes		Dunnville	No	O				
121	DVU	Left	Grandview Lodge	Left	Dunnville Lions Park	Left	Wingfield Park	Left	Dunnville Centennial Park	Left	Yellow Route	Yes		Dunnville	No	O				
122	DVU	Up	Dunnville Kinsmen Park	Up	Yellow Route	Up	Dunnville Soccer Park							Dunnville	No	L				
123	DVU	Left	Dunnville Kinsmen Park	Left	Yellow Route	Left	Downtown							Dunnville	No	S				
124	DVU	Right	Dunnville Kinsmen Park	Right	Yellow Route	Right	Downtown							Dunnville	No	S				
125	DVU	Left	Dunnville Centennial Park	Left	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Left	Thompson Creek Park & Eco-Centre	Up	Grandview Lodge	Up	Downtown			Dunnville	Yes	L				
126	DVL	Left	Dunnville Community Lifespan Centre/Arena											Dunnville	No	Q				
127	DVL	Right	Dunnville Soccer Park											Dunnville	No	L				
128	DVL	Right	Dunnville Community Lifespan Centre/Arena	Up	Dunnville Soccer Park									Dunnville	No	N				
129	DVL	Right	Dunnville Community Lifespan Centre/Arena	Right	Dunnville Soccer Park									Dunnville	No	N				
130	DVL	Left	Dunnville Community Lifespan Centre/Arena	Left	Dunnville Soccer Park									Dunnville	No	N				
131	DVU	Right	Dunnville Community Lifespan Centre/Arena	Right	Dunnville Soccer Park	Up	Downtown	Up	Dunnville Waterfront Park and Garfield Disher Memorial Park	Up	Dunnville Farmers Market	Yes		Dunnville	No	N				
132	DVU	Right	Boat Access (Bob Baigent Park)	Right	Cayuga Kinsmen Park	Right	Blue Route	Up	Downtown	Up	Cayuga Courthouse			Cayuga	Yes	J				
133	DVU	Left	Boat Access (Bob Baigent Park)	Left	Cayuga Kinsmen Park	Left	Blue Route	Up	Broechler Soccer Park					Cayuga	Yes	I				
134	DVU	Left	Cayuga Library + Heritage Centre	UpLeft	Cayuga Kinsmen Park	UpLeft	Blue Route	Up	Boat Access (Bob Baigent Park)	Up	Broechler Soccer Park			Cayuga	Yes	I				
135	DVU	Left	Cayuga Courthouse	Left	Cayuga Grand Vista	Up	Cayuga Kinsmen Community Centre	Up	Haldimand County Administrative Building	Up	Cayuga Memorial Arena	Yes		Cayuga	Yes	J				
136	DVU	Right	Cayuga Courthouse	Right	Cayuga Grand Vista	Up	Downtown	Up	Cayuga Library + Heritage Centre	Up	Cayuga Kinsmen Park	Yes		Cayuga	Yes	I				
137	DVU	Right	Cayuga Kinsmen Community Centre	Right	Haldimand County Administrative Building	Right	Cayuga Memorial Arena							Cayuga	No	J				
138	DVU	Left	Cayuga Kinsmen Community Centre	Left	Haldimand County Administrative Building	Left	Cayuga Memorial Arena	Up	Downtown	Up	Cayuga Courthouse	Yes		Cayuga	No	I				
139	DVU	Left	Haldimand County Administrative Building	Left	Cayuga Kinsmen Community Centre	Right	Downtown	Right	Cayuga Library + Heritage Centre	Right	Cayuga Kinsmen Park			Cayuga	No	K				
140	DVU	Right	Cayuga Kinsmen Community Centre	Up	Haldimand County Administrative Building	Up	Cayuga Memorial Arena							Cayuga	No	J				
141	DVL	Left	Cayuga Courthouse	Left	Cayuga Grand Vista							Yes		Cayuga	No	I				
142	DVU	Right	Cayuga Courthouse	Right	Cayuga Grand Vista	Up	Downtown	Up	Haldimand County Administrative Building	Up	Cayuga Library + Heritage Centre	Yes		Cayuga	No	K				
143	DVU	Up	Downtown	Up	Cayuga Courthouse	Up	Cayuga Grand Vista	Up	Haldimand County Administrative Building	Up	Cayuga Library + Heritage Centre	Yes		Cayuga	No	K				
144	DVU	Up	Boat Access (Bob Baigent Park)	Up	Cayuga Kinsmen Park	Up	Blue Route							Cayuga	No	J				
145	DVL	Right	Boat Access (Bob Baigent Park)	Up	Cayuga Kinsmen Park									Cayuga	No	J				
146	DVL	Left	Boat Access (Bob Baigent Park)											Cayuga	No	H				
147	DVU	Left	Cayuga Kinsmen Park	Left	Blue Route	Right	Boat Access (Bob Baigent Park)							Cayuga	No	H				
148	DVU	Left	Cayuga Kinsmen Park	Left	Blue Route	Left	Boat Access (Bob Baigent Park)	Up	Downtown	Up	Cayuga Library + Heritage Centre			Cayuga	No	H				
150	DVU	Right	Cayuga Kinsmen Park	Right	Blue Route	Right	Boat Access (Bob Baigent Park)	Right	Downtown	Right	Cayuga Library + Heritage Centre			Cayuga	No	H				
151	DVU	Left	Cayuga Kinsmen Park	Up	Downtown	Up	Haldimand County Administrative Building	Up	Cayuga Memorial Arena	Up	Cayuga Kinsmen Community Centre			Cayuga	No	H				
152	DVU	Right	Selkirk Community Park	Right	Orange Route	Right	Selkirk Centennial Community Centre and Library	Up	Waterfront Way Trail and Parkette			Yes		Selkirk	No	AO				
153	DVU	Left	Selkirk Community Park	Left	Orange Route	Up	Selkirk Centennial Community Centre and Library					Yes		Selkirk	No	AN				
154	DVU	Left	Selkirk Centennial Community Centre and Library	Up	Downtown	Up	Selkirk Community Park	Up	Orange Route	Up	Waterfront Way Trail and Parkette	Yes		Selkirk	No	AP				
155	DVU	Right	Selkirk Community Park	Right	Orange Route	Up	Downtown	Up	Waterfront Way Trail and Parkette			Yes		Selkirk	No	AP				
156	DVU	Left	Selkirk Community Park	Left	Orange Route	Left	Selkirk Centennial Community Centre and Library					Yes		Selkirk	No	AN				

PREVIEW

Exported June 30, 2022

OBJECT ID	SignType	Direction 1	Destination 1	Direction 2	Destination 2	Direction 3	Destination 3	Direction 4	Destination 4	Direction 5	Destination 5	Opt Msg Symbol	Mounting Type	Settlement Area	MTO	Circuit	Year Installed	Year Inspected	Rating	Field Notes
157	DVU	Left	Waterfront Way Trail and Parkette	Up	Selkirk Community Park	Up	Orange Route	Up	Selkirk Centennial Community Centre and Library					Selkirk	No	AO				
158	DVU	Left	Waterfront Way Trail and Parkette	Right	Selkirk Community Park	Right	Orange Route	Right	Selkirk Centennial Community Centre and Library					Selkirk	No	AN				
159	DVL	Right	Waterfront Way Trail and Parkette											Selkirk	No	AP				
160	DVU	Right	Burke Park Trail	Up	Downtown	Up	Edinburgh Square Heritage & Cultural Centre	Up	Caledonia Kinsmen Park	Up	Tourist Information Centre	Yes		Caledonia	No	D				
161	DVU	Left	Burke Park Trail	Up	Seneca Park	Up	Rotary Riverside Trail	Up	McLung Soccer Park	Up	Gypsum Mine Tract Trail			Caledonia	No	A				
162	DVU	Left	Edinburgh Square Heritage & Cultural Centre	Up	Burke Park Trail	Up	Seneca Park (Rotary Riverside Trail)	Up	McLung Soccer Park	Up	Gypsum Mine Tract Trail			Caledonia	No	A				
163	DVU	UpRight	Caledonia Kinsmen Park	Up	Downtown	Up	Tourist Information Centre	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	McKinnon Park	Yes		Caledonia	No	E				
164	DVL	Left	Sgt. Andrew Harnett Memorial Park											Hagersville	No	V				
165	DVU	Left	Seneca Centennial Hall	Right	Rotary Riverside Trail	Right	Gypsum Mine Tract Trail	Right	York Park					York	No	AS				
166	DVU	Left	Rotary Riverside Trail	Left	Gypsum Mine Tract Trail	Left	York Park	Up	Seneca Centennial Hall					York	No	AS				
167	DVU	UpRight	Rotary Riverside Trail	UpRight	Gypsum Mine Tract Trail	UpRight	York Park							York	No	AT				
168	DVU	Right	Seneca Centennial Hall	Up	Rotary Riverside Trail	Up	Gypsum Mine Tract Trail	Up	York Park					York	No	AT				
169	DVU	Left	Rotary Riverside Trail	Left	Gypsum Mine Tract Trail	Left	York Park							York	No	AT				
170	DVU	Left	Seneca Centennial Hall	Up	Rotary Riverside Trail	Up	Gypsum Mine Tract Trail	Up	York Park					York	No	AT				
171	DVL	Right	Blue Heron Way Trail	Up	Lowbanks Community Centre									Lowbanks	No	AV				
172	DVL	Right	Lowbanks Community Centre											Lowbanks	No	AV				
173	DVL	Right	Lowbanks Community Centre											Lowbanks	No	AV				
174	DVL	Left	Lowbanks Community Centre	Left	Blue Heron Way Trail									Lowbanks	No	AU				
175	DVL	Left	Lowbanks Community Centre	Up	Blue Heron Way Trail									Lowbanks	No	AU				
176	DVL	Left	Kayak Launch	Up	LaFortune Park									Caledonia	No	C				
177	DVL	Right	LaFortune Park											Caledonia	No	C				
178	DVL	Left	LaFortune Park											Caledonia	No	F				
179	DVL	Left	Dunnville Community Lifespan Centre/Arena	Left	Dunnville Soccer Park									Dunnville	No	N				
180	DVL	Right	Dunnville Kinsmen Park	Right	Yellow Route									Dunnville	No	Q				
181	DVU	Right	Edinburgh Square Heritage & Cultural Centre	Up	Caledonia Kinsmen Park	Up	Tourist Information Centre	Up	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Up	McKinnon Park	Yes		Caledonia	No	D				
182	GV													County	Yes	AW				
183	GV													County	No	AW				
184	GV													County	No	AW				
185	GV													County	Yes	AW				
186	GV													County	Yes	AW				
187	DVL	Left	Broechler Soccer Park											Cayuga	Yes	I				
188	DVU	Right	Broechler Soccer Park	Up	Downtown	Up	Cayuga Kinsmen Park	Up	Cayuga Courthouse	Up	Haldimand County Administrative Building	Yes		Cayuga	Yes	J				
189	GA													County	No	AX				
190	GW													County	No					
191	GA													County	No	AX				
192	GA													County	No	AX				
193	GA													County	No	AX				
194	IDW		LaFortune Park											Caledonia	No	AZ				
195	IDW		LaFortune Park											Caledonia	No	AZ				
196	IDW		LaFortune Park											Caledonia	No	AZ				
197	IDW		Bob Baigent Park											Cayuga	No	AZ				
198	IDW		Wingfield Park											Dunnville	No	AZ				
199	IDW		Dunnville Waterfront Park and Garfield Disher Memorial Park											Dunnville	No	AZ				
200	IDW		Port Maitland East Park											Port Maitland and Stromness	No	AZ				
201	IDW		Port Maitland Esplanade Park											Port Maitland and Stromness	No	AZ				
202	DVU	Right	Port Maitland and Stromness	Right	Public Beach	Right	Port Maitland Esplanade Park	Right	Port Maitland Lighthouse & Pier					Port Maitland and Stromness	No	AC				
203	DVU	Left	Grandview Lodge	Left	Dunnville Central Park & Bandshell	Left	Thompson Creek Park & Eco-Centre	Left	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Up	Downtown	Yes		Dunnville	No	R				
206	DVU	Left	Hagersville Arena	Left	Grant Kett Park	Left	Pink Route							Hagersville	No	U				
207	DVR	Left	Cheapside Community Hall	Up	Wilson MacDonald Memorial School Museum									County	No	AI				
208	DVL	UpLeft	Henning Park											Caledonia	Yes	B				
209	DVU	Right	Hagersville Library	Up	Hagersville Arena	Up	Grant Kett Park	Up	Pink Route					Hagersville	No	U				
211	DVL	Up	Burke Park Trail											Caledonia	No	A				
212	DVL	Up	Burke Park Trail											Caledonia	No	A				
213	DVU	Left	Caledonia Kinsmen Park	Up	LaFortune Park	Up	Kayak Launch							Caledonia	No	C				
214	DVU	Right	Cayuga Seniors Drop-In Centre	Up	Cayuga Kinsmen Community Centre	Up	Haldimand County Administrative Building	Up	Cayuga Memorial Arena					Cayuga	No	J				
215	DVU	Left	Cayuga Seniors Drop-In Centre	Up	Downtown	Up	Cayuga Courthouse	Up	Cayuga Grand Vista	Up	Cayuga Library + Heritage Centre	Yes		Cayuga	No	I				

PREVIEW

Exported June 30, 2022

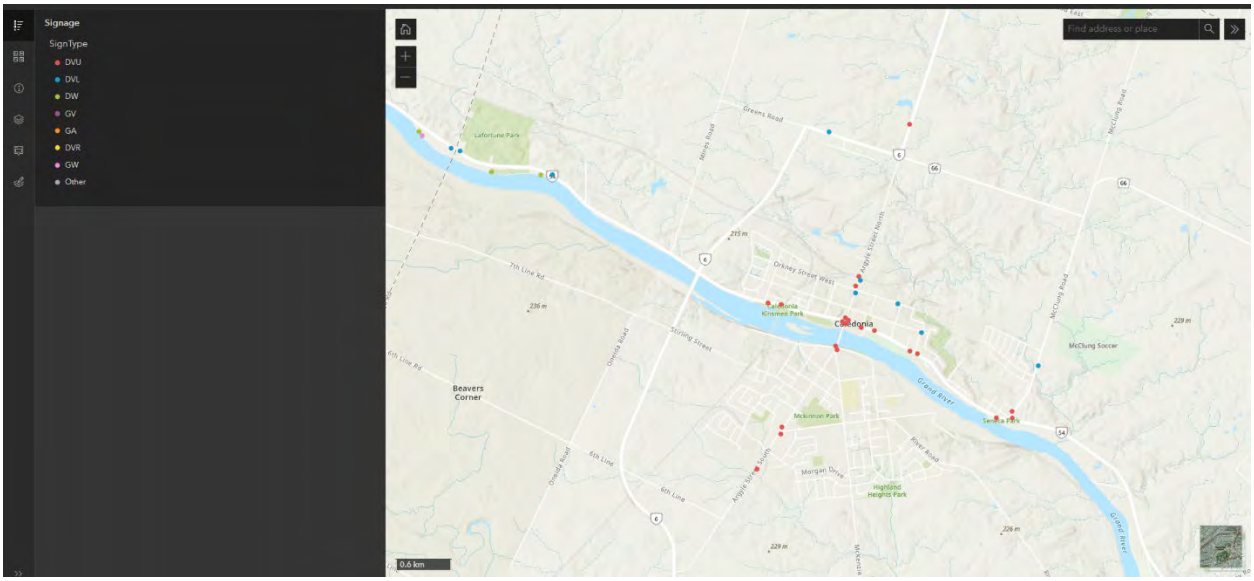
OBJECT ID	SignType	Direction 1	Destination 1	Direction 2	Destination 2	Direction 3	Destination 3	Direction 4	Destination 4	Direction 5	Destination 5	Opt Msg Symbol	Mounting Type	Settlement Area	MTO	Circuit	Year Installed	Year Inspected	Rating	Field Notes
216	DVL	Right	Haldimand County Administrative Building	Right	Cayuga Memorial Arena									Cayuga	No	J				
217	DVU	Left	Haldimand County Administrative Building	Left	Cayuga Memorial Arena	Up	Cayuga Kinsmen Community Centre	Up	Downtown	Up	Cayuga Courthouse	Yes		Cayuga	No	H				
218	DVU	Left	Cayuga Kinsmen Community Centre	Up	Downtown	Up	Cayuga Courthouse	Up	Cayuga Grand Vista	Up	Cayuga Library + Heritage Centre	Yes		Cayuga	No	H				
219	DVU	Right	Cayuga Library + Heritage Centre	Right	Cayuga Courthouse	Right	Cayuga Grand Vista					Yes		Cayuga	Yes	H				
220	DVU	Left	Downtown	Left	Cayuga Seniors Drop-In Centre	Left	Cayuga Courthouse	Left	Cayuga Grand Vista	Left	Cayuga Library + Heritage Centre	Yes		Cayuga	No	H				
221	DVU	Left	Caledonia LIONS Community Centre/Haldimand County Caledonia Centre	Left	McKinnon Park	Left	Green Route					Yes		Caledonia	No	A				
222	DVL	Up	Dunnville Central Park & Bandshell									Yes		Dunnville	No	M				
223	DVL	Left	Dunnville Central Park & Bandshell									Yes		Dunnville	No	M				
224	DVU	Right	Dunnville Central Park & Bandshell	Up	Wingfield Park	Up	Grandview Lodge	Up	Dunnville Lions Park			Yes		Dunnville	No	R				
225	DVU	Right	Dunnville Centennial Park	Right	Dunnville Centennial Park to the Dunnville Farmers Market Trail	Right	Thompson Creek Park & Eco-Centre					Yes		Dunnville	Yes	R				
226	DVL	Right	Dunnville Soccer Park											Dunnville	No	N				
227	DVL	Left	Dunnville Community Lifespan Centre/Arena											Dunnville	No	Q				
228	DVU	Right	Dunnville Kinsmen Park	Right	Yellow Route	Right	Dunnville Soccer Park							Dunnville	No	L				
229	DVU	Right	Dunnville Kinsmen Park	Right	Yellow Route	Up	Dunnville Soccer Park							Dunnville	No	L				
230	DVL	Right	Dunnville Soccer Park											Dunnville	No	L				
231	DVL	Up	Dunnville Soccer Park											Dunnville	No	L				
232	DVL	Left	Dunnville Soccer Park											Dunnville	No	L				
233	DVU	Left	Wingfield Park	Up	Grandview Lodge	Up	Dunnville Lions Park					Yes		Dunnville	No	R				
234	DVL	Right	Wilson MacDonald Memorial School Museum											Cheapside	No	AJ				
235	DVL	Up	Dunnville Kinsmen Park	Up	Yellow Route									Dunnville	No	S				
	DVL	Right	Blue Heron Way Trail											Lowbanks	No	AV				
	DVL	UpLeft	Blue Heron Way Trail	Up	Lowbanks Community Centre									Lowbanks	No	AV				
	DW	Left	LaFortune Park											Caledonia	No	AZ				
	DW	Left	LaFortune Park											Caledonia	No	AZ				
	DW	Left	LaFortune Park											Caledonia	No	AZ				
	DW	Left	Bob Baigent Park											Cayuga	No	AZ				
	DW	Left	Bob Baigent Park											Cayuga	No	AZ				
	DW	Left	Wingfield Park											Dunnville	No	AZ				
	DW	Left	Port Maitland East Park											Port Maitland and Stromness	No	AZ				
	DW	Right	Port Maitland Esplanade Park											Port Maitland and Stromness	No	AZ				
	IK		Caledonia Kinsmen Park											Caledonia	No					
	TIK		Green Route											Caledonia	No					
	TIK		Gypsum Mine Tract Trail											Caledonia	No					
	TIK		Rotary Riverside Trail											Caledonia	No					
	TIK		Chippewa Trail											Caledonia	No					
	TIK		Burke Park Trail											Caledonia	No					
	IK		Downtown											Cayuga	No					
	IK		Downtown											Cayuga	No					
	TIK		Cayuga Grand Vista											Cayuga	No					
	TIK		Blue Route											Cayuga	No					
	IK		Dunnville Lions Park											Dunnville	No					
	IK		Downtown											Dunnville	No					
	IK		Dunnville Waterfront Park and Garfield Disher Memorial Park											Dunnville	No					
	TIK		Yellow Route											Dunnville	No					
	TIK		Dunnville Centennial Park to the Dunnville Farmers Market Trail											Dunnville	No					
	TIK		Pink Route											Hagersville	No					
	TIK		Townsend Recreation Trail											Townsend	No					
	TIK		Orange Route											Selkirk	No					
	TIK		Waterfront Way Trail and Parkette											Selkirk	No					
	TIK		York Park (Rotary Riverside Trail and Gypsum Mine Tract Trail)											York	No					
	TIK		Blue Heron Way Trail											Lowbanks	No					

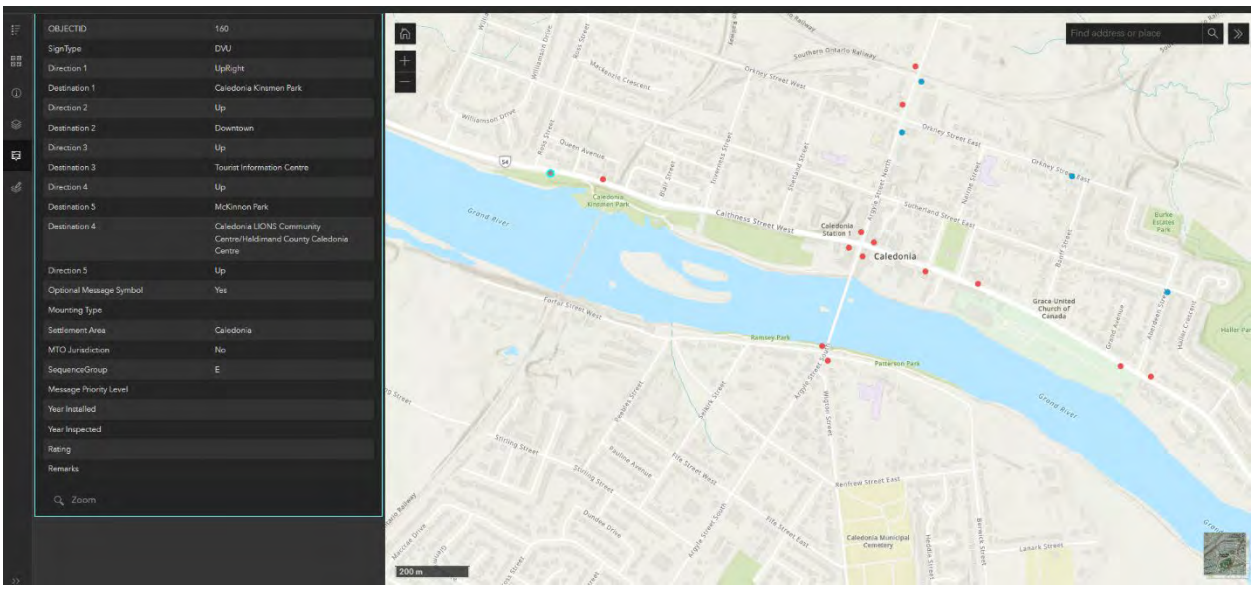
PREVIEW

Sign Location Mapping

Sign location mapping is a visual tool, illustrating the approximate location of each sign in the Haldimand Signage System. ArcGIS Software allows users to select features (i.e., signs) on the mapping to learn more about them. Upon selection, the attribute table (i.e., Messaging Chart) entry specific to that feature will open.

The following screen captures contain a preview of the Sign Location Mapping, accessed via ArcGIS.





Budgeting

The following high-level (i.e., does not cover explicit detail) budget charts represent the estimated cost for installed signs for each community. Sign quantities and types are coordinated with associated Messaging Chart & Sign Location Mapping, as applicable. Estimated unit costs are standards for a conservative sign (i.e., post, basic panel, armature, and installation). Additional costs associated with delivery, engineering, traffic control, etc. are not included in the unit estimate.

Sign Types Included in Budget

DVU Directional via Vehicular Urban*

DVL Directional via Vehicular Local*

DVR Directional via Vehicular Rural*

DW Directional via Watercraft*

GV Gateway Vehicular*

GW Gateway Watercraft*

GA Gateway Active*

ID Destination Identification (Parks)

IDW Destination Identification (at Waterfront)*

IK Information Kiosk*

TIK Trail Information Kiosk*

Note: Destinations with an asterisk (*) have been included on Sign Location Mapping (GIS). Those without, have been included in this budgeting exercise only, at the request of the HCCSS Project Management Team.

Caledonia

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	20	$3,500.00	$70,000.00
DVL	7	$3,000.00	$21,000.00
DW	3	$2,000.00	$6,000.00
IK	1	$2,500.00	$2,500.00
TIK	5	$1,500.00	$7,500.00
ID	6	$3,500.00	$21,000.00
IDW	3	$1,500.00	$4,500.00
			$132,500.00

Dunnville

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	25	$3,500.00	$87,500.00
DVL	19	$3,000.00	$57,000.00
DW	1	$2,000.00	$2,000.00
IK	3	$2,500.00	$7,500.00
TIK	2	$1,500.00	$3,000.00
ID	8	$3,500.00	$28,000.00
IDW	2	$1,500.00	$3,000.00
			$188,000.00

Jarvis

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	5	$3,500.00	$17,500.00
DVL	8	$3,000.00	$24,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID	1	$3,500.00	$3,500.00
IDW		$1,500.00	-
			$45,000.00

Canborough

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	5	$3,000.00	$15,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID		$3,500.00	-
IDW		$1,500.00	-
			$15,000.00

Kohler

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	4	$3,000.00	$12,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID		$3,500.00	-
IDW		$1,500.00	-
			$12,000.00

Cheapside

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	7	$3,000.00	$21,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID		$3,500.00	-
IDW		$1,500.00	-
			$21,000.00

Townsend

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	3	$3,500.00	$10,500.00
DVL	3	$3,000.00	$9,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK	1	$1,500.00	$1,500.00
ID	1	$3,500.00	$3,500.00
IDW		$1,500.00	-
			$24,500.00

Rainham

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	5	$3,000.00	$15,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID		$3,500.00	-
IDW		$1,500.00	-
			$15,000.00

Lowbanks

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	8	$3,000.00	$24,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK	1	$1,500.00	$1,500.00
ID		$3,500.00	-
IDW		$1,500.00	-
			$25,500.00

Cayuga

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	23	$3,500.00	$80,500.00
DVL	4	$3,000.00	$12,000.00
DW	2	$2,000.00	$4,000.00
IK	2	$2,500.00	$5,000.00
TIK	2	$1,500.00	$3,000.00
ID	2	$3,500.00	$7,000.00
IDW	1	$1,500.00	$1,500.00
			$113,000.00

Hagersville

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	16	$3,500.00	$56,000.00
DVL	4	$3,000.00	$12,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK	1	$1,500.00	$1,500.00
ID	3	$3,500.00	$10,500.00
IDW		$1,500.00	-
			$80,000.00

Port Maitland & Stromness

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	2	$3,500.00	$7,000.00
DVL	8	$3,000.00	$24,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID	2	$3,500.00	$7,000.00
IDW	2	$1,500.00	$3,000.00
			$41,000.00

Fisherville

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	4	$3,000.00	$12,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID	1	$3,500.00	$3,500.00
IDW		$1,500.00	-
			$15,500.00

Nanticoke

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	6	$3,000.00	$18,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID		$3,500.00	-
IDW		$1,500.00	-
			$18,000.00

Canfield

Sign Type	QTY	Unit Estimate	Sub-Total
DVU		$3,500.00	-
DVL	3	$3,000.00	$9,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK		$1,500.00	-
ID	1	$3,500.00	$3,500.00
IDW		$1,500.00	-
			$12,500.00

Selkirk

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	5	$3,500.00	$17,500.00
DVL	2	$3,000.00	$6,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK	2	$1,500.00	$3,000.00
ID	2	$3,500.00	$7,000.00
IDW		$1,500.00	-
			$33,500.00

York

Sign Type	QTY	Unit Estimate	Sub-Total
DVU	6	$3,500.00	$21,000.00
DVL	3	$3,000.00	$9,000.00
DW		$2,000.00	-
IK		$2,500.00	-
TIK	1	$1,500.00	$1,500.00
ID	1	$3,500.00	$3,500.00
IDW		$1,500.00	-
			$35,000.00

Gateways

Sign Type	QTY	Unit Estimate	Sub-Total
GV (Primary)*	19	$4,500.00	$85,500.00
GV (Secondary)	10	$2250.00	$22,500.00
GV (Tertiary)	24	$1750.00	$42,000.00
GW	1	$750.00	$750.00
GA	4	$750.00	$3,000.00
			$153,750.00

*Includes replacement of existing and 5 new signs.

Rural

Sign Type	QTY	Unit Estimate	Sub-Total
DVR	2	$3,500.00	$7,000.00
			$7,000.00

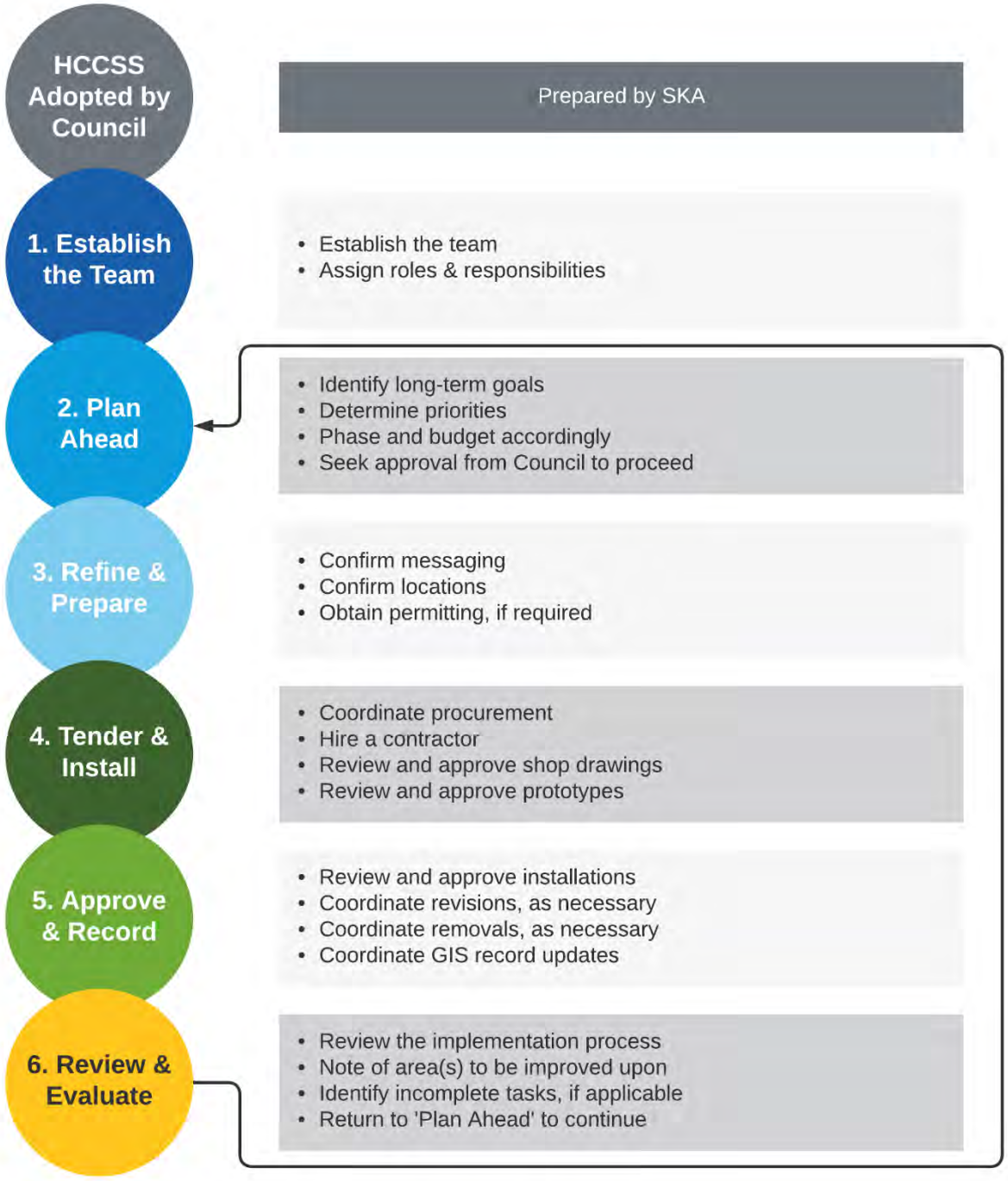
Budget Summary by Community

Community	Budget Estimate
Caledonia	$126,500.00
Cayuga	$109,500.00
Dunnville	$189,500.00
Hagersville	$80,000.00
Jarvis	$45,000.00
Port Maitland & Stromness	$38,000.00
Canborough	$15,000.00
Fisherville	$15,500.00
Kohler	$12,000.00
Nanticoke	$18,000.00
Cheapside	$21,000.00
Canfield	$12,500.00
Townsend	$24,500.00
Selkirk	$33,500.00
Rainham	$15,000.00
York	$35,000.00
Lowbanks	$25,500.00
Gateways	$153,750.00
Rural	$7,000.00
Total:	**$976,750.00**

Chapter Two: Implementation How-To Guide

Implementation How-To Guide

Now that the HCCSS is complete, the County can begin implementing the proposed additions, replacements, and removals of signage throughout the Haldimand Signage System. This section is intended to guide the County in this process. The following flowchart provides an overview of the recommended stages of implementation.



1. Establish the Team

The first stage of implementation is the establishment of the HCCSS Implementation Team. This multi-disciplinary team will be responsible for all correspondence, coordination, tasks, monitoring, and record keeping, related to the Haldimand Signage System moving forward. More information on specific roles and responsibilities will be outlined in this section.

The existing HCCSS Project Management Team (members have been listed in the Opening Remarks of this document) is responsible for the establishment of the Implementation Team. Members of the HCCSS Project Management Team may fulfill positions on this new team.

It is expected that members of the Implementation Team remain in their respective roles. If a member is no longer able to participate, they should coordinate with the rest of the Team to ensure their duties are fulfilled by other members, or another suitable individual.

Roles & Responsibilities

Project Manager

An individual responsible for overseeing the implementation process. They will need to:

- Have a thorough understanding of the Haldimand County Signage Strategy and act as the main contact for all inquiries related to the HCCSS and implementation.
- Coordinate the HCCSS team and ensure all roles/responsibilities have been assigned.
- Present budgets and reports to Council, as required.

Project Coordinators

A team of individuals responsible for completing a selection of tasks related to the implementation process. Team members could include, but are not limited to, representatives from the following divisions:

- Public Works Operations
- Roads Operations
- Innovation & Technology Services
- Economic Development & Tourism
- Facilities, Parks, Cemeteries & Forestry Operations
- Planning & Development
- Community Development & Partnerships
- Customer Experience & Communication

The total number of project coordinators is up to the discretion of the Project Manager and will be dependant on workload and staff availability. Our recommendations include a broad representation of divisions, some of which may not yet have been consulted on this project. We urge the Project Manager to consider all divisions that may be impacted by / involved in the project, to ensure effective communication and implementation.

Summer Students

Several tasks may also be conducted by summer students, if available, under the supervision of the appropriate Project Coordinator.

Allocating Tasks

Once the Implementation Team has been established, an inaugural meeting is to occur with the entire Team. This meeting is to:

- Establish clear communication amongst the Team.
- Review the HCCSS and ensure understanding of its contents.
- Allocate responsibilities and tasks to each member.

2. Plan Ahead

The next Implementation Team meeting(s) will aim to create a plan for all future implementation efforts. This meeting is to:

- Set implementation goals and objectives
- Determine County priorities
- Phase implementation accordingly
- Prepare an implementation master plan (capturing 1-year, 3-year, 5-year, and 8-year terms)

This stage should be revisited following the completion of each fiscal year and/or completion of an implementation phase. Additional topics that may be addressed include:

- Budget opportunities/restrictions
- Priorities shifting
- Incorporating incomplete tasks into a later phase
- Shifting the implementation process based on past success and/or concerns
- Monitoring past installations and addressing warranty concerns and/or issues

Phasing

Rarely will a comprehensive signage system be implemented in a single year. Instead, breaking implementation efforts into phases allows the County to allocate reasonable annual funding and can make the associated tasks (i.e., messaging review, location review, permitting, etc.) less daunting. No two counties will approach phasing the same way; unique budgets, available resources, and existing processes are all contributing factors. When phasing efforts, the following topics should be considered:

- Priorities
- Wayfinding Circuits
- Removals
- Budgeting & Council Approval

Priorities

Determining priorities is a good place to get started. We recommend the team consider the following (in no particular order) when establishing priorities:

Gateways

Haldimand County has already installed a new gateway sign on Hwy 403, featuring the new logo and branding. County gateways are a great location to unveil new branding efforts, demonstrating progress, civic pride, and a new look. Installing new gateway signage to create a

uniform entry experience, and provide context for other new signage, could be a priority. Additional gateway sign locations have been proposed and are found on the GIS.

Equitable Distribution

Haldimand County is comprised of many communities that would benefit from the installation of new signage. Installing 'choice' signage throughout several communities in each phase, to ensure equitable distribution, could be a priority. Alternatively, seeing implementation to completion in a single community before moving on to another, to increase efficiency and demonstrate success to Council, could be a priority. The latter approach has been utilized in other County projects, such as the Haldimand County Downtown Street Planting Design and Installation.

Problem Areas

Addressing areas that cause the most confusion and/or reduce user satisfaction, could be a priority.

High-ranking Destinations

Signing high-ranking destinations, to promote these desirable assets, could be a priority. In this case, choosing wayfinding circuits with the largest number of high-ranking destinations could be worthwhile.

Identifying Assets

Identification signage is integral to the success of a comprehensive signage system; users need to know that they have arrived at the desired destination. Ensuring destinations have effective identification signage, in good repair, placed without visual obstruction, could be a priority.

Site Safety & Suitability

Destinations should be ready to receive visitors before they appear on signage. Ensuring that included destinations are aesthetically pleasing, safe, and 'open for business', could be priority.

Signs in Disrepair

Existing signage throughout the County varies in age and condition. Removing and replacing signage in disrepair, could be priority. Complementary to this effort, leaving signage that remains in good condition, and displays accurate information, to be removed in later phases, could be worthwhile.

Civic Pride

New or recently renovated destinations should be celebrated. Ensuring these destinations have new identification signage installed before opening (during construction activities), could be a priority.

Development Planning

Ensuring all upcoming community projects (e.g., trailhead establishment, parking lot improvements, new parks and recreation facilities, etc.) incorporate appropriate signage during the design development phase, could be a priority.

Budget Utilization

Ensuring Council approved budgets are used to their full potential, could be a priority. In this case, choosing wayfinding circuits that collectively reach the highest dollar value, without exceeding the budget could be worthwhile.

Alternative Technology

Visitors may use alternative technology (e.g., Google Maps) in conjunction with physical wayfinding signage to reach their destination. Coordinating alternative technology to support physical wayfinding can be done in many ways. A low-cost, yet effective method is ensuring County destinations are searchable on online mapping platforms, such as Google Maps, and that the online spelling aligns with messaging on County signage. Further, ensuring destinations are listed online with an accurate address can mitigate conflicting directions being provided by an online mapping platform versus those shown on signage.

Coordinating alternative technologies to align with the comprehensive signage system, could be a priority. In this case, allocating a portion of the Council approved budget towards acquiring and updating this technology could be worthwhile.

Sign Prototype Trial

Ensuring new signage meets the needs of users, by installing limited quantities of each sign type, before investing in additional copies, could be a priority. In this case, choosing wayfinding circuits with less total signage, and higher sign type diversity, could be worthwhile. This would allow the County to 'test drive' sign types, and adjust, if necessary, without significant loss.

Wayfinding Circuits

When a destination is introduced on a sign, it is crucial that the remainder of the route is signed accordingly, until the destination is reached. This practice ensures users can reach their destination without interruption and/or confusion. As individual signs often contain multiple destinations, those additional destinations, and associated routes, will also need to be signed from that point through to the destination. These signs, dependant on one another, collectively make up a wayfinding circuit. Wayfinding circuits often contain several sign types.

With careful messaging and route selection, a comprehensive signage system can consist of many wayfinding circuits, working independently from one another. Wayfinding circuits are important as they provide opportunity to phase implementation, without interrupting routes and/or hindering the success of the signage system.

Some circuits can be divided into small wayfinding end-circuits. Located in close proximity to a destination (or a few destinations), they are a part of a larger wayfinding circuit, but do not rely on the larger circuit to function.

All HCCSS proposed signage has been classified into the respective circuit, to assist the team in phasing efforts. For more information on accessing this information, refer to Messaging Chart & Sign Location Mapping (GIS) on page 39.

Example

An example wayfinding circuit within the HCCSS is Circuit AH; a small collection of signs located in Nanticoke. Consisting of signs 44, 45, and 49, this circuit is intended to direct visitors to Nanticoke Community Hall. Signs 44 and 45 catch visitors approaching Nanticoke from the north/east and direct them towards the hall. Sign 49 then guides visitors to turn left, the final step required to reach their final destination. While a relatively small and simple example, Circuit AH demonstrates how individual signs work together, and rely on one another. In this case, without sign 49 to complete the circuit, signs 44 and 45 would cause confusion amongst users.

Removals

Removing old signage is an important part of implementing an effective signage system and should be included in each phase as necessary. This practice will reduce sign clutter, mitigate confusion among users, and maintain an inviting appearance. The HCCSS proposes that all existing signage eventually be removed. We recommend the team consider the following when planning removals:

Coordination with Sign Installation

Removing existing signage as new signage is installed is a good way to tackle removals. This one-for-one approach can reduce the number of trips to each location and allows for predictable budgeting. Caution is advised as not all existing signs slated for removal will have a one-for-one replacement. These instances will require extra attention to ensure they are not missed.

Obsolete Signage

The implementation of the HCCSS will see several signs become obsolete, with no proposed replacement. Removing these signs could be a priority.

Budgeting & Council Approval

Annual budgeting is arguably the most significant consideration when phasing. Without adequate funds, implementation cannot occur. To secure funding, the Implementation Team will need to seek approval from Council.

Preparing Budgets

To aid the Implementation Team in preparing annual budgets for Council approval, this document contains estimated unit pricing for each sign type and estimated pricing for each complete wayfinding circuit.

Seeking Council Approval

The Project Manager will be responsible for submitting the proposed annual budget, and supporting materials, if necessary, to the Economic Development and Tourism Manager each year.

Revisions to Suit Approved Budget

If Council does not allocate sufficient funding to HCCSS implementation, the Team will need to revisit proposed phasing and adjust as necessary.

3. Refine & Prepare

With Council approval and funding secured to support the proposed phase, it is time to refine materials and prepare for installation. The following tasks will ensure everything is in order before procurement:

- Confirm messaging
- Confirm locations
- Obtain approvals, if required

Confirm Messaging

Messaging refers to the content displayed on each sign. Messaging for each proposed sign in the Haldimand Signage System has been prepared. For more information on accessing this information, refer to Messaging Chart & Sign Location Mapping (GIS) on page 39. It is the responsibility of the Project Coordinators to:

- Conduct a thorough review of all proposed messaging, applicable to the current phase
- Abbreviate destination names, as necessary
- Confirm messaging is organized appropriately
- Ensure messaging is consistent and directions are accurate
- Update GIS records to reflect all revisions made during this process

Confirming messaging prior to tender will help to prevent errors during tender and installation.

Abbreviate Destination Names

To ensure signage is legible and space is used effectively, it is highly recommended that destination names fit available space appropriately. The number of characters in a destination name is dependant on vehicular speeds, associated font size, and panel size. Refer to the design intent drawings to determine the space allowance for destination names. For example, for directional urban signs, each destination that appears on a sign is to be limited to thirteen (13) characters. A space between words counts as a character. Kerning (tightening of letter width) is permissible to accommodate one or two more characters.

Order of Messaging

Order of messaging on a sign begins with destinations that require a maneuver to the left, followed by destinations that require a maneuver to the right, then destinations that require no maneuver (straight ahead).

Where there are multiple destinations requiring the same maneuver, destinations are to be ordered according to distance from sign location, beginning with the nearest. Where there are multiple destinations requiring the same maneuver, at equal distance from the sign location, destinations are to be ordered alphabetically.

Vehicular-oriented signage should carry no more than five destinations to allow for adequate time to read and process information. If a destination has been introduced on a sign, it must be included in the messaging of all remaining signs on the route until the destination has been reached.

Ensuring Consistency

It is important for the HCCSS Implementation Team to commit to specific message names to ensure that there is consistency from one directional sign to the next. Once established, this should become the standard from sign to sign, and should be continued from one phase to the next. It is also important that similar generic destinations have the same name from settlement area to settlement area.

Symbol Selection

Symbols are often used throughout wayfinding signage as a supplementary form of messaging. Symbol use can be advantageous, as illustrations can convey many amenities using less space than the equivalent terms. Additionally, symbols can often be interpreted by non-English speakers. As illustrated in earlier in this report, several sign designs provide opportunities to include symbols.

It is the responsibility of the Implementation Team to approve a set of symbols for use throughout the County. Further, the Implementation Team is to identify all (if any) symbols that will be utilized for each destination included in the signage system. All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.

Symbols are to be general in appearance. Site specific symbols/logos should not be created or used on wayfinding signage (e.g., Kinsmen Park may precede general washroom, picnic area, and swimming symbols. The messaging “Kinsmen Park” should not be replaced by a symbol).

Note: Some of the standard icons used by the province may be subjected to copyright (including but not limited to Farmer’s Market, Winery, and organizational logos such as Provincial Parks).

Sign Location Mapping Review

Sign Location Mapping has been provided via ArcGIS Software. The Implementation Team will need to conduct a thorough review of this mapping, to ensure logical placement. For more information on Sign Location Mapping, refer to Messaging Chart & Sign Location Mapping (GIS) on page 39.

Confirm Locations

Upon completion of the Sign Location Mapping Review, the Implementation team will be responsible for visiting each proposed sign location to ensure suitability. The following considerations should be made when determining site suitability.

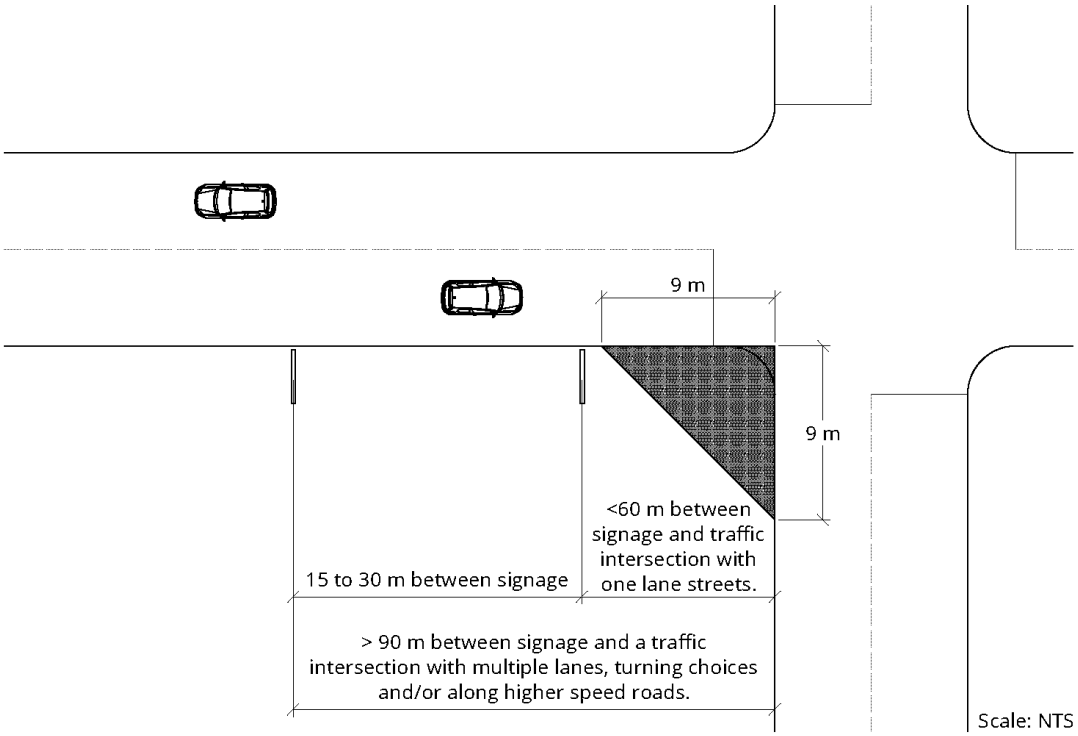
Placement Guidelines

Generally, these guidelines should be considered when verifying site suitability and placement:

- Do not install signage within 15m of a traffic safety sign, if present.
- Signage should be located on the right shoulder, unless conditions dictate otherwise.
- If site conditions are not suitable for the placement of signage (e.g., cliffs, out-of-view sharp turns, etc.) signage may be eligible for placement on median or in turning median.
- Signage should be placed to avoid visual obstructions due to existing elements (e.g., trees, signs, banners, hanging flower baskets etc.).
- Do not install signage within a 9m site triangle of an intersection, parking lot egress, or driveway.
- Signage is not to be installed on existing structures and/or hydro poles.
- Adjust sign locations to suit sub-utilities. Utility locates are to be completed prior to installation.

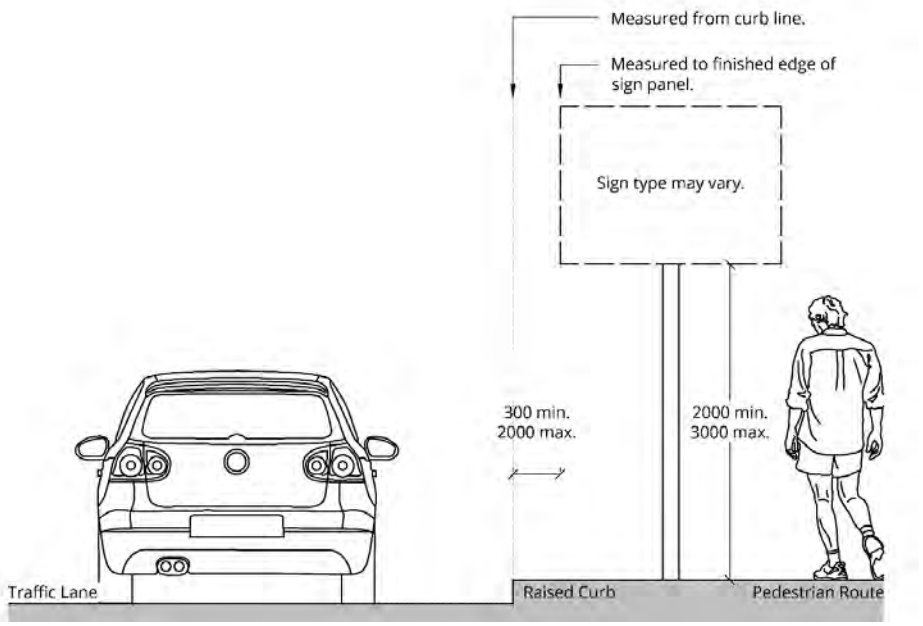
Note: Guidelines are not a substitute for good judgement.

The Implementation Team should also reference the Haldimand County Design Criteria; Section N Signs and the Ontario Traffic Manuals for additional insight on placement and installation requirements.



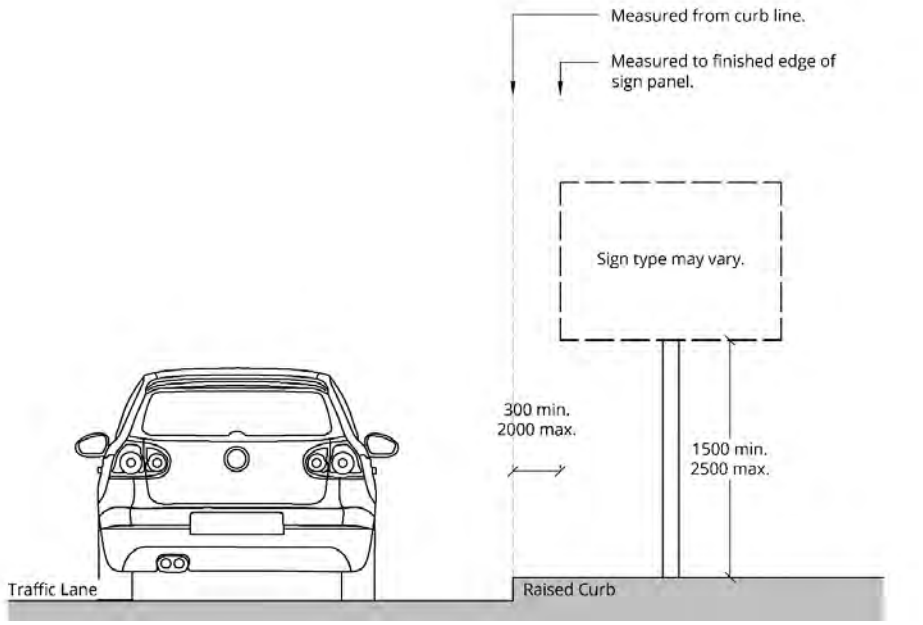
Mounting Offsets

Directional Sign Panels located in areas with a raised curb and pedestrians are subject to the following:



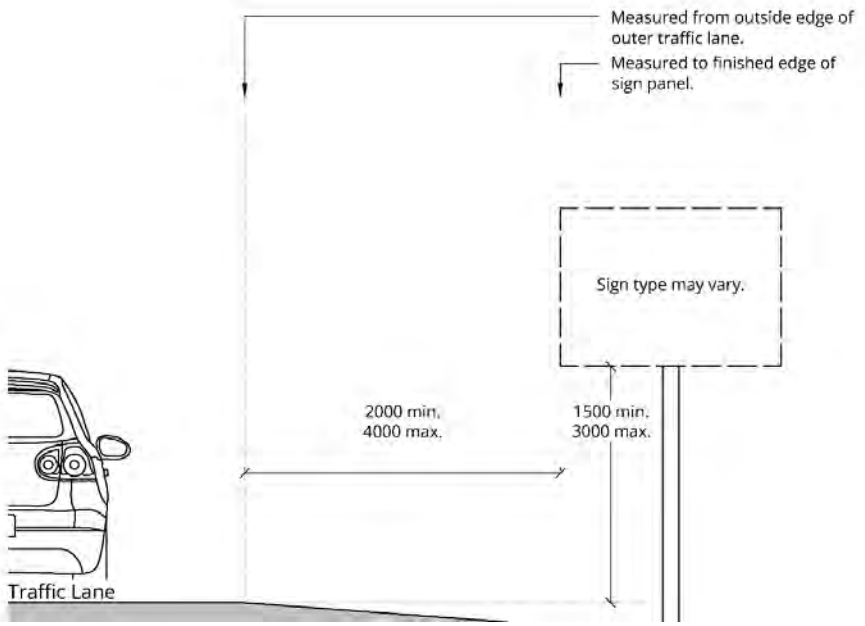
Mounting Offsets

Directional Sign Panels located in areas with a raised curb (without pedestrians) are subject to the following:

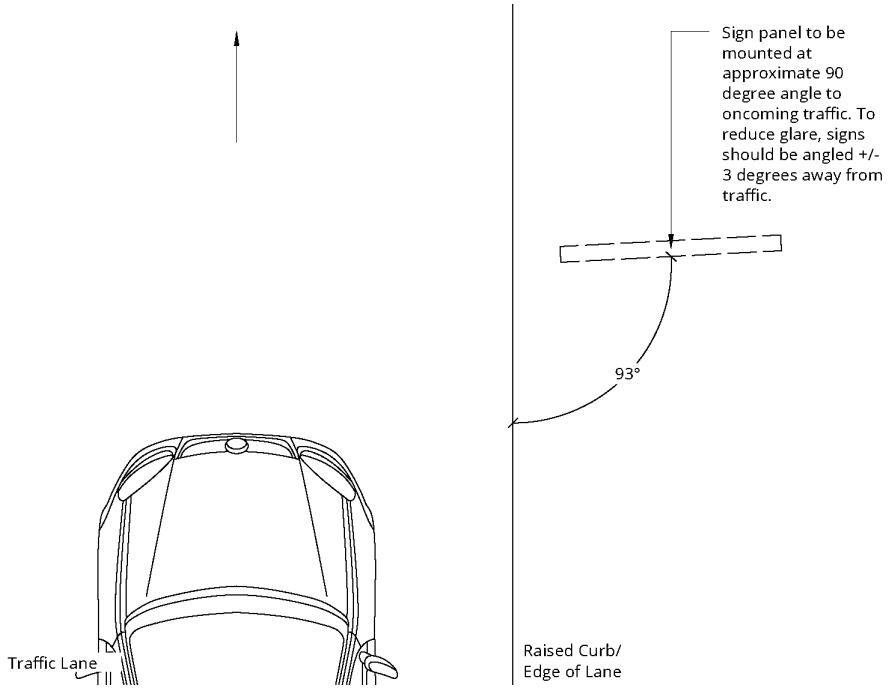


Mounting Offsets

Directional Sign Panels located in areas without a raised curb and without pedestrians are subject to the following:



Sign Rotation



Obtain Permitting

The Implementation Team is responsible for reviewing and acquiring approvals from the County, the Ontario Ministry of Transportation (MTO), and/or other regulatory agencies, as required.

MTO Jurisdiction Signage

The Ontario Ministry of Transportation (MTO) is responsible for many highway corridors throughout the province. Highway corridors within MTO jurisdiction are subject to regulations and permitting. As some of these regulations and permitting policies relate to signage, it is imperative that the HCCSS Implementation Team familiarizes themselves, adheres to them, and obtain all permits, as required.

There are two provincial highways, under MTO jurisdiction, that cross Haldimand County:

- Highway ON-3
- Highway ON-6

Generally, all signage within 400m of any limit of a provincial highway (MTO Permit Control Areas) requires a MTO issued permit. The MTO Permit Control Area could also include signage intended for users of roadways adjacent to, or intersecting, provincial highways.

The (2022) Highway Corridor Management Manual, or latest, published by the Ministry of Transportation should be used as an official resource for signage slated for MTO Permit Control Areas. This document provides useful information such as:

- Policies, standards, and requirements for installing signage within MTO Permit Control Areas
- MTO sign types and classifications
- Official setbacks and special circumstances
- Fee calculations
- Other sign-related procedures

4. Tender & Install

Once materials have been refined and prepared, and permits obtained, the next stage will be to initiate the procurement process. The Implementation Team is responsible for coordinating with the County Division responsible for procurement, to initiate the process, and prepare materials, as necessary. The following are general recommendations and considerations and are not intended to replace the County's procurement standard documents.

As an ongoing, phased project the selection of a responsible and experienced contractor is integral to the success of the Haldimand Signage System. The following considerations should be made when preparing procurement documents related to the fabrication and/or installation of signage.

General

It is recommended that a contractor be retained with a renewable annual agreement at the discretion of the County. This will ensure:

- Consistency in standards
- Maintain quality control
- Allow for easier monitoring

Bidding Process

A Request for Quotation (RFQ) will initiate the bidding process, in search of a qualified contractor. Haldimand County will have standard procurement procedures that should be followed. Based on industry best practice and the nature of this project, we recommend the following items be included in the RFQ:

- Relevant information from the HCCSS (e.g., Messaging Chart & Sign Location Mapping, sign standards and design intent drawings, associated details, etc.).
- Clear, scalable, digital copy of the official Haldimand County logo.
- Unit price schedule, with installation and warranty costs separated
- Unit price schedule, with prototype sign development costs
- Unit price schedule, with optional provisional unit cost to accommodate alternative materials, manufacturing techniques, and mounting options.
- Provisions for permitting, insurance, bonding, WSIB, etc.
- Request for examples of previous sign work with references.
- Request for shop and as-built Drawings

Provisional Pricing

As a provisional item, the Contractor should have the option to provide alternative pricing for materials, manufacturing techniques, and mounting options, other than those specified in the

HCCSS. If the Contractor chooses to submit provisional pricing, they should also provide an explanation of differences in pricing, performance, and quality, between those specified and their proposed alternatives.

Shop & As-Built Drawings

The sign design and details found throughout / attached to this document are to illustrate general design intent and are for reference purposes only. The Contractor will be responsible for providing detailed shop drawings. The Implementation Team will be responsible for reviewing the shop drawings, coordinating revisions with the Contractor, if necessary, and approving them.

The Contractor should provide detailed shop drawings to accurately reflect the design intent illustrated throughout this document. Once shop drawings have been approved by the Implementation Team, the Contractor will be responsible for having them stamped by a certified structural engineer, before proceeding with work.

Upon shop drawing approval, the Contractor will be responsible for providing physical samples of all materials and finishes they intend to use. The Implementation Team will be responsible for reviewing the materials and finishes, coordinating adjustments with the Contractor, if necessary, and approving them.

Upon installation, the Contractor will be responsible for providing as-built drawings, capturing any adjustments made during the installation process. The Implementation Team will be responsible for maintaining records of these changes, and adjusting future Phases accordingly, if necessary.

Workmanship

All workmanship is to be completed with a high degree of precision and fabricated finish. It will be the responsibility of the Contractor 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 to assume. All work is to be inspected prior to transportation to the site, and again upon installation.

The Contractor will also be responsible for the following:

- Adhering to County and OBC as required
- Adhering to MTO regulations, as required
- Ensuring all signage meets the guidelines and standards as defined throughout this document

Site Suitability

The Contractor will be responsible for ensuring each site is appropriate, prior to installation. The following should be considered when verifying site suitability:

- Sub-utility locates
- Visual obstructions

Adjustments to a sign location by the Contractor will require approval by the Implementation Team.

Site Requirements

The Contractor is to make every effort to ensure each work site is kept free from debris and unsightly conditions, while ensuring all necessary safety requirements (as per County) are met. All discarded materials are to be removed by the Contractor and disposed of at their own expense. Landscaping and/or hardscaping disturbed during installation is to be repaired to its original condition, by the Contractor, following installation.

Prototypes

The initial year of sign fabrication and installation (Phase One) should be considered a prototype development period. This is the time to resolve any issues related to sizing, colouring, fabrication methods, etc. It will also provide accurate unit pricing for future sign production. All signage installed within this phase will be considered a “sign prototype”.

The Implementation Team will be responsible for collecting input from County Divisions, and the public, and coordinating with the Contractor to respond accordingly. This could be a series of meetings throughout the year, between the Project Manager and the Contractor, or could be an end-of-year meeting, between the Implementation Team and the Contractor.

Any adjustments to fabrication and/or installation will be made according to the performance of sign prototypes, following a specified period of time (minimum one year). Upon approval by the Implementation Team, the County will need to approve the shop drawings. All shop drawings and as-built drawings will become property of the County.

Manuals

Upon installation of signage, the Contractor will be responsible for providing a manual of maintenance guidelines, specific to each sign type, to the Implementation Team. It will be the responsibility of the Implementation Team to ensure these manuals are distributed to the appropriate Divisions. It is recommended that these manuals be followed to ensure signage is properly maintained and kept from disrepair.

Approve

Following installation, the Implementation Team will be responsible for reviewing signage to ensure satisfactory completion. The Team should consider the following:

- Adherence to contractual obligations
- Overall quality (regarding painted finishes, hardware, etc.)
- Condition of the site and surroundings
- Obtain as-built Drawings from the Contractor

If there are any concerns following installation, it will be the responsibility of the Implementation Team to contact the Contractor immediately to determine a resolution.

5. Maintain Communications & Record

The Implementation Team will need to maintain excellent communication with the Contractor.

All phases should include an end-of-year meeting, between the Implementation Team and the Contractor. This meeting is to:

- Discuss revisions
- Review cost adjustments
- Discuss and plan for the next phase

Record Keeping

The Messaging Chart is a working document, that will require continuous updates. Information to be updated will include the following:

- Direction(s)
- Destination(s)
- MsgSymbol
- Confirmed Messaging
- Mounting Type
- Year Installed
- Year Inspected
- Rating
- Field Notes

It will be the responsibility of the Implementation Team to collect this information and coordinate with the appropriate GIS representative from the Haldimand County Planning & Development Division. The Implementation Team should communicate with this representative regularly.

For more information on record keeping, refer to Messaging Chart & Sign Location Mapping (GIS) on page 39.

6. Review & Evaluate

Once installation has concluded for the year, a meeting is to occur with the entire Team. This meeting is to:

- Review and evaluate the implementation process.
- Identify what went well.
- Discuss what could be improved upon.
- Identify steps to improve the implementation process.
- Identify any outstanding tasks that were not fulfilled in this phase.
- Coordinate maintenance, as required, with the appropriate County Division(s).
- Record meeting notes and ensure they are considered during the Plan Ahead stage, applicable to the next phase.

Monitoring Success

The Implementation Team will be responsible for monitoring the success of the Haldimand Signage Strategy. To do so, it is recommended the Team consult with various stakeholders that may have insight on the effectiveness of all signage installed to date. Stakeholders may include:

- Tourism Committees
- Visitor Information Staff
- Representative(s) from Public Works Operations Division
- Representative(s) from Roads Operations Division
- Representative(s) from Innovation & Technology Services Division
- Representative(s) from Economic Development & Tourism Division
- Representative(s) from Facilities, Parks, Cemeteries & Forestry Operations Division
- Representative(s) from Planning & Development Division
- Representative(s) from Community Development & Partnerships
- Representative(s) from Customer Experience & Communication

If an issue arises, or stakeholders identify an opportunity for improvement, it will be the responsibility of the Implementation Team to devise a plan to address it.

Coordinating Maintenance

The Haldimand Signage System will require ongoing physical maintenance to ensure continued success. Physical maintenance is a responsibility that will be shared between the County and the Contractor. This may extend beyond the scope of the Implementation Team. The Implementation Team will be responsible for coordinating with the appropriate County Divisions to ensure maintenance is occurring, as required.

County Responsibilities

The County will be responsible for the following:

- Monitoring signage on an annual basis to ensure they are safe, free from visual obstruction, debris, and/or vandalism, and that fasteners and hardware are in good, working order.
- Repairing damage, beyond obligation of the Contractor.
- Recording any deficiencies or opportunities for improvement and coordinating with the Implementation Team and the Contractor with GIS follow up.

Contractor Responsibilities

The Contractor will be responsible for the following:

- Maintaining signage as per specifications outline in the contract.
- Correcting any deficiencies and providing repair and/or replacement as per warranty, as required.
- Recording any deficiencies or opportunities for improvement and coordinating with the Implementation Team and the Contractor.

Moving Forward

The stages of implementation form a cycle, that will need to be repeated for each phase, until the Haldimand Signage System is complete. To continue implementation, the Implementation Team should return to the Plan Ahead stage.

Appendix

Appendix A: 2022 Haldimand County Destination List

Using the inclusion criteria and ranking classifications provided earlier in this report, the Project Management Team (refer to Opening Remarks) complied the 2022 Haldimand County Destination List.

Further consolidation by the Project Management Team (refer to Opening Remarks) lead to the establishment of the HCCSS Destination List (refer to HCCSS Destination List on page 12). All HCCSS work and planning has been based upon the HCCSS Destination List.

Legend

- ☐ Location to Sign
  [Amenity at Above Location]

Level 1

Downtowns

- ☐ Caledonia
- ☐ Cayuga
- ☐ Dunnville
- ☐ Hagersville
- ☐ Jarvis
- ☐ Selkirk

Government Buildings

- ☐ Cayuga Courthouse
  [Haldimand Plaque]
- ☐ Haldimand County Administrative Building

Tourist Information Centres

- ☐ Caledonia

Level 2

Attractions

- ☐ Port Maitland Lighthouse & Pier

Beach Access (Public)

- ☐ Port Maitland

Major Community Halls/ Arena

- ☐ Caledonia Lions Community Centre/ Haldimand County Caledonia Centre
  [Caledonia Library]

- ☐ Cayuga Memorial Arena
- ☐ Dunnville Community Lifespan Centre/ Arena
- ☐ Hagersville Arena
- ☐ Fisherville Lions Community Centre, Park and Multi-Purpose Outdoor Facility
- ☐ Jarvis Lions Community Centre and Jarvis Lions Park

Government Buildings and Institutions

- ☐ Grandview Lodge

Major Heritage Sites and Museums

- ☐ Cayuga Library and Heritage Centre
- ☐ Edinburgh Square Heritage and Cultural Centre
  [Cenotaph in Edinburgh Square]
- ☐ Wilson MacDonald Memorial School Museum

Major Parks

- ☐ Caledonia Kinsmen Park
- ☐ Dunnville Waterfront Park and Garfield Disher Memorial Park
- ☐ LaFortune Park
  [Kayak Launch]
- ☐ Thompson Creek Park and Eco-Centre

Trails and Hiking Locations

Caledonia

- ☐ Burke Park Trail
- ☐ Chippewa Trail
  [Chippewa Cycling Trailhead]
- ☐ Gypsum Mine Tract Trail
- ☐ Rotary Riverside Trail

Cayuga

- ☐ Cayuga Grand Vista

Dunnville/Lowbanks

- ☐ Blue Heron Way Trail
- ☐ Dunnville Centennial Park to the Dunnville Farmers Market

Selkirk

- ☐ Waterfront Way Trail and Parkette

Townsend

- ☐ Townsend Recreation Trail

Level 3

Boat Access

- ☐ Bob Baigent Park
- ☐ Port Maitland Esplanade and Pier
- ☐ Port Maitland East/Stromness
- ☐ Wingfield Park (Dunnville)
- ☐ Waterfront Park Boat Launch

Community Halls

- ☐ Canboro Community Centre
- ☐ Canfield Community Centre
  [Black Settlers heritage Marker]
- ☐ Cayuga Kinsmen Community Centre
- ☐ Cayuga Seniors Drop-In Centre
- ☐ Cheapside Community Hall
- ☐ Haldimand Agricultural Community Centre
- ☐ Lowbanks Community Centre
- ☐ Nanticoke Community Hall
- ☐ Rainham Centre Community Hall
- ☐ Selkirk Centennial Community Centre and Library
- ☐ Seneca Centennial Hall
- ☐ Townsend Lions Hall

Community Parks / Cycling Trailheads

Cayuga and Area

- ☐ Broechler Soccer Park
- ☐ Canfield Park
- ☐ Cayuga Kinsmen Park
  [Blue Route (River Route)]

Caledonia and Area

- ☐ Henning Park
- ☐ McKinnon Park
  [Green Route (Haldimand Tour)]
- ☐ McClung Soccer Park
- ☐ Seneca Park (Caledonia)

- ☐ York Park

Dunnville / Port Maitland

- ☐ Dunnville Centennial Park
  [Muddy Statue]
- ☐ Dunnville Central Park & Bandshell
  [War Memorial in Central Park]
- ☐ Dunnville Kinsmen Park
  [Yellow Route (Lowbanks Loop Trailhead)]
- ☐ Dunnville Lions Park
- ☐ Dunnville Soccer Park
- ☐ Ramsey Drive Park
- ☐ Port Maitland Esplanade Park
- ☐ Port Maitland East Park
  [Port Maitland Cairn]

Fisherville

- ☐ Fisherville Lions Park

Hagersville

- ☐ Sgt. Andrew Harnett Memorial Park (Hagersville)
  [Haldimand Memorial Arboretum]
- ☐ Grant Kett Park
  [Pink Route (Hagersville Area Tour)]

Selkirk

- ☐ Selkirk Community Park
  [Orange Route (Lakeview Tour)]
  [Selkirk Memorial Gates]

Townsend

- ☐ Townsend Lions Park

Farmers Markets

- ☐ Caledonia Farmers Market
- ☐ Dunnville Farmers Market
- ☐ Hagersville Farmers Market

Heritage Sites

- ☐ Port Maitland Lock

Libraries and Community Hubs

- ☐ Dunnville Public Library
  [Harvard Memorial]
- ☐ Hagersville Library
- ☐ Jarvis Public Library
  [Jarvus Walpole War Memorial]

*Please note tourism information centres are located within all Haldimand County libraries.

Level 3 (Locations for Future Signage Consideration)

Cemeteries

- ☐ Briggs
- ☐ Caledonia
- ☐ Canborough
- ☐ Canfield United
- ☐ Cayuga Riverside
- ☐ Decewsville
- ☐ Diltz Road/Bethany United Church
- ☐ Dunnville Riverside
- ☐ Ebenezer Methodist United Church
- ☐ Hagersville
- ☐ Highbanks/Sherbrooke Baptist
- ☐ Inman Road
- ☐ Kirk
- ☐ Lowbanks
- ☐ Melick
- ☐ Moote Rd
- ☐ Mount Carmel
- ☐ Port Maitland Christ Church Anglican
- ☐ Woodlawn

Level 4

Neighbourhood Parks

- ☐ Avalon Park
- ☐ Black Creek Park
- ☐ Canborough Park
- ☐ Canfield Park
- ☐ Decewsville Park

- ☐ Dunnville Gardiner Park
- ☐ Dunnville Rail Park
- ☐ Dunrobin Park
- ☐ Elmvale Park
- ☐ Hagersville Park
- ☐ Haller Park
- ☐ Highland Heights Park
- ☐ Lower Kinsmen Park
- ☐ Nanticoke Community Park
- ☐ Port Maitland East Park
- ☐ Ravine Park
- ☐ Springvale Park
- ☐ Thistlemoor Park
- ☐ Twin Heights Park
- ☐ Village Green Park
- ☐ Williamson Woods Park

Walking and Hiking Pathways

- ☐ Ron Clark Memorial Walkway
- ☐ Jarvis Lions Park Pathway
- ☐ Patterson River Walkway
- ☐ The Ramsey Walkway

Appendix B: Sign Programs (Pre HCCSS)

The following sign programs were in place prior to the development of the Haldimand County Comprehensive Signage Strategy. They are grouped in terms of similar uses. It is understood that many of these signs 'programs' may involve multiple sign 'types', and are proposed for integration with the new HCCSS.

Trails, Routes, and Parkway Signage

- Cycling Routes and Cycling Amenity Signage
- Trails and Trailhead Signage
- Veterans Memorial Parkway Signage

Place Identification Signage

- Facility Signage
- Cemetery, Park and Playing Field Signage

Wayfinding Signage

- Farmers Markets and Urban Wayfinding
- Information Signs

Pay to Play Program

- Agriculture and Tourism Directional Signage

Support Signs

- Tourist Information Centre Signage
- Grand River Marker Indicator signage
- Community Group Signage
- Heritage Signage

Gateway/Entrance Signs

Others

- Grand River Scenic Parkway Signage (requested for removal)
- Grand River Marker Signs (another jurisdiction)
- Waterfront Trail Wayfinding Signage (another jurisdiction)

Appendix C: Wayfinding Signage Inventory

The following information was taken from the current Haldimand County Sign Inventory found on the Haldimand County GIS mapping database. Priority for removal is recommended as high, medium, or low, with rationale included. An estimated replacement cost has been included, as necessary.

General

Qty	Sign type	H	M	L	Est. Unit Cost	Sub-Total	Notes:
8	Veteran Signage			x	$350	$2,800	Replace damaged signs as needed. Remove old logo if separate sign. Possible sponsor opportunity for replacement with new sign.
64	Urban Wayfinding	x	x		nr		Existing Urban Wayfinding signs should be removed as new directional signs with are installed in each town or settlement area. New sign budgets can be found in the Section 1.5 - Budgets.
18	Tourism + Agricultural Directional Signage	x			TBD		New 'Pay to Play' signs will instill new life into the revised program.
5	Farmer's Market			x	nr		To be replaced as new Vehicular Directional Signs are installed in each community.
1	Historical Plaque	x					Remove existing - poor condition. No replacement required.
3	Fishing Poster Board - Interpretive Panel						Federally funded interpretive panel. Replacement not recommended.
9	Tourist Information - Question Signs						Signs in good condition and not required for removal. Replace damaged signs as needed. Otherwise, remove as new wayfinding signs with Tourist Information are installed.
31	Grand River Parkway			x	$350	$10,850	Consider relevancy of the 'Parkway'. Replace damaged signs with new sign, or as funds become available.
14	County Entrance Signage	x			$4,500	$63,000	County Entrance Signs should be considered a priority as they introduce new branding.
1	Caledonia Kinsmen Park - Park Entrance	x			$2,500	$2,500	Popular parks with many amenities and activities. Good site to showcase new signs.

Cycling and Trail Signage

Qty	Sign type	H	M	L	Est. Unit Cost	Sub-Total	Notes:
50	Cycling Share the Road - Old			x	$350		Share the road signs are generic and not requiring removal / replacement unless damaged.
4	Cycling Share the Road - New						No need to replace unless damaged.
1	Cycling and Chippewa Trail		x		$350	$350	Cycling trail sign replacement: Existing signs have the old County logo and should be replaced with new signs. Each trail should have all of its signs replaced during the same phase to maintain consistency. Phases can happen as funding becomes available. Existing sign installations have been supported by various service groups and/or community organizations through the Community Partnership Program.
1	Cycling Blue/Green Route		x		$350	$350	
11	Cycling Green Route		x		$350	$3,850	
13	Cycling Blue Route		x		$350	$4,550	
8	Cycling Pink Route		x		$350	$2,800	
13	Cycling Orange Route		x		$350	$4,550	
7	Cycling Amenity		x		$350	$2,450	
1	Rotary Riverside Trail		x		$350	$350	
19	Waterfront Trail		x		$350	$6,650	

End of Report